

'Virtual Assistant' celebrates first Management Assistant Day

Tomorrow Secretary Plus celebrates all management assistants

Vilvoorde, April 14th 2010 – Thursday April 15th is 'Management Assistant Day' or 'Secretary's Day', the day we celebrate all company assistants: from personal assistants (PA's) and executive assistants to office and departmental assistants. This day we also celebrate the first Virtual Assistant, who manages all her administrative tasks from a distance. Secretary Plus Belgium, the number one agency for selecting, recruiting, assigning, outsourcing and guiding multilingual management assistants, launched this service in 2009, a service for which they also received the Best Innovator Award 2009.

Secretary Plus celebrates all management assistants

Secretary Plus, subsidiary of USG People, wishes to thank all of its own employees. Through an internal competition all management assistants at work with a temp contract have the chance to win an interactive workshop from *Dressed by Caroline*. They will be immersed in a world of colour, style and image, and will learn how to create a professional look in order to bring out the best of their professional and personal potential.

Furthermore, all members of AssistantPlus.be can participate in a competition on the website until April 18th. AssistantPlus.be is community portal developed by Secretary Plus where all information, tips & tricks about the assistant's tasks and profession can be found on a centralized location. All management assistants can become a member of the online community portal for free.

Virtual Assistant is the 2010 profession

"Management Assistant Day is the ideal opportunity to show that you can not compare a management assistant in 2010 to a secretary 58 years ago", says Barbara Stadsbader, Managing Director of Secretary Plus. "Inge Tiebos is Secretary Plus' first Virtual Assistant, she can manage a complete project for one of our clients from home or from one of our flex offices."*

Virtual Assistant Inge Tiebos has been working as a Virtual Assistant for Secretary Plus since January 2010: *"I am currently working on three different projects: from PR to HR, being a Virtual Assistant has few to no limits. In addition, I can work from home. This means I don't have to choose between a pleasant, varied and challenging job or working close to home. Thanks to Virtual Outsourcing I have the best of both worlds."*

Virtual Outsourcing: a virtual platform, from a distance, no traffic jams and more flexibility

Through Virtual Outsourcing, Secretary Plus offers clients a virtual modular platform with the same services as a 'typical' office. The new technological platform allows Virtual Assistants worldwide to offer support from a distance and to take over projects or modules from clients. Possible projects are organising and coordinating events, travel, sales, HR, Marketing, etc. An additional advantage is that clients can seek out a specialised Virtual Assistant, based on the needs of their project. This way Secretary Plus can guarantee quality for each project through Virtual Outsourcing. The service is part of Secretary Plus' strategy of sustainable management, where Secretary Plus tries to find a balance between future client and candidate needs, the environment and their growth as an organisation.

In November 2009 Secretary Plus was voted 'Best Innovator 2009' in the SME category for its Virtual Outsourcing service. The judges praised Secretary Plus for constantly adapting to market needs by launching a new innovative service. The Best Innovator Award 2009 is awarded by Management Consultant company A.T. Kearney to companies that excel at implementing innovation in a structural way.

* The very first Secretary's Day took place in 1952: http://www.assistantplus.be/Assistant_Day

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Secretary Plus (www.secretary-plus.be)

With a network of 18 offices, Secretary Plus is Number One in the selection, recruitment, deployment, outsourcing and training of multilingual management assistants. The company has been market leader for more than fifteen years in the provision of customised work and consultancy. It is both a benchmark and a reference point.

Secretary Plus offers various forms of collaboration, ranging from temporary and permanent assignments to the deployment of the outsourcing teams at clients for projects. Every year the company organises the 'Bachelor Office Management of the Year Award'.

With the division International Talents Secretary Plus focuses on native speakers. The community portal AssistantPlus.be guides and supports assistants in their function.

Secretary Plus is a subsidiary of USG People (www.usgpeople.com)

USG People is active with a large number of strong brands that together provide total solutions in the fields of temping, outsourcing, HR, and customer care services.

With a turnover of €3 billion in 2009, USG People is the number four in Europe for HR services.

The group, with head office in Almere (the Netherlands), is active in a large number of European countries including the Netherlands, Belgium, Luxemburg, Germany, Austria, Switzerland, Poland, France, Italy and Spain. In Belgium, the brand portfolio of USG People contains Start People, Express Medical, Receptel, Secretary Plus, Unique, Legal Forces, USG Financial Forces, USG HR Forces and USG Innovativ.

USG People is quoted on the NYSE Euronext Amsterdam stock exchange, and is included in the Amsterdam Midcap Index (AMX).

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