

Admin Pro Forum 2018

**Skills-Building Conference for
Administrative Professionals**

May 23 - May 25, 2018
World Center Marriott • Orlando, FL

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



**Lucy
Brazier**



**Joan
Burge**



**Bonnie
Low-Kramen**



**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, in 2016 we created a brand-new event: *Admin Pro Forum*.

And you sent it through the roof! Attendance exceeded our expectations, and you gave us rave reviews. So we brought it back last year – to more accolades from your colleagues, and even greater attendance numbers. Now, once again, we've taken our unique combination of insightful training from the best of our webinar presenters, and blended it with feature presentations from four of the giants of the admin training world: Lucy Brazier, Joan Burge, Bonnie Low-Kramen, and Julie Perrine – all in one place.

And what a place it is! *Admin Pro Forum 2018* 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 2018 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 2018* 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 2018



P.S. FREE GIFTS! All *Admin Pro Forum 2018* 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 2018* 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 23

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 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.

- **MATCHING WORKPLACE CHALLENGES AND TECH SOLUTIONS: THE RIGHT TOOL FOR THE JOB**

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 uncover strategies to choose the right technology tools that can truly help you in your work. You'll be introduced to the coolest new tools (some of which you may already own!) and how they can make your work life easier and more productive.

Thursday, May 24

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: BUSINESS STRATEGY FOR ASSISTANTS

Assistants are irreplaceable in today's world. But how do you become strategic? Lucy Brazier's keynote will look at why businesses still need assistants but why the landscape has changed, how to develop your business acumen to best support your executive, and what skills are required to be a true strategic business partner to your executive.

Register online: www.AdminProForum.com/forum

9:30 – 10:30 AM
PANEL: MANAGING UPWARD – SATISFY MULTIPLE DEMANDS AND EXECUTIVES

Whether you 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!

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.

- **SOLVING UGLY DATA PROBLEMS WITH THE BEAUTY OF MS EXCEL**

Studies show that we use about 13% of the capabilities of our software programs. When it comes to MS Excel®, it's the difference between possible and impossible, and minutes vs. hours! 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.

12:15 – 2:00 PM
LUNCH AND SPECIAL PRESENTATION
JOAN BURGE: HOW TO BE A ROCK STAR ASSISTANT

Why do certain assistants stand out where others don't? Joan Burge asked herself that question when she started Office Dynamics in 1990. Joan thought back to her 20 years' experience in the administrative profession to come up with the

(Agenda continued, next page ...)

CONFERENCE AGENDA

answers, which Joan will share with you. The assistants who shined above the rest mastered four key areas: skill, attitude, teamwork and strategy.

2:00 – 3:00 PM BREAKOUT SESSION #2 – 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.

• EFFECTIVE GATEKEEPING

You can't add more hours to your day – or your executive's. But you CAN ensure that only the most important matters (and *people*) reach their desk. Unlock the secrets of effective gatekeeping with this valuable session that will help you master calendar management ... prioritize your executive's schedule ... redirect time-sucking requests ... and delegate (upwards and down).

3:15 – 3:30 PM BREAK AND REFRESHMENTS

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

Ever worry about missing a key detail on a project or meeting? If you got promoted, or had to miss work for an extended period, would things fall between the cracks? An administrative procedures manual can ensure that things run smoothly no matter what. We'll show how to develop one, what to include (and exclude!), and how to document procedures for maximum clarity.

4:30 – 5:00 PM WORKPLACE HEROES!

From performing simple acts of kindness to saving human lives, heroes walk among us every day. The publisher of ADMINISTRATIVE PROFESSIONAL TODAY will share the results of their reader survey and social media posts to find the true heroes in our workplaces. You'll leave the first day of *Admin Pro Forum* astonished – and inspired.

Register online: www.AdminProForum.com/forum

Friday, May 25

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
- Game-Changing Confidence Builders
- Project Management
- Outlook/Email Management
- Multiple Executives
- Procedures Manuals
- Business Communication



8:55 – 9:00 am DAY TWO OPENING

9:00 – 10:00 AM KEYNOTE: BREAKING THE SILENCE ABOUT WORKPLACE BULLYING

2 out of every 3 admins are bullied at least once in their careers. Bonnie Low-Kramen knows. She's been researching this subject for years ... is connected with some of the world's experts on the subject ... and has had first-hand experience with bullying. Join us for this inspiring keynote address, as Bonnie discusses how to transform a toxic workplace into a happy and productive one.

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 executive. 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: THE ADMINISTRATIVE PROFESSIONAL'S BEST FRIEND**

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 sync 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
BRINGING VALUE BACK TO THE OFFICE POST-CONFERENCE – PLUS OUR GRAND PRIZE DRAWING**

After 2+ days at *Admin Pro Forum 2018*, 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 2018* Featured Speaker:

- **JULIE PERRINE – PRODUCTIVITY-BOOSTING OFFICE SYSTEMS AND PROCEDURES**

Effective systems and procedures are an admin's ultimate power tools. They allow you to do more with less, and work smarter, not harder. Julie will share her secrets on creating systems and procedures to improve every aspect of your work, from event planning and time management to travel arrangements, health and wellness, and more!

- **MELISSA ESQUIBEL – PROJECT MANAGEMENT TECHNOLOGY AT YOUR FINGERTIPS**

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.

- **LUCY BRAZIER – SELF-AWARENESS WORKSHOP (3 hours)**

Is your "inner voice" holding you back? This session will show how success as an assistant begins with an understanding of yourself. Discover the Belbin Psychometric testing exercise to explore strengths, weaknesses, and how the Johari Window may unlock strengths you never knew you had, as we explore how communication can make a difference in your work AND your life!

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

— 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 2018 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*

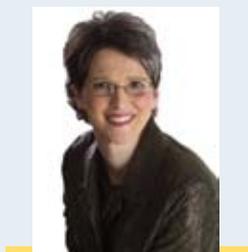
Joan Burge is widely considered the pioneer of administrative training and development. Joan launched Office Dynamics in 1990, providing training, coaching, and mentorship to professionals at Cisco, Humana, Procter & Gamble, AT&T, and more. With over four decades of experience as an admin AND an executive,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



Bonnie Low-Kramen

*Founder,
Ultimate Assistant*

Bonnie Low-Kramen is the Founder of Ultimate Assistant and one of the most respected leaders in the administrative profession. The bestselling author of *Be the Ultimate Assistant*, she is known for her passionate commitment to being a catalyst for positive change in the global workplace. For 25 years, Bonnie worked as the Personal Assistant to Oscar winner Olympia Dukakis and now travels the world teaching and speaking. She is a columnist for *Executive Secretary* magazine and *SmartCEO* magazine, and is a top contributor on LinkedIn.



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 2018*. I understand my satisfaction is unconditionally guaranteed or my money back.

Please register me at:

\$1148 *Admin Pro Forum 2018* plus Productivity-Boosting Office Systems Project Management Technology
 Self-Awareness Workshop (check one)

\$999 Standard Rate

\$899 Early-Bird Rate (valid through April 18, 2018)

\$299 I cannot attend, but please send me the course materials.

Check enclosed, payable to Business Management Daily/*Admin Pro Forum 2018*.

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 website
- A complimentary 6-month subscription to the OFFICE TECHNOLOGY TODAY newsletter and the www.OfficeTechAnswerCenter.com website
- Continental breakfast Thursday–Friday
- Luncheon Thursday
- Refreshment breaks
- Course materials
- Certificate of completion

DATES:

May 23 - 25, 2018

LOCATION:

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

Book your room at
www.AdminProForum.com/hotel

Rooms are extremely limited, so please make your reservation as early as possible. Ask for “*Admin Pro Forum 2018* 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

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 18, 2018. Otherwise, participants are responsible for the full registration fee. An alternate may always attend in place of an original registrant.