

## **SMART RECRUITMENT CELEBRATE SUCCESS OF THE SOUTH WEST**

Following the recently celebrated PA of the Year Awards, sponsored by Smart recruitment and 2CR FM, an independent survey commissioned by the South West Regional Development Agency reports that workers and bosses in South West England enjoy the highest levels of well-being in the UK.\*

Helen Stacey, Director of Smart Recruitment commented, "The fact that the PA of the Year Awards coincides with research stating South West staff and bosses enjoy a very satisfactory level of well being couldn't be timelier. It is exactly our intention to add to this well-being across the south coast by celebrating the pivotal role of the PA. This is the second year we have held the awards and we are delighted to have received even more entries than last year. For many organisations the most valuable resource is executive performance and the PA takes most of the responsibility for the organisation and co-ordination of an office. A good PA makes an enormous contribution to the effectiveness of the business and requires numerous professional skills to be successful in their role. Our objective with these awards is to put the spotlight on the PA to celebrate this pivotal but oftentimes uncelebrated role."

The stories which repeatedly came out from the entry forms supplied were truly awe inspiring and in some cases very touching. The worthy winner was Emma Barker-Knott of Protex (UK) Sales Ltd who won £250 of 'Comfort Zone' vouchers from the beauty salon in Moordown to enjoy some serious 'me' time.

The Awards were a great success with over 80 people enjoying a sumptuous lunch and taking time to reflect on the incredible dedication given by un-sung PA's to so many Dorset Businesses.

Itself a successful Dorset Business, 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 of £10 million the Smart story has certainly been successful since its launch in 1999. The Management Team reached the finals in the 'Best Management Team' category in this year's Dorset Business Awards, demonstrating excellent business performance and exceptional support for the community. Smart Recruitment embraces the challenges of 2006 with their trademark proactive and dynamic approach.

**~ENDS~**



**Caption:** - From L to R, Helen Stacey, Director of Smart Recruitment, with PA of the year winner, Emma Barker-Knott, and breakfast DJ Graham Mack of 2CR FM who co-sponsored the awards.

\* Source: - The Well Being at Work Survey

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