

## INVITATION

### **IMPROVING PRODUCTIVITY AND REDUCING TECHNOLOGY STRESS IN THE WORKPLACE**

BulkSMS.com is hosting a series of briefings on improving workplace productivity and reducing technology stress. These briefings have been designed to be fully participative and will be looking at real life examples, cellphone etiquette and effective ways to reduce technology stress in the mobile era.

**To register for this briefing contact Deirdre van Zyl Smit on cell: 082 3244 639 or e-mail [rsvp@bulksms.com](mailto:rsvp@bulksms.com).**

#### **About the Briefing:**

The cellphone has become an indispensable part of our working life but increasingly comes at a psychological cost. The cellphone rings or alerts us that an SMS message has been received. Current practice is to answer this communication immediately, or in the case of a call it is left to bother those around us. Yet, our decision to respond to the call or SMS message means that we disturb the people around us; possibly broadcasting personal issues in the workplace and interrupting colleagues. In addition, if we answer work related calls at home outside of office hours, we could be taking up the precious time spent with family. The result is that the increase in cellphone communications for work and private purpose can become a source of irritation for those we physically interact with on a daily basis.

These briefings will show you how to take control of your cellphone phone communications; and mitigates against your cellphone controlling you. They will focus on ways that the cellphone and SMS messaging can be used to improve workplace productivity and keeping the disruptive potential of cellphones to a minimum. These briefings will also focus on how current technologies can be used to reduce what is becoming commonly known as "technology stress".

The speakers are Dr Piet Streicher, MD of BulkSMS.com, and Ramon Thomas, founder of NETucation, an online research and training organisation focusing on the psychology of technology.

Some of the topics that will be discussed include: 10 Steps for Cleaning up Information Pollution, the Mobile Worker in South Africa, Increasing Focus and Productivity in the 21st Century Office, and Strategies for the Automated Lifestyle.

#### **Further information:**

Participants will receive a comprehensive set of notes, including tips and other supporting information to take away for future reference. Each workshop will be two (2) hours long and costs R150.00 per person. The briefing will be held in the following centres:

#### **Cape Town:**

Date: Thursday 17 April  
Venue: The Cullinan Hotel  
Time: 15h00 – 17h00 with networking afterwards (Drinks & snacks provided)

#### **Johannesburg:**

Date: Thursday 15 May  
Venue: Balalaika Hotel, Sandton  
Time: 15h00 – 17h00 with networking afterwards (Drinks & snacks provided)

#### **Durban:**

Date: Wednesday 28 May  
Venue: Blue Waters, Central City District  
Time: 15h00 – 17h00 with networking afterwards (Drinks & snacks provided)

**To register, contact Deirdre van Zyl Smit on 082 3244 639 or e-mail [rsvp@bulksms.com](mailto:rsvp@bulksms.com).**