

CASE STUDY: Institute of Directors In Dorset



The Background

The Institute of Directors is high profile national membership organisation that strives to support directors and senior business people in every aspect of their professional lives. The IoD have branches across the country and our local one has an active committee chaired by Warren Munson of Inspire Tax and Business Advisors.

Why The Passionate PA?

The Institute of Directors chooses to outsource event management at branch level, particularly in counties like Dorset where the closest regional office is Bristol. The Passionate PA was chosen because of our reputation for getting things done and being avid networkers ourselves. The IoD needs more than just event management though, they need eyes and ears on the ground to be able to report back business trends in our area.

The Work We Do Together:

- ✦ General Correspondence with Dorset Members
- ✦ Branch Committee Administration & Support
- ✦ Annual Members Meeting Organisation
- ✦ Event Organisation – Suppliers, Venues & Sponsors
- ✦ On-The-Day Event Hosting & Management
- ✦ Event Marketing & Monthly E-Newsletter

In Their Words:

"The Passionate PA has been retained by IoD Dorset since May 2008 to co-ordinate and administer all of its business events and activities in the county. We have been delighted with the personal, efficient service and innovative ideas that first the founder Sarah Howells and now Kate Chastey have delivered for us. After Sarah sold the business the transition was seamless and Kate impressed us with how soon she got to grips with the IoD requirements and how quickly she developed strong relationships with Dorset Committee."

Simon Face, South West Regional Director

"I have worked with Kate for the last two years while serving as Chairman on the IoD Dorset committee. Kate has provided excellent support as Branch Administrator and her enthusiasm is infectious. I have been really impressed by the initiative she shows in carrying out her role – everything just runs smoothly and that makes my role all the more rewarding. She's a vital part of the team."

Warren Munson, Inspire Tax and Business Advisors

To find out more about the IoD in Dorset, visit www.iod.com or call the South West Regional Office on 0117 370 7785

For more information about having a Passionate PA in your business call 01202 802 863 or email yourpa@thepassionatepa.co.uk