The Conference for Administrative Professionals

Administrative professionals have never been busier than they are today. Roles have expanded or drastically changed, requiring enhanced skills or even a whole new set of competencies. It's within this do-more-with-less business landscape that multi-talented, accomplished assistants are in demand more than ever.

This event is a unique, two-track virtual workshop created for administrative professionals and executive assistants who want to advance their careers and support their organizations more effectively. It provides the essential training you need to grow professionally, elevate your skills to new heights and thrive in today's business environment.

Design your day to suit your needs. Choose one track or move between the two to personalize your experience. You'll choose from six fantastic breakout sessions and finish up with a closing session that helps you get more organized and improve your focus so you can be more productive. Enroll today in this fun, interactive event and take advantage of the tremendous opportunities awaiting you as a talented, top-notch, multi-skilled administrative professional.

Track 1

Session 1
Staying Calm and Confident During Conflict

- Recognize and respond appropriately to other people's emotions
- Identify and manage your emotional triggers
- Maintain a constructive, confident mindset
- Communicate assertively to overcome emotions
- Learn how to focus on solutions

Session 2
Front Desk Safety and Security

- Describe procedures for screening visitors and deliveries
- Identify behaviors that could become a safety risk
- Discuss strategies for confidently handling difficult interactions at the front desk
- Understand your role in emergency situations and how to direct others to safety
- Research, plan and collaborate to strengthen your security measures

Session 3
Writing for a Digital World

- Deliver must-know information to a short-attention-span world
- Present your written content as effectively as possible
- Get and keep readers' attention
- Express yourself clearly and concisely
- Call readers to action

Track 2

Session 1

Business Strategy for Administrative Professionals

- Explore the role that administrative professionals play in an organization
- Understand the business strategy behind your day-to-day tasks
- Describe the strategic planning process as it pertains to admins
- Discuss effective decision-making strategies and know when to use them
- Identify practical KPIs that promote continuous improvement

Session 2
Getting Results Without Authority

- Learn what it means to be a leader at any level of an organization
- Use personal accountability to positively influence others' behavior
- Foster transparent communication and encourage the open exchange of information
- Establish your expertise and competence to build credibility and earn others' trust
- Build strong relationships that lead to win-win solutions

Session 3
Critical Thinking and Problem Solving

- Distinguish facts from assumptions to pursue better conclusions
- Develop an inclusive perspective for improved problem-solving skills
- Ask the right questions to identify and address root causes
- Break free of thinking ruts and release a flow of ideas
- Analyze potential outcomes and assess risks and benefits to make reasoned and informed decisions

Both Tracks

Closing Session
Organization and Time Management

- Find out how to prioritize with better accuracy
- Manage your time and tasks more effectively
- Evaluate potential time management tools
- Learn techniques for overcoming procrastination
- Use attention-management techniques to stay focused and on track

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