

GIVING

Gifts to Give on Administrative Professionals Day

NewsUSA

(NU) - With Administrative Professionals Day around the corner on April 25th, like many, you may be wondering what to give your secretary, assistant or other administrative worker. You're not alone.

Many people are confused about what is appropriate and how much to spend. According to Laura Jennings, the CEO of bespoke gifting company knackshops.com, \$50 is the average price point for a gift and it's important to treat everyone equally.

"Salaries, titles, bonuses and office locations already build hierarchies," she says. "Gifts are the perfect opportunity to say thank you to everyone."

The best way to make your team members feel appreciated is to take the time to really think about the message you want your gift to convey. Jennings has three tips to help harness Administrative Professionals Day effectively:

1. Give items that stress the "professional" in Administrative Professional.

The workplace has thankfully evolved from the gender stereotyped world in which the original National Secretary's Day was launched in 1952. It's important to recognize all levels of professionalism in the office with appropriate gifts that express professional integrity. Leather journals, fine pens, and professional organization memberships are appropriate examples.

2. Think about giving gifts that add luxury, convenience or fun to a workday.

Your administrative professional may know almost everything about you; this is your opportunity to pay them the same compliment, while keeping it completely professional. Items such as desk accessories, water bottles, travel mugs, and other tools that add luxury, convenience or fun to anyone's work day are a good place to start. But stay away from flowers: nothing ranked lower than flowers in terms of employees' most requested employer gifts in the 2018 Business Gifting Satis-



faction Report. You may want to consider gifts such as the The Sweet Life to beauty up their desk, Thanks-Olate Gift Set to say thanks, or Black Tie as a token of your appreciation, all available at knackshops.com.

3. Remember that food and wine are always appreciated.

Gifts of food (and wine, if you know they are fond of the grape) are universally acceptable in the business-gifting world and are something that employees tend to use and love.

"Make it memorable, by adding something useful like a tea towel, cheese knife, serving bowl, corkscrew or cheeseboard to your food gifts," Jennings advises. Knackshops.com's Carnivore's Delight, Caffè Autentico and The Cheese Course are examples of decadent gifts that they'll remember long after the food has been consumed.

Gift cards are appreciated by employees of all ages and genders, although particularly so for women over 40. The only downside is that research shows they may be quickly forgotten - less than 40 percent of employees say that gift cards are "very memorable."

Lastly, data shows that a personally-addressed message is actually the most important element of your gift.

"It's really about the story. A personally-addressed gift message can increase the memorability of a gift and turn it into a special moment," Jennings says. "There is also nothing easier to do - and quicker - than dropping in a meaningful note."