

Admin Pro Forum

2019

Skills-Building Conference for
Administrative Professionals
May 29 - May 31, 2019
World Center Marriott • Orlando, FL

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



Lucy
Brazier



Bonnie
Low-Kramen



Julie
Perrine



Rhonda
Scharf

15 new
sessions!

World-Class Speakers
More Than 20 Skills-Building and Motivational Sessions
FREE Pre-Conference Training Sessions
Post-Conference Workshops
Interactive Breakfast Roundtables
Outstanding Networking Opportunities
IAAP Recertification Credits
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 your talents in office administration and office technology can today's modern administrative pros expect to satisfy (and EXCEED) their executive'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. 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, Bonnie Low-Kramen, Julie Perrine, and Rhonda Scharf – all in one place.

And what a place it is! *Admin Pro Forum 2019* 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 2019 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 2019* 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 2019

P.S. FREE GIFTS! All *Admin Pro Forum 2019* 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 2019* 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 29

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:

- **MINUTE-TAKING MADE EASY**

Is just thinking about taking minutes exhausting? Do you ever read minutes for a meeting that you attended and the recorder didn't record what actually happened? Minute-taking is one of those skills very few people have ever learned to do properly. Here is your chance to shine!

- **SUCCESS STRATEGIES FOR SELF-AWARENESS**

Success begins with understanding yourself, your reactions, and your impact on others. We'll do a Belbin Psychometric testing exercise to identify your strengths and weaknesses, and your relationship to your team. We'll explore opportunities revealed by self-awareness; your beliefs, values, and behaviors; your inner voice; and the impact of body language.

- **BRINGING IT BACK WITH IMPACT: THE OneNote/EVERNOTE EDITION**

In this session, we'll look at OneNote and Evernote for capturing conference notes to record, store, and reference everything you learned. You'll learn how to tag your take-aways, prepare a trip report, create an action plan, and then share it with your colleagues. Bring your laptops and tablets!

Thursday, May 30

6:45 – 7:30 AM
WELCOME WELLNESS SESSION WITH KRISTIN

Jump-start your day with a light group workout, followed by a discussion about health and wellness at your company ... and in your personal life. Feel better and start your day with some "Net-working Out."

8:00 – 9:00 AM
REGISTRATION AND CONTINENTAL BREAKFAST

9:00 – 9:15 AM
PROGRAM WELCOME AND OPENING REMARKS

9:15 – 10:15 AM
KEYNOTE ADDRESS – BURIED ALIVE: THE NEW NORMAL

Finally! Someone is listening! The load isn't getting lighter. The expectations aren't either. So how can you face the ever-mounting pile of responsibilities without getting overwhelmed? Admin visionary Lucy Brazier will share her wisdom on the importance of identifying overwhelm and what to do about it.

10:15 – 10:30 AM
MORNING BREAK

10:30 AM – 12:00 PM
BREAKOUT SESSION #1 – CHOOSE FROM:

- **REPEATING SUCCESS IN MICROSOFT OFFICE**

You should only have to do the hard work once! Most of the tools that can help you accomplish that are not complicated to learn – you just never found them! We'll pull back the covers on these time-saving functions in Microsoft Office Word, Excel, PowerPoint, and Outlook.

- **DIFFICULT CONVERSATIONS**

Having difficult conversations isn't fun. Yet, our roles often demand that we know how and are willing to have those difficult conversations. We need to be effective, and build trust and respect, without damaging relationships. In this workshop, you'll learn how to master difficult conversations professionally and respectfully.

- **HOW TO ENSURE THE LATEST INNOVATION IS YOU!**

Do you want to be the most marketable and respected admin around? It's time to stop "getting by" and embrace innovation. Innovation is all around you – new techniques, revolutionary products, and cutting-edge, AI technology. But there's another source of innovation you may have overlooked. You! Reinvent yourself and your career as The Innovative Admin™.

12:00 – 1:15 PM
LUNCHEON AND SPECIAL PRESENTATION: #TimesUp! WHAT DO ASSISTANTS DO NOW ABOUT WORKPLACE BULLYING?

CONFERENCE AGENDA

#MeToo and #TimesUp are still front-page news. Bonnie Low-Kramen brings us current on where we are with the movements to end workplace bullying and harassment. Bonnie shines a light on a destructive problem that affects 70% of offices and over 65% of assistants at least once in their careers.

1:15 – 1:30 PM
ROOM CHANGE/BREAK

1:30 – 3:00 PM
BREAKOUT SESSION #2 – CHOOSE FROM:

- **PROJECT MANAGEMENT FOR THE ADMIN PRO**

Wondering how to leverage your admin skills for a better position and to advance your career? Project management just might be the opportunity. You might already be managing projects and just don't realize it! Gain confidence by learning the terms and identifying the steps of this sought-after discipline.

- **HOW TO ENSURE THE LATEST INNOVATION IS YOU! *SPECIAL ENCORE PRESENTATION***

This session is so important we decided to repeat it! Do you want to be the most marketable and respected admin around? It's time to stop "getting by" and embrace innovation. Innovation is all around you – new techniques, revolutionary products, and cutting-edge, AI technology. But there's another source of innovation you may have overlooked. You! Reinvent yourself and your career as The Innovative Admin™.

- **7 BAD AND RISKY TECH HABITS AND HOW TO CHANGE THEM**

Dealing with GDPR, CAN-SPAM, or other data protection requirements can be a challenge. If the data breaches in the news are simply hitting too close to home, it's time to stop practices that put you, your organization, and other people's data at risk. Learn what to do (and not do) to keep data safe.

3:00 – 3:15 PM
ROOM CHANGE/BREAK AND REFRESHMENTS

3:15 – 4:00 PM
PANEL – REAL NETWORKING FOR REAL RESULTS: LUCY BRAZIER, CHI CHI OKEZIE, MICHELLE PEÑA, RHONDA SCHARF

Everyone says networking is important, but what is it, really? Why is it important? And is there a right way to do it? Is social media really that integral to networking success? Listen to our panel of networking pros discuss their experiences and answer your questions.

4:00 – 5:00 PM
TEAM TABLE CHALLENGE – PRIZES AWARDED!

Laugh while you learn! Join your table-mates (and learn more about them) as you work together on an exciting contest that will help you not only build your admin skills, but enhance your team-building talents as well. You'll have a great time, and be recognized (and rewarded!) for your success.

Friday, May 31

6:45 – 7:30 AM
WALK AND WELLNESS

Feeling good feels great! Our expert trainer will lead us on an easy walk around the beautiful grounds of the World Center, and share ideas for better nutrition, better fitness, and a better life.

8:00 – 8:45 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 6 tables – each on a different topic that you can discuss with our expert. After 20 minutes, you can switch to a second table – or stay at your current table for a fresh perspective.

Topics include:

- Email Management
- Career Advancement
- Difficult Co-Workers
- Project Management
- Social Media Networking
- Emergency Preparedness



8:55 – 9:00 AM
DAY TWO OPENING

9:00 – 10:00 AM
KEYNOTE: FINDING – AND BEING – A MENTOR

Where do you go for advice? Has someone asked you to be their mentor? The key to growing professionally is effective mentoring. World-class admin Peggy Vasquez provides a framework to create the best mentoring experience possible. Mentee, mentor, or both, this keynote is designed for you.

10:00 – 10:15 AM
BREAK/ROOM CHANGE

10:15 – 11:30 AM
BREAKOUT SESSION # 3 – CHOOSE FROM:

- **THE VALUE OF DIVERSITY AND ADVOCACY**

This exciting session explores the various dynamics of diversity and uses the element of advocacy to support, enable, encourage, motivate, and inspire colleagues, co-workers, and associates. Build your communication skills, relationships, and networks to provide a safe space, empathy, fairness, and a dynamic work and professional environment.

- **WIN-WIN: SUCCESSFULLY NEGOTIATE FOR YOU AND YOUR EXECUTIVES**

Negotiating is a dreaded word for many assistants. That is because no one trains us to do it. What's in it for you and for your executive if you master it? Plenty! In successful negotiations, everyone wins. In this interactive session, learn to negotiate and the words to say. Everything is negotiable!

- **TIME MANAGEMENT IN THE CLOUD**

Still tracking tasks on sticky notes or keeping track of your "to do" items in a document or spreadsheet? Eliminate that drudgery by sending them to the cloud! Melissa demonstrates several task management apps, including Trello, OneNote, and Monday.com. Learn the advantages and best practices for task management in the cloud.

11:30 – 11:45 AM
ROOM CHANGE/BREAK AND REFRESHMENTS

11:45 AM – 12:15 PM
TAKEAWAYS AND GIVEAWAYS – PLUS OUR GRAND PRIZE DRAWING!

Let's craft all your takeaways from the conference in a trip report that highlights your organization's return on investment (ROI). This interactive final (main) conference session will help you leverage what you've learned and shine as the innovator back at your office. We'll also be awarding a Grand Prize worth over \$1,200.00!

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 2019* Featured Speaker:

- **JULIE PERRINE – HOW TO QUICKLY COMPLETE AN AWESOME PROCEDURES MANUAL**

Effective systems and procedures are an admin's ultimate power tools. They allow you to do more with less, and work smarter, not harder. They're also the key to streamlining workflow and improving office operations, keeping the office running smoothly, and building credibility, trust, and confidence in those you support.

- **MELISSA ESQUIBEL – ADVANCED EXCEL WORKSHOP: FORMULA DEEP DIVE**

Working on workbooks with formulas, but not confident about how they work? It's time to bump up your skills and become an Excel function and formula whiz. You don't have to be "math-y" or "techie" to add this very important skill to your toolbox.

- **PEGGY VASQUEZ – HOW TO DEVELOP POWERFUL PARTNERSHIPS WITH YOUR MANAGER**

Powerful partnerships are about two successful people blending their strengths to get to the best possible outcome. It's about having each other's backs and knowing what the other needs to be successful. Peggy shows you how to create the trust and respect that are the foundation for successful partnerships.

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

“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

“Thoroughly enjoyed my time at this conference. I am looking forward to being a part of next year’s conference.”

– Linda Kleckner, UNC-Wilmington-College of Health and Human Services

HOTEL

Admin Pro Forum 2019 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.



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.



Melissa Esquibel
Moderator

**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 2019*. I understand my satisfaction is unconditionally guaranteed or my money back.

Please register me at:

\$1148 *Admin Pro Forum 2019* plus (check one) { How to Quickly Complete an Awesome Procedures Manual
 Advanced Excel Workshop: Formula Deep Dive
 How to Develop Powerful Partnerships With Your Manager

\$999 Standard Rate

\$899 Early-Bird Rate (valid through April 18, 2019)

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

Check enclosed, payable to Business Management Daily/*Admin Pro Forum 2019*.

Please charge my: VISA MasterCard AmEx Discover

Card # _____ Expiration ____/____

Name on Card _____

Signature (required) _____

Please bill me



Those who have earned an IAAP CAP (Certified Administrative Professional) designation may qualify for up to 10.5 recertification points at *Admin Pro Forum 2019*. All pre-conference and post-conference sessions are eligible with verified attendance, as are most main conference sessions. For more information about IAAP and CAP certification, visit <https://www.iaap-hq.org/>.

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 29 - 31, 2019

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 2019* 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, 2019. Otherwise, participants are responsible for the full registration fee. An alternate may always attend in place of an original registrant.