

HUNDREDS OF PRACTICAL IDEAS, SOLUTIONS, & STRATEGIES!

# THE CONFERENCE FOR Administrative Assistants

- Productive Workshops ■ Motivating Speakers
- Innovative Ideas ■ Practical Solutions and Strategies
- Straight Answers for Specific Needs

**Create your own agenda for the most  
productive day focused on you:**

## **TRACK 1: Take Control of Your Job and Your Life**

- Communicating with Confidence & Clarity
- Managing Multiple Priorities
- High-Impact Business Writing
- Staying Organized, Focused, and In Control
- Stress-Busters for Pressured People

## **TRACK 2: Career and Professional Development**

- Effectively Working with Others
- Practical Problem-Solving and Decision-Making
- Dealing with Difficult People
- Managing Time and Multiple Tasks
- Enhancing Your Professional Image and Potential

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**P.O. Box 219468**  
**Kansas City, MO 64121-9468**

# THE CONFERENCE FOR Administrative Assistants

## What does everyone expect from you? ■ What do you expect from yourself?

Today's competitive environment demands more from office support personnel than ever before. Today's secretaries and assistants are professionals who need a sophisticated set of skills to meet their daily challenges. You are expected to:

- Communicate with people from every level of the organization ... by phone, e-mail, memo, or in person.
- Juggle multiple priorities and demands with a packed schedule and tight timing — all while staying cool, collected, and organized.
- Stay on top of everything despite unforeseen changes, difficult people, conflicts, and problems.

Sound challenging? Unquestionably, it is. That's why this conference was designed — to help you do your job better in the face of increased demands and pressures. You won't find workshop leaders rehashing basic job functions; their goal is to help you develop the success and survival skills that make the difference between "just getting the job done" and being truly exceptional at what you do.

*The Conference for Administrative Assistants* is designed with you in mind, offering a unique 2-track format that lets you select from 10 power-packed sessions, making it easy to jump from track to track, choosing the workshops that are most relevant to you. And throughout the day, you'll have the opportunity to meet and network with individuals who really understand what you do ... because they do it, too.

This incredible event brings together nationally recognized speakers and workshop leaders, creating an unprecedented opportunity for you to learn and grow professionally. You'll return to your job renewed, energized, and brimming with fresh ideas and strategies that will make an immediate difference in your performance, attitude, and productivity.

**Call 1-800-556-3009 now to reserve your place at this empowering conference!**

### **TRACK ONE: Taking Control of Your Job and Your Life**

If you've ever felt your life was running you — instead of the other way around — this innovative track offers concrete ways to escape the chaos. No matter how hectic your days get, you'll learn how to regain the control and calm that will keep you focused, on-track, and comfortable. Choose from 5 incredible workshops that spotlight proven ways to balance tasks and projects, stress-busting techniques for the overwhelmed, beat-the-clock solutions for the time-crunched professional, and office management innovations that make every day easier.

### **TRACK TWO: Career and Professional Development**

You know you're more experienced, capable, and responsible than when you started your career. You know how far you've come, but the question is ... do you know where you're headed? This remarkable track will help you focus on the strategies and techniques that will take you to the next level. You'll learn essential professional skills that will help you enhance your value to your department ... and ultimately, to your entire organization. These breakout sessions will cover straightforward practices to help you handle and manage conflict, keep your head through change and turmoil, make smart decisions, and solve difficult problems ... all while preparing you to move forward and take on new challenges.

# Conference Agenda

8:30 a.m. – 9:00 a.m.	<b>REGISTRATION</b>	
9:00 a.m. – 9:35 a.m.	<b>OPENING SESSION</b> Reaching Your Peak Success Level: Becoming your best in a challenging, ever-changing job	
<b>BREAKOUT SESSIONS</b>	<b>TRACK 1: Taking Control of Your Job and Your Life</b>	<b>TRACK 2: Career and Professional Development</b>
SESSION 1 9:50 a.m. - 10:40 a.m.	Communicating with Confidence and Clarity	Effectively Working with Others
10:40 a.m. - 10:55 a.m. Break		
SESSION 2 10:55 a.m. - 11:45 a.m.	Managing Multiple Priorities	Practical Problem-Solving and Decision-Making
11:45 a.m. - 1:00 p.m. Lunch (on your own)		
SESSION 3 1:00 p.m. - 1:50 p.m.	High-Impact Business Writing	Dealing with Difficult People
1:50 p.m. - 2:05 p.m. Break		
SESSION 4 2:05 p.m. - 2:55 p.m.	Staying Organized, Focused, and In Control	Managing Time and Multiple Tasks
2:55 p.m. - 3:10 p.m. Break		
SESSION 5 3:10 p.m. - 4:00 p.m.	Stress-Busters for Pressured People	Enhancing Your Professional Image and Potential

After the opening session, you may choose to follow one track start to finish, or pick five individual workshops that interest you most. For more information on individual sessions, see pages 4-5.

## Conference FAQs

### Who is the conference designed for?

It's designed for administrative assistants, secretaries, receptionists, executive secretaries and assistants, office managers, and other administrative personnel. If you're a professional who wants to increase your ability to achieve and succeed ... and you're looking for new ideas and strategies to make things happen ... this conference is for you!

### How does this conference differ from other seminars and courses?

*The Conference for Administrative Assistants* offers you the flexibility to choose your own agenda by selecting from 10 workshops in 2 different tracks. This conference will provide a dual opportunity — an opening session that includes everyone, and “breakout” workshops where you'll learn and accomplish even more in smaller groups. You simply cannot afford to miss it!

### Why a conference just for secretaries and assistants?

Today's administrative support staff members shoulder far more responsibility than their titles suggest. In fact, many support professionals would greatly benefit from the skills and knowledge more typically thought of as management tools. Your job is challenging, demanding, and ever-changing. This conference addresses the need for higher-level skills — and helps you master them with practical, useful information in a time-sensitive, affordable format.

### Guaranteed Results!

All of our seminars are 100% SATISFACTION GUARANTEED! We're confident that this conference will provide you with innovative ideas, straight answers, and practical solutions. If for any reason you are dissatisfied, send us a letter (Attn: Customer Relations) within 30 days of your conference attendance stating the reason you were not satisfied, and we'll arrange for you to attend another one of our seminars or receive a full refund — hassle-free.

**ENROLL TODAY!**

**www.careertrack.com or 1-800-556-3009**

# THE CONFERENCE Administrati

## OPENING SESSION: Reaching Your Peak Success Level:

Before you begin your day, look at the “big picture”: Where do you want to go? This enlightening session will enable you to start your day with an action plan to get there.

- Take charge of your life with a personal “action plan”
- Candidly assess your strengths and weaknesses: Learn how to maximize your strengths
- Chart change: Determine how and when to rethink your priorities

## TRACK ONE: TAKING CONTROL OF YOUR JOB AND YOUR LIFE

### Session 1: Communicating with Confidence and Clarity

Review the basics of good communication and learn how to apply these powerful principles on an everyday basis, in every professional situation.

- Professional tips from the greatest communicators: Put them to work for yourself!
- Body language: Understand vital messages that are unspoken, yet critical in the communication process.
- Talking vs. listening: why listening is more important than most of what you say ... and how to really hear what's being said.
- How to speak with more confidence and power: be more persuasive and memorable in all of your communications.

### Session 2: Managing Multiple Priorities: What to Do When Everything's Important

Sort through all of the priorities you're juggling, and put them into a perspective that's manageable and workable.

- How professional project managers do it: clever techniques that you can apply to your job!
- The importance of details: how to use a tracking system that ensures you never again “drop the ball.”
- Creative ways to get others to help you: Rally the support you need at work ... at home ... anywhere.
- The truth about deadlines: how to use them to get more done and take on more responsibility (without the pressure they usually produce)!

### Session 3: High-Impact Business Writing: Put Anything into Words with More Clarity and Style

Learn how to get results from everything you write and make the kind of “written impression” that enhances everyone's image — yours, your boss's, and your organization's.

- How to clarify the main points in any written communication and get rid of “waste words” that cloud your message.

- The power of editing and proofreading: Spot insidious mistakes that can destroy the credibility of written communication.
- Up-to-the-minute guidelines for “e-writing”: how to communicate better by e-mail, with an indispensable list of do's and don'ts for electronic messages.
- Writer's block: how to confront a blank page without fear and anxiety!

### Session 4: Staying Organized, Focused, and In Control

In your role, you're expected to function as “command central” in your office — keeping track of information and people no matter how hectic things get. This dynamic session will show you dozens of tricks to do it better, in the many situations you deal with — all without missing a beat.

- When your boss or key personnel are away ... how to keep everything moving smoothly.
- How to deal with multiple bosses and conflicting demands — with incredible diplomatic skill!
- Your information “system” — Whether it's written, verbal, or electronic, organize the flow of information so that it is easily accessible to you and others in your office.
- Ways to cut through the clutter: Organize your desk, schedule, and workflow to become more productive and efficient all day, every day.

### Session 5: Stress-Busters for Pressured People: Regain Your Peace of Mind at Work and Home

Protect your health and your relationships by learning how to avoid falling victim to stress.

- Warning signs: how to tell if stress is approaching the danger level.
- Common stressors and sparks: Eliminate the triggers that start your blood boiling.
- Step-by-step strategies to de-stress your life now — and regain the calm you need to succeed.
- Coping techniques for high pressure: how to keep your cool even when chaos surrounds you.

**ENROLL TODAY!**

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# CONFERENCE FOR Executive Assistants

Becoming your best in a challenging, ever-changing job

want and need to go professionally, and how can you get there?

What directly links the conference content to your goals, priorities, and needs.

Plan — a specific plan to guide you in years to come.

How to make the most of your talents and overcome your deficiencies.

How to pivot and change direction ... starting today, with this conference!

## TRACK TWO: CAREER AND PROFESSIONAL DEVELOPMENT

### Session 1: Effectively Working with Others: “People” Skills That Build Trust and Influence

It’s the “secret ingredient” in the most successful careers — the ability to communicate one-on-one, with virtually anyone, at any level. Increase your ability to work more productively with every person you encounter in your job.

- How the “communication loop” works and why you must give effective feedback to win cooperation and commitment.
- Realistic rules of positive criticism: how to communicate negative information without creating ill will.
- When you’re being criticized: how to receive negative feedback — and how to respond.
- Technology tactics: Understand how today’s technology affects your communications ... and how to ensure it doesn’t weaken your ability to communicate one-on-one.

### Session 2: Practical Problem-Solving and Decision-Making: Making the “Right Call” Consistently and Competently

Learn strategies for resolving problems (big or small) with ease and confidence. Gain the trust and respect of your boss and coworkers as a professional who can handle tough situations and make sound decisions.

- Step by step: a decision “matrix” that makes it easy to visualize the consequences of your decisions — before you jump in!
- Decision by committee: how to include others in decisions without stalling the process.
- How to know which decisions to make yourself ... and which to leave for someone else.
- Creative problem-solving: how to come up with unconventional solutions to problems and break through the mental blocks that hide innovative ideas.

### Session 3: Dealing with Difficult People: How to Take On the Toughest Types

Virtually no workplace is safe from those frustrating and demanding people who make it difficult for you to do your job. Whether it’s a boss,

a colleague, or someone outside your organization, you’ll discover how to react with skill, composure, and confidence.

- Do you know these perplexing people? The 4 toughest types and specific strategies for dealing with each.
- How to take charge of a challenging, escalating situation — and look like a hero in the process!
- What to do if you’re reaching the “boiling point” ... and how to keep your cool no matter what happens.
- Difficult person or difficult situation? Learn how to tell one from the other ... and avoid the mistake of mixing people with issues.

### Session 4: Managing Time and Multiple Tasks: Managing with Limited Time Resources

Harness the power of proven time-management techniques — ideas that will cut the waste from your day, free up time to accomplish more, and help you feel more organized.

- The top 5 interrupters: how these common time-eaters could be wreaking havoc with your schedule.
- Time-saving technology: how e-strategies can shrink the time it takes to accomplish common tasks.
- Procrastination: motivating ideas to stay out of this trap and ensure that other procrastinators don’t pull down your productivity.
- Creative tricks to manage the time of your boss and coworkers — and gain more control over your own!

### Session 5: Enhancing Your Professional Image and Potential: Growing into Expanded Roles and Responsibilities:

- Essential skills of managers and supervisors — and how to develop them in yourself.
- When, how, and what to delegate to others ... and how you can increase your power by sharing it.
- The respect and credibility you deserve: what you must do, every day, to win the admiration and trust of others.
- 10 surefire ways to enhance your professional image.

# Experience, Knowledge, Talent:

## You Can Count on CareerTrack for Superior Conference Leaders

**We search out the best:** Our extensive and ongoing recruitment program ensures that “the best of the best” lead every one of our programs. Every prospective speaker passes a demanding, multi-level screening and audition process ... guaranteeing only the most talented, capable speakers become part of our team.

**Experience plus training:** All of our trainers are experienced, high-achieving professionals who remain on the cutting edge of business and management through extensive study, networking, and workshops.

**Energetic and stimulating:** We make it a point to recruit charismatic, dynamic speakers who will grab your attention and keep it for an entire day.

## Who Should Attend:

*The Conference for Administrative Assistants* is for professionals who want to ...

- be fair and professional as they juggle multiple tasks, multiple bosses, and conflicting responsibilities.
- write better business communications — the kind of clear, compelling writing that gets read, acted on, and remembered!
- stay in control during stressful situations and keep their cool, no matter what.
- develop their leadership qualities and win the support and respect of others.
- refresh, revive, and recharge themselves ... and go back to work with fresh ideas and a renewed attitude!

## On-Site Training Solutions

### Get the Results You're Looking For!

Bring our powerful, high-impact training programs to your organization and show your employees that you're serious about their professional growth and achieving critical organizational goals and objectives.

### Choose From Over 150 Courses!

From management development to customer service, our comprehensive library of courses provides a learning experience that is engaging, interesting, and intriguing!

### Tailor the Training to Meet Your Specific Needs!

We'll help you choose the appropriate courses for your organization and tailor each one to address your specific goals, issues, and scheduling concerns.

### Maximize Your Training Budget!

On-Site Training allows you to train work groups, teams, and entire departments for less than the cost of traditional public seminars or other training options.

Give your staff the skills, knowledge, and confidence they need to meet tough workplace challenges head-on, realize their full potential, and perform at their peak.

For a free consultation, visit us online at [www.careertrack.com](http://www.careertrack.com) or call us at 1-800-944-8503 today!

## Registration Information

**Enroll Today!** Hurry, our seats fill *fast*. Guarantee your enrollment and pay your enrollment fee today! A confirmation will be e-mailed, faxed, or mailed to you once your registration is completed. Please make your preference known at time of registration. **Payment is due before the program.**

**Express Seminar Enrollment!** Please be sure to provide us with your e-mail address or fax number and check the Express Seminar Enrollment box on the registration form. You will receive your e-mailed or faxed confirmation within 48 hours of our receiving your e-mailed, faxed, or mailed registration form.

## Program Schedule

Check-in: 8:30 a.m. – 9:00 a.m.

Program: 9:00 a.m. – 4:00 p.m.

## Cancellations and Substitutions

You may cancel your registration up to 10 business days before the program. Your registration fee will be refunded less a cancellation fee. If you need to cancel less than 10 business days prior to the program, you may 1) send a substitute from your organization or 2) transfer your registration fee to another program of your choice that is scheduled within 12 months of your original event. Please note that if you don't cancel and don't attend, you are still responsible for payment. Substitutions may be made at any time.

## Please Note

- We will e-mail, fax, or mail your confirmation to you once your registration is completed.
- You will be notified by e-mail, fax, and/or mail if any changes are made to your scheduled program (i.e., date, venue, city, or cancellation).
- Walk-in registrations will be accepted as space allows.
- Please, no audio or video recording. See your program leader for audio and video program availability.
- Lunch and parking expenses are not included.
- If using a purchase order, please attach it to a completed registration form and mail to us right away.
- You will receive an attractive take-home Certificate of Attendance at the end of the program — great for framing or including in your personnel file.
- Payment is due before the program.

## Tax-Exempt Organizations

If you are tax-exempt, enter your tax-exempt number in Section 6 on the Registration Form. Please mail or fax a copy of your Tax-Exempt Certificate to us for payment processing. Thank you.

## Tax Deduction

If the purpose of attending a CareerTrack program is to help you maintain or improve skills relating to employment or business, expenses relating to the program may be tax-deductible according to I.R.C. Reg. 1.162-5. Please consult your tax adviser.

# Register Today!



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**1**  **YES!** Please register me for *The Conference for Administrative Assistants*, a one-day conference.

**2** **IMPORTANT!** Please fill in VIP number as it appears on the address label.

ID#  
915116

VIP \_\_\_\_\_

### 3 ORGANIZATION INFORMATION

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Address: \_\_\_\_\_

City: \_\_\_\_\_ St: \_\_\_\_\_ ZIP: \_\_\_\_\_

Tele: \_\_\_\_\_ Fax: \_\_\_\_\_

Approving Mgr's Name:  Mr.  Ms. \_\_\_\_\_

Job Title: \_\_\_\_\_

E-mail Address: \_\_\_\_\_  Business  Home

### 4 EXPRESS SEMINAR ENROLLMENT

Please e-mail or fax my confirmation to me within 48 hours.

My e-mail address or fax number is: \_\_\_\_\_

### 5 NAMES OF ATTENDEES (Please list additional names on a separate sheet.)

#### #1 Attendee's Name

Mr. \_\_\_\_\_

Ms. \_\_\_\_\_

Job Title \_\_\_\_\_ Event # \_\_\_\_\_

E-mail Address: \_\_\_\_\_  Business  Home

#### #2 Attendee's Name

Mr. \_\_\_\_\_

Ms. \_\_\_\_\_

Job Title \_\_\_\_\_ Event # \_\_\_\_\_

E-mail Address: \_\_\_\_\_  Business  Home

#### #3 Attendee's Name

Mr. \_\_\_\_\_

Ms. \_\_\_\_\_

Job Title \_\_\_\_\_ Event # \_\_\_\_\_

E-mail Address: \_\_\_\_\_  Business  Home

### 6 METHOD OF PAYMENT (Payment is due before the program.)

Our federal ID# is 43-1830400 (FEIN).

Please add applicable state and local tax to your payment for programs held in Hawaii (4.16%), South Dakota (5.92%), and West Virginia (6%).

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**Bill my organization. Attn:** \_\_\_\_\_

**Purchase order #** \_\_\_\_\_ is enclosed.

(Attach purchase order to completed registration form.)

**Charge to:**  AmEx  Discover  MC  Visa

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EXPIRATION DATE

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Please attach a copy of your Tax-Exempt Certificate for payment processing.



**Note:** If you've already registered by phone, fax, or online, please do not return this form.

HUNDREDS OF PRACTICAL IDEAS, SOLUTIONS, & STRATEGIES!

*Coming to your area ... see page 7 for locations and dates.*

# THE CONFERENCE FOR Administrative Assistants

- Productive Workshops ■ Motivating Speakers
- Innovative Ideas ■ Practical Solutions and Strategies
- Straight Answers for Specific Needs

## Who should attend?

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