

MONEY TODAY

Taking the pressure off the high-flyers

They do on the tasks you haven't the time to do

By GORDON THOMSON

HIGH-FLYING personal assistants who look after clients with hectic lifestyles have jetted into Glasgow to stage their first annual conference outside the US.

The transatlantic switch is expected to trigger a cash boost of tens of thousands of pounds for the city by the time the event ends on Saturday.

The International Concierge & Errand Association

They remove the pressure to complete those 'need-to-do' tasks before actually enjoying the 'like-to-do' parts of life

(ICEA) is based in the US town of Wake Forest in North Carolina and represents more than 300 companies in 15 countries.

Often known as lifestyle managers, members take on tasks which their busy clients have little or no time to perform.

One conference delegate is Mariella MacLeod, 48, of Bearsden-based Dickory Dock Lifestyle Management. She's an American who helped persuade colleagues to come to Glasgow, and said: "We do the things that have to be done, such as running errands, making hotel and travel arrangements and booking tickets.



American Mariella MacLeod is now based in Bearsden, where she runs a lifestyle management company. Left: Katharine Giovanni is a co-founder of the ICEA

they allow for better work/life balances, removing the pressure to complete those 'need-to-do' tasks before actually enjoying the 'like-to-do' parts of life."

Mariella is among more than 30 delegates attending the ICEA annual conference at the Swallow Hotel in Paisley Road West.

Delegates have in from

other parts of the UK as well as Canada, US, Switzerland, Italy, Japan and Australia, and are expected to spend more than £50,000 before flying home at the weekend.

Chairing the conference is ICEA co-founder Katharine Giovanni, also an author, speaker and entrepreneur.

gordon.thomson@evening-times.co.uk