

# Admin Pro Forum

## 2017

**Skills-Building Conference for  
Administrative Professionals**

May 31 - June 2, 2017

World Center Marriott • Orlando, FL

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



**Lucy Brazier**



**Joan Burge**



**Julie Perrine**

**10+ Speakers**

**More Than 20 Skills-Building and Motivational Sessions**

**FREE Pre-Conference Training Sessions**

**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, last year we created *Admin Pro Forum*.

**And you sent it through the roof!** Attendance exceeded our expectations, and you gave us rave reviews. So we've once again 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 three of the giants of the admin training world: Lucy Brazier, Joan Burge, and Julie Perrine – all in one place.

And what a place it is! *Admin Pro Forum 2017* returns to 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 2017* 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 2017* will help your company AND your career. I look forward to welcoming you back to this one-of-a-kind event.

Sincerely,



Melissa Esquibel, Moderator  
*Admin Pro Forum 2017*



P.S. FREE GIFTS! All *Admin Pro Forum 2017* 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 2017* 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, May 31

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**12:00 – 4:00 pm**  
**CONFERENCE REGISTRATION**

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

Choose between these two 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 your 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.

- **SOLUTION-BASED OFFICE TECHNOLOGY: NOT JUST TECH FOR TECH'S SAKE**

Bells and whistles are fun – but in the office, they just create noise. What you need are tech answers that make you more productive and efficient. Melissa Esquibel, Microsoft® Certified Trainer, will provide a complete rundown of the technology tools that can truly help you in your work. Best of all, chances are you already own them!

## Thursday, June 1

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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: SKILLS TO POSITION THE ASSISTANT AS AN INFLUENTIAL LEADER**

Becoming a leader at work can be a challenge, especially for an assistant. As CEOs increasingly list leadership skills as a key quality they seek in their assistant, Lucy Brazier, publisher of *Executive Secretary* magazine, will reveal which skill sets you will need to cultivate in order to position yourself as an influential leader within your business.

**9:30 – 10:30 AM**  
**PANEL: YOUR PERSONAL BRAND**

From proper office etiquette to how you talk (and even dress), the actions you take every day brand you as a professional. Our panel of experts will discuss how administrative pros can set themselves apart from the herd by dressing for success ... speaking the language of the workplace ... and avoiding the missteps that can set you back in your career.

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

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

- **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. Creating effective systems to support you and your team is vital to being a more effective assistant. Master trainer Julie Perrine will show you how to navigate changes, find support and resources, and bring calm amidst chaos.

- **INTERMEDIATE AND ADVANCED MS EXCEL**

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: GETTING PEOPLE TO NOTICE YOU: HOW TO CULTIVATE HIGH SELF-ESTEEM**

Do you ever feel invisible at work? As an administrative professional, it's easy to fall into the role of "silent supporter." Admin training legend Joan Burge will share why self-promotion

# CONFERENCE AGENDA

is essential to your career ... guide you past roadblocks (yours and others') between you and success ... and show how to draw positive attention to yourself while remaining humble and gracious.

**2:15 – 3:15 PM**

## **BREAKOUT SESSION #2 – CHOOSE FROM:**

- **MANAGE MULTIPLE PROCESSES**

To multitask or not to multitask...that is the question! Today's world demands you juggle multiple processes and priorities, and respond to imposed deadlines. Apply the tips you learn in this workshop to help identify ineffective patterns, prioritize, and learn effective planning techniques. You leave this workshop understanding the need to manage time, organize, plan ahead, and prioritize in order to manage multiple processes with ease and professionalism.

- **YOU ARE YOUR EMAILS:  
OVERHAUL YOUR ELECTRONIC IMAGE**

Ready for a digital makeover? Join the editor of ADMINISTRATIVE PROFESSIONAL TODAY for a nuts-and-bolts breakdown of the mistakes we all make in the countless email messages we send one another. From phrasing to signoffs ... greetings to CCing and more, this session helps you avoid a "split personality" online, sidestepping the gaffes that can undermine your professional image.

**3:15 – 3:30 PM**

## **BREAK AND REFRESHMENTS**

**3:30 – 4:30 PM**

## **PANEL: MANAGING UPWARD – SATISFY MULTIPLE DEMANDS AND EXECUTIVES**

Whether your assist two, three, or forty executives, chances are EACH of them feels entitled to 100% of your time. Join our panel for *Managing Upward*. This spirited discussion will help you develop the communication skills, planning techniques, and scheduling systems that will enable you to manage multiple projects AND executives, so that everyone ends up happy – including you!

**4:30 – 5:00 PM**

## **ADMINS GO TO HOLLYWOOD**

Lights... Camera ... Admins? Absolutely. We know you're the star of the office – now see

where admins are the star of the show! We'll end Day One with some laughter (and some learning), as the publisher of ADMINISTRATIVE PROFESSIONAL TODAY shares video highlights of how administrative professionals are portrayed in the movies and on TV.

## **Friday, June 2**

**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, switch to a second table, and then a third. Topics include:

- Minute-Taking
- Workplace Etiquette
- Social Media/Online
- Outlook/Email Management Branding
- Multiple Bosses
- Procedures Manuals
- Business Communication



**8:55 – 9:00 am**

## **DAY TWO OPENING**

**9:00 – 10:00 AM**

## **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 how to make one, what to include (and leave out!), and how to document your procedures for maximum clarity.

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

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

- **MANAGING AN EVENT FROM A BUDGET**

When costs run wild on an event you've planned, it reflects poorly on you AND your boss. Lucy Brazier has run events all over the world, and she'll share her battle-tested tips for how to negotiate the best deals ... where you can afford to scrimp a bit ... and where you should NEVER cut corners

- **ONENOTE FOR ADMINISTRATIVE PROFESSIONALS**

Microsoft® OneNote® is a great place to gather brilliant ideas from talented people. In addition to being a great note-taking application, OneNote makes a superb collaboration platform – IF you know its secrets. Join us to discover project status reports that practically write themselves ... how to synch with Outlook ... change control features ... clever uses for tags ... and more!

**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 2017*, 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 2017* Featured Speaker:

- **JOAN BURGE – MANAGING YOUR EXECUTIVE'S DAY**

Do you find yourself running in circles around an executive who thinks outside the box or flies by the seat of her pants? It's difficult to get work done while figuring out leaders. Joan Burge will teach you how to become the Center of Influence and Flow Manager, thus gaining better control of your executive's day – and yours!

- **MELISSA ESQUIBEL – PROJECT MANAGEMENT X 3**

What if there was software that could instantly make you a better project manager? Better yet, what if you already owned it? Microsoft® Excel®, Outlook®, and OneNote® all feature robust project-management tools. But most people only scratch the surface of what these programs can do. Melissa Esquibel will show you how to unlock the power of all THREE of these software packages.

“Amazing experience for our admin leadership team to share. We'll be back in 2017. Thanks!”

— Elizabeth McFall, Executive Assistant, Oak Ridge Schools

**See what they're saying about *Admin Pro Forum!***



# WHAT YOUR COLLEAGUES ARE SAYING ABOUT ADMIN PRO FORUM:

“Everything was 5 stars – really! Superior topics and presenters.”

– Lisa Schlies, Executive Assistant

“The conference surpassed my expectations. It helped me appreciate my profession, cement my love for my career, and energized me to excel.”

“Excellent selection of workshops. Have learned so much and excited to get back to office to use some of the tools.”

“Great Edu-tainment!” – Kimberleigh Deignan, Belle Meade Country Club

“I thoroughly enjoyed this conference, from the price to the speakers to the venues.”

“This is the first conference I have attended and I loved it. So glad I was here!”

– Susan Cagle, Executive Assistant, HNTB Corporation

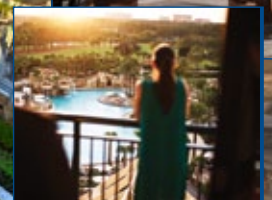
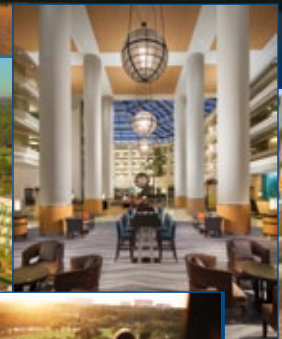
“Melissa changed the way I work!”

“Wish I could have found Joan Burge in my early days of being an admin. She has so many great ideas on how to be an excellent professional. Thank you!”

## HOTEL

Admin Pro Forum 2017 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!



# 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.



**Moderator  
Melissa Esquibel**

*Editor, Office Technology Today  
and Microsoft® Certified Trainer*

Melissa Esquibel specializes in transforming those confused by technology into empowered users of their software tools. As a Microsoft® 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 \_\_\_\_\_

**Yes!** Please register me for *Admin Pro Forum 2017*. I understand my satisfaction is unconditionally guaranteed or my money back.

Please register me at:

- \$1148** *Admin Pro Forum 2017* plus  Managing Your Executive's Day  Project Management x 3 (check one)  
 **\$999** Standard Rate  
 **\$899** Early-Bird Rate (valid through April 19, 2017)  
 **\$299** I cannot attend, but please send me the course materials.  
 Check enclosed, payable to Business Management Daily/*Admin Pro Forum 2017*.  
 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:

May 31 - June 2, 2017

## 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 2017 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/forum](http://www.AdminProForum.com/forum)

## 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 May 19, 2017. Otherwise, participants are responsible for the full registration fee. An alternate may always attend in place of an original registrant.