



Unique Venues Birmingham (UVB) hosts the first PA Forum Learning and Development Conference



The PA Forum launched by Daniel Skermer is a key Birmingham networking organisation and for their inaugural Learning and Development Conference, they teamed up with UVB to deliver all the aspects of a great conference; Birmingham city centre location, award winning facilities and a team of hospitality professionals to deliver an exceptional customer experience.

The full day conference programme introduced a wealth of keynote speakers such as; Lara Morgan, Scentered, Mandy Hickson, Motivational Speaker and an expert panel from five leading organisations; Matthew Hammond, Midlands Regional Chairman PwC, Jayne Forgham, PA to Midlands Regional Chairman PwC, Elizabeth Wakeling, National Chairman International Management Assistants UK, Andrew Jardine, General Manager The Institute of Administrative Management and Lucy Brazier CEO of Marcham Publishing, publishers of Executive Secretary Magazine challenged by the delegates on 'The ever-changing role of the PA'. This was complemented by a selection of learning and educational workshops presented by industry experts offering key advice and guidance to the delegates. 150 delegates attended the event which was hailed a great success, bringing together the PAs for a day dedicated to their position within organisations.

Birmingham based catering company Amadeus worked with UVB to deliver the catering for the event and Georgia Wedderkop, Senior Sales Executive commented: "Amadeus were delighted when the PA forum approached us to support their Learning and Development Conference. It was a fantastic opportunity to work with one of our amazing venues, UVB, and to showcase our catering. Our main aim at this event was to ensure all delegates were provided with a delicious lunch, whilst having the opportunity to engage in interesting conversations with them. We hope to touch base again with those who attended and will continue to support the PA Forum at future events."

Daniel Skermer who was instrumental in the launch of the PA Forum back in November 2016, commented: "Unique Venues Birmingham was the perfect venue for our inaugural event, the feedback we have had has

been outstanding, the organising committee were so impressed by the service we have received from start to finish and we can't wait to come back."

The PA Forum now in its third year has held over 27 events, networking PAs in the Birmingham and surrounding Midlands area. It goes from strength to strength and is the recognised 'go to' Forum for PAs looking to network with likeminded individuals.

Reflecting on the event, Sarah Millington, Sales Manager at UVB said; "It was a pleasure working with Daniel and the conference committee to organise the first PA Forum Learning & Development Conference. The event was a great success and we welcomed the opportunity to showcase UVB to the PA Forum delegates. We are looking forward to welcoming the PA forum back in 2020. "