

# Admin Pro Forum

## 2016

**Skills-Building Conference for  
Administrative Professionals**

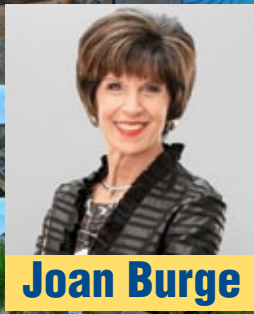
June 15-17, 2016

World Center Marriott • Orlando, FL

**The industry's premier event for sharpening your  
administrative and office technology skills**



**Lucy Brazier**



**Joan Burge**



**Julie Perrine**



**Laura Stack**

**10+ Speakers**  
**More Than 20 Skills-Building and Motivational Sessions**  
**FREE Pre-Conference Training Sessions**  
**3 Post-Conference Workshops**  
**Interactive Breakfast Roundtables**  
**Outstanding Networking Opportunities**  
**Fast-Paced, Informative ... and FUN!!!**

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Dear Colleague:

It's good to be motivated. But it's GREAT to be **skilled**.

Today's administrative professional is being asked to do more than ever before – and often given *less* to do it with. Only by honing their talents in office administration and office technology can today's modern administrative pro expect to satisfy (and EXCEED) their boss's expectations.

That's why the publishers of ADMINISTRATIVE PROFESSIONAL TODAY and OFFICE TECHNOLOGY TODAY provide some of the best, most popular training webinars in the business. And to take that skills-building to the next level, we've created *Admin Pro Forum 2016*.

We've brought together the speakers from our best webinars to provide an in-person training event that will answer ALL your questions. And we've combined it with feature presentations from four of the giants of the admin training world: Lucy Brazier, Joan Burge, Julie Perrine and Laura Stack – all in one place.

And what a place it is! *Admin Pro Forum 2016* is being held at the amazing World Center Marriott in beautiful Orlando. Bring your family with you to enjoy all that Orlando has to offer – or just enjoy the World Center's peerless amenities, networking opportunities and world-class dining.

*Admin Pro Forum 2016* is the perfect blend of skills training and inspiring motivation. And you might just have a little fun in the process! Please take a few minutes to review our agenda – and see for yourself how *Admin Pro Forum 2016* will help your company AND your career.

I look forward to welcoming you to this one-of-a-kind event.

Sincerely,



Melissa Esquibel, Moderator  
*Admin Pro Forum 2016*

P.S. FREE GIFTS! All *Admin Pro Forum 2016* attendees receive six months of ADMINISTRATIVE PROFESSIONAL TODAY and OFFICE TECHNOLOGY TODAY – plus members-only website access and comprehensive course materials – absolutely FREE.

P.P.S Your satisfaction is unconditionally guaranteed. If *Admin Pro Forum 2016* fails to meet your needs – for ANY reason – let us know. We will refund 100% of your tuition – no hassles, no questions asked. Your course materials and FREE bonus gifts are yours to keep. You have my word on it.



# CONFERENCE AGENDA

## Wednesday, June 15

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12:00 – 4:00 pm  
CONFERENCE REGISTRATION

2:00 – 4:00 pm  
FREE PRE-CONFERENCE TRAINING SESSIONS

Choose between these sessions moderated by accomplished, nationally known presenters

- **ADVANCED MINUTE-TAKING**

Taking effective meeting minutes is a critical skill for administrative professionals. But as important as the actual meeting minutes are, there are key pre-meeting and post-meeting steps that must be followed to ensure success. Discover the finer points of parliamentary procedure ... tips for transcribing meeting minutes ... how to ensure accuracy ... and what should (and SHOULDN'T) be recorded.

- **SO YOU'RE THE SHAREPOINT ADMINISTRATOR – NOW WHAT?**

Microsoft® SharePoint® can help you manage teams ... manage projects ... and manage your workload. But do you know the best way to manage SharePoint? We'll review SharePoint architecture and interface, as well as lists and libraries, and how to enhance collaboration with this powerful tool. You'll also find out how to personalize SharePoint for your team – AND for yourself.

## Thursday, June 16

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7:30 – 9:00 AM  
REGISTRATION AND CONTINENTAL BREAKFAST

8:20 – 8:30 AM  
PROGRAM WELCOME AND OPENING REMARKS

8:30 – 9:30 AM  
**KEYNOTE ADDRESS: THE RISE OF THE MODERN-DAY ASSISTANT AS A STRATEGIC BUSINESS PARTNER**

Since the Great Recession, the role of the Assistant has changed beyond recognition. There has never been a scarier – and more exciting – time to be an Assistant. In this session, international admin training superstar Lucy Brazier, publisher of *Executive Secretary* magazine, looks at our past, present and future to explain the opportunities

(and pitfalls) these dramatic changes have created.

9:30 – 10:30 AM  
**PANEL: THE INTERGENERATIONAL WORKFORCE**

Working with people young enough to be your children – or grandchildren! – can bring about conflict and discomfort at work. Different attitudes toward technology, authority and change can also contribute to challenging situations. But there are joys to working with multiple generations as well. Our expert panel will share their experiences, and their field-tested strategies for success.

10:30 – 10:45 AM  
**BREAK AND REFRESHMENTS**

10:45 AM – 12:15 PM  
**BREAKOUT SESSION #1 – CHOOSE FROM:**

- **PROJECT MANAGEMENT**

We all manage projects from time to time. But just because you manage a project, does that make you a project manager? True project management professionals know the steps to take – and the steps to AVOID – for perfect projects every time. We'll discuss goal-setting ... dealing with project constraints ... why different projects require a different management approach ... and more.

- **MS EXCEL FOR ADMIN PROS – PIVOT TABLES, MACROS AND MORE**

Studies show that we use about 13% of the capabilities of our software programs. When it comes to MS Excel, that's more than just a shame – it's a crime! Microsoft® Certified Trainer Melissa Esquibel will help you unleash the power of Excel, showing you how to get the most out of pivot tables, macros, database management, advanced formatting and much more.

12:30 – 2:00 PM  
**LUNCH AND SPECIAL PRESENTATION: EXECUTIVES AND ASSISTANTS WORKING IN PARTNERSHIP ... PEOPLE + PROCESS = SUCCESS!**

As our world continues to move at Mach speed, and as we are bombarded with more and more

# CONFERENCE AGENDA

information (on more and more devices), the relationship between executives and assistants is more important than ever before. In this dynamic one-hour keynote, the legendary Joan Burge will share her greatest secrets from four decades of working on both sides of the desk.

## **2:15 – 3:15 PM** **BREAKOUT SESSION #2 – CHOOSE FROM:**

- **TRAVEL PLANNING**

Managing executive travel is an important part of your job. Do it wrong, and it can spell disaster for you AND your boss. We'll show you how to do it right. From creating handy templates to controlling expenses ... the pros and cons of travel agents to what to do when things fall apart ... we'll reveal the "power traveling" secrets of the seasoned road warrior.

- **WORKING WITH MULTIPLE BOSSES – SUCCESSFULLY**

Dealing with one boss can be challenging enough. But the more bosses you answer to, the greater the challenge. Discover how to adapt to different communication styles, expectations and schedules, and how to manage your workload when Boss A and Boss B each get 50% of your time – but act as if they should get 100%!

## **3:15 – 3:30 PM** **BREAK AND REFRESHMENTS**

## **3:30 – 4:30 PM** **DEVELOPING AN EFFECTIVE ADMINISTRATIVE PROCEDURES MANUAL**

What if you had to miss work for a week, a month or longer? Could your co-workers or boss step in and fulfill your many responsibilities – WITHOUT a major disruption to your business? One way to ensure that things run smoothly is by creating an administrative procedures manual. We'll show you how to make one, what to include (and leave out!) and how to document your procedures for maximum clarity.

## **4:30 – 5:00 PM** **WORST BOSS EVER!**

Picking out your boss's Halloween costume? Typing his kids' term papers? *Delivering his urine specimen?* You ain't heard nothin' yet! The publisher of ADMINISTRATIVE PROFESSIONAL TODAY will share the results of its reader survey to find out the craziest things that bosses have ever asked our subscribers to do – things you'll never see on a job description.

## **Friday, June 17**

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## **7:30 – 8:55 AM** **CONTINENTAL BREAKFAST AND INTERACTIVE ROUNDTABLE DISCUSSIONS**

Countless questions cross your mind (and your DESK) every day. Now you can get the answers you need – and hear how your colleagues are solving the same problems you face. Choose from 7 tables – each on a different topic that you can discuss with our expert. After 25 minutes, you can switch to a second table, and then a third. Topics include:

- Minute-Taking
- Project Management
- Social Media
- Intergenerational Workplace
- Multiple Bosses
- Procedures Manuals
- MS Office Programs

## **8:55 – 9:00 am** **DAY TWO OPENING**

## **9:00 – 10:00 AM** **FRIDAY KEYNOTE – LAURA STACK: WHAT TO DO WHEN THERE'S TOO MUCH TO DO!**

Is your to-do list stretched beyond capacity? Productivity expert and legendary trainer Laura Stack shares her step-by-step Productivity

Workflow Formula, helping you organize your life around the tasks that really matter – and let go of those that don't. Laura's practical strategies will help you reduce your commitments, distractions, interruptions and inefficiencies. You'll save time – while skyrocketing your results and maintaining your sanity.

**10:00 – 10:15 AM**  
**BREAK/ROOM CHANGE**

**10:15 – 11:15 am**  
**BREAKOUT SESSION # 3 – CHOOSE FROM:**

- **TAKING EFFECTIVE MEETING MINUTES**

Meetings take place every day in your office. And the decisions made in these meetings can involve millions of dollars – and even change people's lives. That's why smart admins know it's extra important that these meetings are recorded accurately. Find out how to prepare beforehand ... capture proceedings accurately during the meeting ... and follow up correctly afterward.

- **SOCIAL MEDIA FOR ADMINISTRATIVE PROFESSIONALS**

Social media is a powerful tool for administrative professionals, allowing you to connect with your customers and colleagues while building your organization's brand – and your *personal* brand. Discover how to take the lead on your company's social media strategy, showing your bosses what should and SHOULD NEVER be done, and demonstrating how to measure your efforts to ensure a robust ROI.

**11:15 – 11:30 AM**  
**BREAK AND REFRESHMENTS**

**11:30 AM – 12:30 PM**  
**“TRAIN THE TRAINER” AND GRAND-PRIZE DRAWING**

After 2+ days at *Admin Pro Forum 2016*, you'll be bursting with skills and insights you'll want to share with your colleagues back home. Our closing session will show you the best way to retain your

new-found knowledge with your team – and how to keep your training fresh, helpful and spellbinding!

**1:30 – 3:30 PM**  
**POST-CONFERENCE WORKSHOPS**

Come back after our general sessions for one of the following special programs – each led by an *Admin Pro Forum 2016* Featured Speaker:

- **LUCY BRAZIER – MANAGING AN EVENT FROM A BUDGET**

Lucy Brazier – who has run events all over the world for 27 years – shares her checklists for organizing exceptional events as well as battle-tested tips for how to negotiate the best deal ... where you can afford to scrimp ... and where you should NEVER cut corners. You'll meet **and beat** expectations, achieving ROI in terms of money and morale.

- **JULIE PERRINE – THE ORGANIZED OFFICE: CREATING SYSTEMS THAT ACTUALLY WORK!**

When things at work slide sideways, it's easy to lose your focus. As an admin, your ability to bounce back builds credibility, trust and confidence. With effective systems in place, you can navigate changes, find support and resources, and bring calm amidst chaos. Creating effective systems to support you and your team is vital to being a more effective assistant.

- **LAURA STACK – WORKFLOW MASTERY: ORGANIZE YOUR TIME, TASKS AND INBOX**

Workflow management – from email handling to planning, scheduling, time management and more – is the “secret sauce” bosses clamor for. Having these organizational and prioritization skills will set you apart, as deadlines are met, inboxes are emptied and to-do lists are integrated into a single, consolidated system. Laura shares the secrets only “power users” know.



# HOTEL

*Admin Pro Forum 2016* takes place at Orlando's beautiful World Center Marriott. The World Center features out-of-this-world services and stellar amenities – all just a few minutes away from Walt Disney World®.

The World Center Marriott allows leisure and business travelers to retreat to an environment ideal for unwinding and being productive. Experience the Orlando resort's Falls Pool Oasis, featuring two 200-foot winding waterslides, a 90-foot speed slide, kid's splash park and multiple pools. You may want to bring your family, or have them meet you in Orlando after the conference!

As an ideal choice for professional events, this conference resort boasts 450,000 square feet of flexible gathering space for meetings, networking and more. The World Center also features world-class dining ... 18 holes of championship golf ... a full-service spa ... and a state-of-the-art fitness center.

When it's time to relax, retire to modern guest rooms with all of the comforts of home. Escape to Walt Disney World®, or nearby SeaWorld® Orlando, Universal Studios® and LEGOLAND® when staying at the family-friendly Orlando World Center Marriott. *Admin Pro Forum 2016* is proud to call the World Center Marriott home.

Welcome to Orlando and *Admin Pro Forum 2016*!



# FEATURED SPEAKERS



**Lucy Brazier**

*CEO,  
Marcham Publishing*

Lucy Brazier is CEO of Marcham Publishing, publishers of *Executive Secretary* magazine. Lucy runs a popular LinkedIn group for assistants, as well as #adminchat, a weekly training session on Twitter. She is a tireless advocate for the admin profession ... a dynamic trainer ... and a sought-after speaker who has appeared at 170 events in 25 countries over the past year.



**Joan Burge**

*Founder,  
Office Dynamics*

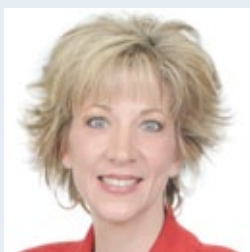
Joan Burge is widely considered the pioneer of administrative training and development. Joan launched Office Dynamics in 1990, providing training, coaching and mentorship to professionals at Cisco, Humana, Procter & Gamble, AT&T and more. With over four decades of experience as an admin AND an executive, Joan's perspective on both is truly unique.



**Julie Perrine**

*CEO & Founder,  
All Things Admin*

Julie Perrine, CAP-OM, MBTI Certified, is an administrative expert, trainer, motivational speaker and author. She is the founder and CEO of All Things Admin, providing breakthrough products, training, mentoring and resources for administrative professionals worldwide. Julie has more than 20 years of experience in the administrative profession spanning several industries and serving in corporate and startup settings.



**Laura Stack**

*President,  
The Productivity Pro*

Laura Stack is President & CEO of the Productivity Pro<sup>®</sup>, Inc. A noted expert in productivity, her engaging personality and 25 years of experience helping organizations achieve results have made her one of the most sought-after experts and keynote speakers in her field. Stack is an award-winning speaker, and bestselling author of 7 books.



**Moderator  
Melissa Esquibel**

*Moderator,  
Melissa Esquibel*

Melissa Esquibel specializes in transforming those confused by technology into empowered users of their software tools. As a Microsoft<sup>®</sup> Certified Trainer (MCT) with more than 25 years in business application technology, Melissa has a unique ability to make learning programs enjoyable AND valuable. Melissa's consulting career spans banking, manufacturing, telecommunications, energy and insurance, which allows her to provide real-world examples and applications.



# CONFERENCE REGISTRATION

Name \_\_\_\_\_ Title \_\_\_\_\_  
Organization \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_  
Phone (\_\_\_\_\_) \_\_\_\_\_ Email (required for webcast) \_\_\_\_\_

**Yes!** Please register me for Admin Pro Forum 2016. I understand my satisfaction is unconditionally guaranteed or my money back.

Please register me at:

- \$1148** Admin Pro Forum 2016 plus  Managing an Event from a Budget  The Organized Office  
 Workflow Mastery (check one)
- \$999** Standard Rate
- \$899** Early-Bird Rate (valid through May 4, 2016)
- \$299** I cannot attend, but please send me the course materials.
- \$247** Webcast of  Managing an Event from a Budget  Workflow Mastery  The Organized Office (check one)
- Check enclosed, payable to Business Management Daily/Admin Pro Forum 2016.
- Please charge my:  VISA  MasterCard  AmEx  Discover

Card # \_\_\_\_\_ Expiration \_\_\_\_\_

Name on Card \_\_\_\_\_ Signature (required) \_\_\_\_\_

Please bill me

## Registration Includes:

- Access to all Admin Pro Forum sessions, including pre-conference events
- A complimentary 6-month subscription to the ADMINISTRATIVE PROFESSIONAL TODAY newsletter and the [www.AdminProToday.com](http://www.AdminProToday.com) website
- A complimentary 6-month subscription to the OFFICE TECHNOLOGY TODAY newsletter and the [www.OfficeTechAnswerCenter.com](http://www.OfficeTechAnswerCenter.com) website
- Continental breakfast Thursday–Friday
- Luncheon Thursday
- Refreshment breaks
- Course materials
- Certificate of completion

## DATES:

June 15-17, 2016

## LOCATION:

Orlando World Center Marriott Hotel, 8701 World Center Drive, Orlando, FL 32821 (407) 239-4200.

Book your room at [www.AdminProForum.com/hotel](http://www.AdminProForum.com/hotel)

Rooms are extremely limited, so please make your reservation as early as possible. Ask for "Admin Pro Forum 2016 Conference rate."

Reservations are the responsibility of the attendees and can be made by contacting the hotel.

## FOUR EASY WAYS TO REGISTER

ONLINE:

[www.AdminProForum.com](http://www.AdminProForum.com)

PHONE:

Toll-free (800) 543-2055

FAX:

(703) 905-8040

MAIL:

### **Business Management Daily**

7600A Leesburg Pike, West Building, Suite 300  
Falls Church, VA 22043

## CANCELLATION POLICY

Participants will receive a full refund, less a \$150 processing fee, if cancellation is received by 5:00 PM Eastern time June 6, 2016. Otherwise, participants are responsible for the full registration fee. An alternate may always attend in place of an original registrant.