

Subject: **Participation request for GPA *Work-Life Balance* seminar on May 27th, 2017**

Dear executive or to whom it might concern,

I'm addressing this letter to you, inviting you to consider a funding endorsement for your Assistant to attend the upcoming seminar within our new educational event series for Assisting Professional at Global PA Academy on May 27th, 2017 held at Pinnacle Towers Amsterdam, The Netherlands.

About the Event

Global PA Academy – World's first educational event series for Assisting Professionals focused on mastering exceptional mindset and soft skillset excellence. The W.A.N.T.E.D. events are based on 6 core soft skills that have a fundamental impact on the practical skills of your Assistant. It is generally accepted today for the mindset to be crucial for your success and accomplishments. The reason: **your mindset is a hidden multiplier of your practical skills, behavior and attitude**. Each seminar module is highly focused on the core soft skills, providing world class content and practical tactics to increase maturity of the skills in general, therefore enhancing practical abilities and elevating performance levels.

GPA events will boost your Assistant's mindset, perfect attitude, reinforce drive and nurture core values. Your Assistant will be more confident, proud and motivated to fulfill the assisting role to the fullest. Your Assistant will excel in daily responsibilities with required expertise and over delivering on results.

There are six W.A.N.T.E.D. skills that are included in our seminars:

- Core soft skill **Willing** is of crucial importance for '*Positioning*' as an expert Assisting Professional.
- Being **Available** means being true to your '*Personal Integrity*' while being well prepared, adaptive and responsive to the circumstances.
- Application of being **Nice** is the core ingredient of '*Relationship Intelligence*' and represents the need to master it with all its complexity and variety.
- Being **Tenacious** means you operate in '*High Performance*' mode with indomitable focus & energy.
- **Effectiveness** is the ability to '*Balance*' elements around you and make them work in your favor so you can deliver on required results.
- Audacious **Dedication** has the power to transform and generate '*Change Manifestation*', compelling objectives to work in your favor.

For your convenience, this seminar is planned during the weekend so you don't have to miss your trusted support for a full working day. In case traveling to The Netherlands will not possible for your Assistant we also provide an option to join us online, via Replay Recording.

Benefits for your Assistant

Your Assistant will profoundly benefit and learn how to master the essence of Assistant-state-of-mind. This will make your Assistant fine-tuned and vibrant, centered and unshakable, well-prepared and energized, curious and tenacious in achieving more and better results for you.

Your Assistant will be driven by indomitable, unconquerable and supportive spirit, while remaining well-groomed, kind and nurturing to their own persona - fundamentally supporting them from within.

GPA is focused on your Assistant – to empower, reload, refocus, but also to pamper and indulge your Assistant’s wellbeing. We’ll provide all necessary care and methods for your Assistant to return to the office recharged, refreshed and with ‘ready to tackle anything’ attitude.

Our Mission for your Assistant: *At GPA, we believe in Empowered Assisting Professionals who are proud and in full control of themselves and the circumstances. Equipped with devotion and armed with a mindset of high standards, clear vision, leading skills, consistent performance and social excellence they exceed expectations and provide exceptional support. When Assistant excels – others benefit!*

Practicalities

Speakers

Our experts will deliver a value packed educational day for your Assistant to level up their attitude of being a highly regarded professional. This day will empower your Assistant to fulfill the demanding role with overdelivery, pride and confidence.

Investment costs of participation

For your careful consideration, please find attached a summary of GPA benefits and results, event fees and other miscellaneous expenses of your Assistant’s participation.

In closing

We are looking forward to welcome your Assistant at GPA events!

In advance, I would like to thank you for supporting us, Assisting Professionals, in our never-ending endeavors to provide the support that is required from us. We strive to be available when needed and confident in our abilities. Unconditionally guarding your time and your efficiency, accomplishing the impossible and taking care of anything that you might need in order for you to excel in your carrier, in your personal life and in your ambitions.

I would be happy to provide you with any additional information regarding GPA events, its programs or address any other queries that might arise. Please also visit our website for more in-depth information: www.globalpaacademy.com.

Thank you for your time.

Sincerely,

Anna Tjumina
Founder Global PA Academy

Attachments: Speakers overview, Investment summary

ICONIC benefits for attending GPA events

- ✓ Get a motivated, energized and supportive MINDSET
- ✓ Elevate your confidence, groom your branding and self-image
- ✓ Get reinforced in your beliefs, values and personal integrity
- ✓ Indulge in the magnitude and safety of trusted company of likeminded professionals
- ✓ Master the art of gracious service providing with pride and dignity
- ✓ Get inspired by touching life stories of extraordinary individuals
- ✓ Get pampered at ambient surroundings, enjoy soothing extra's and get well-deserved attention on YOU

ICONIC results to be achieved of Personal Growth and Excellence

- ✓ Execute your role with unshakable security and belief in your value
- ✓ Be encouraged to advocate merits you and your executive strive for
- ✓ Feel supported by the community of likeminded at your convenience
- ✓ Have indomitable spirit to plan and execute your development path to new levels
- ✓ Achieve acceleration by using new practical tools accordingly
- ✓ Explore your skills of excellent interpersonal communication
- ✓ Lead by example, virtues and results
- ✓ Encourage people around you to perform, be and act to best of their potential
- ✓ Experience profound sense of pride and dignity within your role and your life
- ✓ Become the absolute to-go person by exposing yourself as a true Professional



Investment Summary - Participation Costs

Global PA Academy *Work-Life Balance* seminar on May 27th, 2017 (The Netherlands)

	Cost per participant
REPLAY recording (47 EUR) Event Access (77 EUR) Including Break refreshments, Bonus Gifts, Mini Spa treatments Unlimited Package (97 EUR) Regular Event Access including After Drinks, Replay Recording Bring A Colleague Package (147 EUR) Unlimited Package for 2 participants	
Airfare	
Ground transportation	
Accommodation	
Additional Meals & Miscellaneous expenses	
Applicable discount	
Total costs of participation	EUR

Requested by:
Date:

Approved by:
Date:
