

## **Smart Recruitment Sponsor Second PA of the Year Awards**

After the triumph of the inaugural PA of the Year Awards last year, Smart Recruitment, in association with 2CR FM is again sponsoring the second successive PA of the Year Awards 2005. So often neglected as unsung heroes, Smart Recruitment intend to shine the light on this pivotal role in any company and give Personal Assistants the credit they deserve.

Fundamental in any company's success is the role carried out by Personal Assistant. Like bricks and mortar the role of the PA complements and strengthens that of the MD or CEO of any given organisation. There is no such thing as a typical day in the life of a PA but the skills required to perform this diverse role is extensive as Smart Recruitment are very aware

"The PA role is one that requires an extensive and wide skills base, including people skills, organisational skills, confidentiality, adaptability and a proactive attitude, all of which are essential for the successful PA. This award is aimed at giving special recognition to the often un-heralded role of the PA. We are expecting a significant number of entries from across the region following on from last year's success and anticipate quantity as well as quality applicants. There is no entry fee and we would encourage people to enter anyone they think worthy of recognition as the best in their field from across the region," comments Helen Stacey, Director of Smart Recruitment.

As well as being available at any of Smart Recruitment's 5 branches in Bournemouth, Poole, Christchurch, Dorchester and now Yeovil in Somerset, entry forms for the PA of the Year Awards are also available from Smart Recruitment's website, [www.smartgroup.co.uk](http://www.smartgroup.co.uk) or from 2CR FM's website [www.2crfm.co.uk](http://www.2crfm.co.uk). Deadline for entries is 21st October 2005 and an awards lunch will be held on the 28<sup>th</sup> October for short listed entries and their nominees at the Langtry Manor Hotel where Helen Stacey, Director of Smart Recruitment, will be on the judging panel, along with Graham Mack, 2CR FM's Breakfast Show Host.

As a result of continued expansion Smart Recruitment now service a catchment area which encompasses all corners of Dorset, with Weymouth in the West to Southampton in the East and now, with a new office in Yeovil, Smart Recruitment is servicing an even wider geographical area to include Yeovil and surrounding areas of the Somerset region. With turnover in excess a £10 million the Smart story has certainly been successful since it's launch in 1999.

Thriving Smart Recruitment can be contacted on 01202 629000. Alternatively visit the brand new interactive website at [www.smartgroup.co.uk](http://www.smartgroup.co.uk)

~ENDS~



**Caption:** - 30 local PA's and their nominees celebrate their success along with last year's winner Terri Pay of Atkins Ltd (centre), Graham Mack of 2CR FM (Left) and Helen Stacey, Director of Smart Recruitment (Right).

**For further information, please contact: -**

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