Global Virtual Assistants Week 16 – 22 May 2011

***Virtual Assistants are getting together to hold a ground breaking event: the first Virtual Assistants Week to celebrate and promote this growth industry.***

Between 16 -22 May 2011 the emerging and rapidly expanding web-based Virtual Assistants (VA) industry will be holding its first Global Virtual Assistants Week ([www.GlobalVAWeek.com](http://www.GlobalVAWeek.com)), a series of events to bring together VAs working in the sector, and to raise awareness of this expanding resource for SMEs of all types.

Increasingly, small businesses are choosing freelancers and contractors, and for good reason: who wouldn’t want to avoid the hassle of red tape and expense of employing staff? Highly skilled independent professionals, VAs provide remote administrative, technical and creative business support services. The ideal VA clients are solopreneurs or small businesses who want to focus on their core strategy rather than the administrivia of running a business. All this is possible by the smart use of today’s technology.

Not bound by geographical or time barriers, VAs tend to be experienced PAs or executive assistants who enjoy juggling multiple tasks and working with a wide variety of clients. It is a female dominated industry, with 93% women (1). Significantly, nearly 70% of their work comes from repeat clients who work on an ongoing basis with their VA (2). However, they can also meet the “top-up” needs of larger companies when staff crises occur and the demands of confidentiality rule out a temping agency.

VA organisations involved in the Global VA Week include the Alliance for Virtual Businesses, the Online International Virtual Assistants Convention (OIVAC), the VA Coaching and Training Company (VACT), UK Virtual Assistants Celebration, and the Society of Virtual Assistants (SVA). SVA founder Caroline Wylie says “VAs are highly organised people who know how to make the very best of every minute for the benefit of their clients. Essentially, the client’s business ***is*** the VA’s business, so VAs put as much effort in as the client does, and you can’t say that of every employee.”

Caroline, who has seen a growth of almost 60% in SVA membership in the last six months, continues, “The VA Week is a great chance for VAs to share ideas and bring the concept to business people who have never realised what a VA could do for their business. We've seen a boom in businesses who would have traditionally hired staff, but who need the flexibility of using a VA in light of uncertain economic times.”

One VA’s client commented:

“For business people who would rather get on with the core work of running a business Charlotte provides the perfect service of answering and returning calls and making arrangements, bookings and research on behalf of the company. Truly "that extra pair of hands when you need them most". Furthermore, you only pay for the services rendered. Charlotte at Burford Secretarial comes highly recommended!" Nick Wood [www.broadwoodmusic.co.uk](http://www.broadwoodmusic.co.uk)

Find out more: the website for the week of events is [www.globalVAWeek.com](http://www.globalVAWeek.com)

Follow the events on Twitter using the hashtag #globalVAweek

Notes:

1. Source: The Virtual Assistant Networking Association: [www.vanetworking.com](http://www.vanetworking.com)
2. Source: The UK VA Survey 2009 conducted by [www.JustTooBusy.com](http://www.JustTooBusy.com)

### Ends ###

Media Notes:

For further information regarding Global VA Week, contact Caroline Wylie [caroline@virtuallysorted.com](mailto:caroline@virtuallysorted.com) or phone 0141 423 8255

The aims of the week are

* To raise the profile of the industry amongst business people and possible new VAs;
* To support the online community of VAs both in the UK and internationally;
* To encourage networking.