

THE CONFERENCE FOR

# Administrative Assistants

Create your own agenda to ensure a productive day focused on you

## HUNDREDS OF PRACTICAL IDEAS, SOLUTIONS & STRATEGIES!

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

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

- Communicate with Confidence and Clarity
- Manage Multiple Priorities
- High-Impact Business Writing
- Stay Organized, Focused and in Control
- Stress-Busters for Pressured People

### 2 TRACK 2: Career and Professional Development

- Effectively Work with Others
- Practical Problem-Solving and Decision-Making
- Deal with Difficult People
- Manage Time and Multiple Tasks
- Enhance Your Professional Image and Potential



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Dallas, TX  
75373-8002

# 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, email, 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. 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* was designed with you in mind and offers a unique two-track format that lets you select from 10 power-packed sessions. This makes it easy to jump from track to track, choosing the workshops 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.

**Enroll today to reserve your place at this empowering conference!**

## 1 TRACK ONE: Take 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 to keep you focused, on-track and comfortable. Choose from five 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 to make every day easier.

## 2 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 to take you to the next level. You'll learn essential professional skills to 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.

8:30 a.m. – 9:00 a.m.	<b>REGISTRATION</b>	
9:00 a.m. – 9:35 a.m.	<b>OPENING SESSION</b> Reach your peak success level: Become your best in a challenging, ever-changing job.	
9:35 a.m. – 9:50 a.m.	<b>BREAK</b>	
<b>BREAKOUT SESSIONS</b>	<b>TRACK 1: Take 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.	Communicate with Confidence and Clarity	Effectively Work with Others
10:40 a.m. – 10:55 a.m. Break		
SESSION 2 10:55 a.m. – 11:45 a.m.	Manage 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	Deal with Difficult People
1:50 p.m. – 2:05 p.m. Break		
SESSION 4 2:05 p.m. – 2:55 p.m.	Stay Organized, Focused and in Control	Manage 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	Enhance 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” sessions 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 this conference will provide you with innovative ideas, straight answers and practical solutions for excelling as an administrative assistant. 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.*

# THE CONFERENCE FOR Administrative Assistants

10 Informative Sessions  
2 Productive Tracks

## TRACK ONE: Take Control of Your Job and Your Life

### Session 1: Communicate 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: Manage 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 you can apply to your job!
- The importance of details: how to use a tracking system to ensure you never "drop the ball" again.
- Creative ways to get others to help you: Rally the support you need at work, at home or 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 email with an indispensable list of dos and don'ts for electronic messages.
- Writer's block: how to confront a blank page without fear and anxiety!

### Session 4: Stay 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.

- How to keep everything moving smoothly when your boss or key personnel are away.
- 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 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 and regain the calm you need to succeed.
- Coping techniques for high pressure: how to keep your cool even when chaos surrounds you.

## OPENING SESSION:

### Reach your peak success level: Become your best in a challenging, ever-changing job.

Before you begin your day, look at the big picture: Where do you want and need to go professionally and how can you get there? This enlightening session will enable you to start your day with an action plan directly linking the conference content to your goals, priorities and needs.

- Take charge of your life with a personal action plan — a specific plan to guide you in years to come.
- Candidly assess your strengths and weaknesses: Learn how to make the most of your talents and overcome your deficiencies.
- Chart change: Determine how and when to rethink your priorities and change direction. Start today, with this conference!

## TRACK TWO: Career and Professional Development

### Session 1: Effectively Work with Others: People Skills to 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: Make 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 will make 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: Deal 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 four 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: Manage Time and Multiple Tasks: Learn to Work with Limited Time Resources

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

- The top five 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 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: Enhance Your Professional Image and Potential: Grow into Expanded Roles and Responsibilities

Take charge of your future! Target specific strategies you can use to immediately boost your professional presence, credibility and leadership potential.

- Essential skills of managers and supervisors and how to develop them 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 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 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  
**careertrack.com/onsite**  
or call us at  
**1-800-944-8503**

## Registration Information

**Enroll Today!** Hurry, our seats fill fast. Guarantee your enrollment by paying your tuition today. You will receive a confirmation once your registration is complete. **Payment is due before the program.**

**Quick Confirmation!** To receive your confirmation within 48 hours, please complete the Quick Confirmation section of the registration form. Be sure to provide us with your email address and/or fax number.

### Cancellations and Substitutions

You may cancel your registration up to 10 business days before the program, and we will refund your tuition less a nominal cancellation fee. Substitutions and transfers may be made at any time to another program of your choice scheduled within 12 months of your original event. Please note, if you do not cancel and do not attend, you are still responsible for payment.

### Please Note

- You will be notified by email, 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.
- For seminar age requirements, please visit <http://www.careertrack.com/faq.asp#agerequirements>.
- Please, no audio or video recording.
- You will receive a Certificate of Attendance at the end of 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 with your registration for payment processing.

### Tax Deduction

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

### Continuing Education Units (CEUs)

CareerTrack offers CEU credits based on program length and completion. Credits are issued according to the National Task Force for Continuing Education guidelines and approval is at the discretion of your licensing board. **Questions and concerns should be directed to your professional licensing board or agency.**

### Continuing Professional Education (CPE)

Fred Pryor Seminars and CareerTrack, divisions of Pryor Learning are registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State Boards of Accountancy have the final authority on the acceptance of individual course for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: [www.nasbaregistry.org](http://www.nasbaregistry.org). Fred Pryor Seminars and CareerTrack's Sponsor ID number is 109474. This course qualifies for 6 CPE credits.

### Completion & Continuing Education Certificates

To obtain a certificate documenting your completion and/or CEU or CPE credits, please visit [www.careertrack.com/certificate](http://www.careertrack.com/certificate). Certificates will be available 10 days after your event has ended.

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<b>1</b> <input type="checkbox"/> <b>YES!</b> Please register me for <i>The Conference for Administrative Assistants</i> , a one-day conference. Group discounts available; see page 6 for details.	<b>ID#</b> <b>915389</b>
<b>2</b> <b>IMPORTANT!</b> Please fill in VIP number as it appears on the address label. VIP _ _ - _ - _ - _ - _ - ( _ _ _ _ _ ) <small>if available</small>	
<b>3 ORGANIZATION INFORMATION</b> Organization: _____ Address: _____ City: _____ St: _____ ZIP: _____ Tele: _____ Fax: _____ Approving Mgr's Name: <input type="checkbox"/> Mr. _____ <input type="checkbox"/> Ms. _____ Job Title: _____ Email Address: _____ <input type="checkbox"/> Business <input type="checkbox"/> Home	
<b>4 QUICK CONFIRMATION</b> <input type="checkbox"/> Please email or fax my confirmation to me within 48 hours. My email address or fax number is: _____	

<b>5 NAMES OF ATTENDEES</b> (Please list additional names on a separate sheet.)	
#1 Attendee's Name Mr. _____ Ms. _____	Event # _____
Job Title _____	_____
Email Address _____	<input type="checkbox"/> Business <input type="checkbox"/> Home
#2 Attendee's Name Mr. _____ Ms. _____	Event # _____
Job Title _____	_____
Email Address _____	<input type="checkbox"/> Business <input type="checkbox"/> Home
<b>6 METHOD OF PAYMENT</b> (Payment is due before the program.) Please make checks payable to CareerTrack and return form to: P.O. Box 738002, Dallas, TX 75373-8002. Our federal ID# is 92-2053228 (FEIN). Please add applicable state and local tax to your payment for programs held in Hawaii (4.16%), South Dakota (6.5%) and West Virginia (6%). Total amount due: \$ _____ <input type="checkbox"/> Check # _____ (payable to <b>CareerTrack</b> ) is enclosed. <input type="checkbox"/> Bill my organization. Attn: _____ <input type="checkbox"/> Purchase order # _____ is enclosed. (Attach purchase order to completed registration form.) <input type="checkbox"/> Charge to: <input type="checkbox"/> AmEx <input type="checkbox"/> Discover <input type="checkbox"/> MC <input type="checkbox"/> Visa MO. _____ YR. _____ EXPIRATION DATE _____ CARD NUMBER Card Holder's Name _____ Tax-Exempt # _____ Please attach a copy of your Tax-Exempt Certificate for payment processing.	

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

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

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