



## THE INSIDE SCOOP

Anna Moorby has been GMTV presenter Eamonn Holmes's right hand woman for the past three years

Interview: Joy Montgomery



**What skills do you think you need to become a celebrity assistant?** An ability to think on your feet and keep calm under pressure.

**How did you get your current job?** I was working as the press assistant at GMTV. Eamonn's former PA was leaving and she recommended me.

**Do you go on set with Eamonn or are you office-based?** I divide my time between the office and Eamonn's home. Once a week I give studio tours on the set of GMTV to winners of charity auction bids. I also accompany him to his TV shows, not only to keep on top of his work and get him to sign letters etc, but also to learn more about the broadcasting business.

**Describe a typical day.** Each day is different but an ideal day is having time with Eamonn after GMTV so we can sort through fan letters and appointments. Because of his commitments all over the country, much of our time is spent on the phone.

**What time do you start and finish?** My official working hours are 8.30am to 5.30pm. However, I am on call 24-7 – the hours are part and parcel of the job. The first question people ask me about my job is: 'Do you have to be in really early in the morning?' Thankfully, I only have an early start once a week.

**Any funny stories about your job?** Once we went for a pub lunch on the river in Surbiton. The following week a Sunday paper reported that Eamonn had been spotted at a local pub with his girlfriend – I'm 26, so the error was certainly an ego boost for Eamonn.

**Has he made any strange requests?** Eamonn was presenting at the Hairdressing Awards and he

asked me to find a wig resembling David Beckham's latest hairstyle. This was about two years ago when Beckham's hair changed every week.

**What's the hardest thing about being a celebrity assistant?** Making excuses!

**What's been the best perk?** Attending Children In Need and meeting all the celebrities.

**Do you get to speak to other famous people?** Sometimes. I once spoke to David Seaman and didn't believe it was him – I had to ask him to repeat his name.

**Would you ever want to be famous?** The lifestyle might be nice for a day or two. But I wouldn't like the press intrusion into my private life.

**Is there any celebrity you would love to work for?** Ant and Dec – how much fun would that be?

**What advice would you give someone wanting to break into this type of profession?** Get out there and start networking, it's all about contacts. But you've got to be prepared to muck in and be able to cope with long hours at times.

*Joy Montgomery is president of the UK Association Of Celebrity Assistants. You can e-mail her at [joy@ukaca.org](mailto:joy@ukaca.org)*



Anna thinks Ant and Dec (top) would be fun to work with. Her schedule revolves around Eamonn Holmes (left) and his GMTV commitments (centre). She once had to find him a wig so he could dress up as David Beckham (above)

### THE 9AM GIRLS

What was your most memorable first date?

**CARLINA WALTON, 27, MANAGEMENT CONSULTANT**

We went to Pont de la Tour and I was wined and dined with a nine-course meal. He was excellent company.



**JO MADDAMS 35, ADMIN**

It was a blind date and I turned up and thought 'No way!' In fact, it was so bad that I actually lied and said I didn't feel well, just to get out of there early.



**ISABELLE PARKER, 28, SURVEYOR**

It was a disaster. I was taken to TGI Friday on a first date – how awful. He smelt and had greasy hair, so I lied and said I'd call but didn't.

