

# CASE STUDY: Janet Kipling, Cake Publicity

## The Background

Janet Kipling is based in Exeter, Devon. She runs a busy, successful Public Relations agency specialising in charities, small businesses, start-ups and social enterprises and travels extensively in this role. She has six PR writers but chooses not to have any employed administration staff. Janet spends her time between the UK and Antigua where she teaches Yoga and enjoys a much slower pace of life!



## Why The Passionate PA?

Janet met The Passionate PA through a mutual client back in June 2010. She was initially looking for someone to help with travel planning and hotel research but, as with all busy Directors, Janet had a 'To Do' list as long as her arm with both business and personal jobs, so she enlisted Kate to lend a hand. Since 2010, Janet has used Kate and the team for a multitude of tasks, projects, one-off queries and general 'help' – we've listed a few below. Janet dips in and out of the Lifestyle Management service as and when required but is always safe in the knowledge that Kate is only ever a phone call away.

## The Work We Do Together:

- Redesigning Cake Publicity's 'How To' Guides
- Travel Research & Bookings For Work – Flights, Car Hire & Hotels
- Database Management & Updating
- Training Seminar Admin Assistance
- General Microsoft Excel Assistance
- Travel Planning For Pleasure – Flights, Hotels, Sightseeing
- Personal Photo Archiving
- Researching Transporting A Dog From Antigua to UK

## In Janet's Words:

"Everyone should have a Passionate PA. Kate has more than paid for herself in terms of finding me great hotel deals and other services. No problem is too tricky for her, she's super organised and conscientious and so quick that her charges seem minimal. I don't know why anyone would employ their own PA when there are Passionate PAs in the world. The expansion of Kate's business is exciting and well deserved... an army of Passionate PA will be a force to be reckoned with!"

**To find out more about Cake Publicity, visit their website [www.cakepublicity.co.uk](http://www.cakepublicity.co.uk) or call Janet Kipling on 01392 411008.**

**For more information about having a Passionate PA in your life or business call  
01202 802 863 or email [yourpa@thepassionatempa.co.uk](mailto:yourpa@thepassionatempa.co.uk)**