



Lucy Brazier

Connect with Lucy on Social Media

Biography

Lucy Brazier is one of the world's leading authorities on the administrative profession.

As CEO of Marcham Publishing, specialist publishers of Executive Secretary Magazine – a global training magazine dedicated to the professional development needs of senior and aspiring administrative professionals – Lucy works with the best trainers of Executive Assistants from around the world to deliver the most up-to-date and current training in the market.

Her passion is for the Assistant role to be truly recognised as a career and not just a job. Her formidable training expertise and speaking style have given her opportunities to train, present and emcee events in over 50 countries at over 450 events.

With access to the most forward-thinking, passionate and knowledgeable trainers and administrative business leaders in the world, as well as personally meeting and speaking to literally thousands of Assistants over the last nine years, Lucy's knowledge of the market and what Assistants all over the world are facing on a day- to-day basis are second to none.

In 2018, Lucy was awarded an Honorary Fellowship to the Institute of Administrative Management. She was awarded the 'PA Contributor of the Year Award' by Office* Show in 2015 and the YPA Special Award 'International Ambassador for the PA Profession' in 2016.

Session: Mastering Social Media for Your Best Online Presence

Lucy Brazier, founder of Executive Secretary Magazine, has built a hugely successful business using social media as pretty much her only marketing platform.

In this session, Lucy will explore the key types of social media and how you can use them to enhance your effectiveness in your role and your personal brand. She will explain why social media is no longer a nice to have, as well as the benefits of each of the four main brands; Facebook, LinkedIn, Twitter and Instagram. How do you build your profiles and cross-pollinate between

platforms? How can you take advantage of the power of connection? What is the best way to minimise time spent but maximise solid results on social media? And with everything changing so fast, what are the latest trends and how can you best use them? Lucy will answer these questions and show you how to build both your business's and your own presence online.

This is a must-attend session for anyone that doesn't understand why social media is for assistants or how you can lead your team to victory once you have mastered it.

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[to make an appointment to speak to us about booking Lucy to speak to your team either virtually or in person](#)



This session is worth 1.0 IAAP recertification point.