

HUNDREDS OF PRACTICAL IDEAS, SOLUTIONS, & STRATEGIES!

The Conference for Administrative Assistants

- **PRODUCTIVE WORKSHOPS**
*Communications, career, productivity,
and much more!*
- **MOTIVATING SPEAKERS**
*Nationally recognized workshop
leaders — the best!*
- **INNOVATIVE IDEAS**
*Literally hundreds of new ideas you
can use now!*
- **PRACTICAL SOLUTIONS AND
STRATEGIES**
*Tactics that work for your biggest
challenges!*
- **STRAIGHT ANSWERS FOR
SECRETARIES AND ASSISTANTS**
*A conference designed with your
specific needs in mind!*

**Individually designed agenda,
created just for you, *by you!*
See Conference Agenda on page 3.**

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 3-track format that lets you select from 12 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!

THE BLUE TRACK: Successful Communication Strategies

Great communicators can accomplish great things! Learn the secrets to communicating with more power, persuasion, and clarity — in any setting, with anyone. From the boardroom to the mailroom, and everywhere in between, you'll learn how to get your point across intelligently and professionally — and earn increased respect for yourself, your boss, and your organization!

These 4 super-productive sessions focus on powerful communication, effective business writing, indispensable interpersonal skills, and smart strategies for working with the toughest types of people.

THE RED TRACK: 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 4 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.

THE GREEN TRACK: 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.	REGISTRATION		
9:00 a.m. - 10:00 a.m.	OPENING SESSION <i>Reaching Your Peak Success Level: Becoming your best in a challenging, ever-changing job</i>		
BREAKOUT SESSIONS	BLUE TRACK: Successful Communication Strategies	RED TRACK: Taking Control of Your Job and Your Life	GREEN TRACK: Career and Professional Development
	Get Your Message Across	Managing Multiple Priorities	Working Through Conflict
	10:15 a.m. - 11:15 a.m.		
	11:15 a.m. - 11:30 a.m.	BREAK	
	SESSION 2 11:30 a.m. - 12:30 p.m.	Better Business Writing	Stress-Busters for Pressured People
12:30 p.m. - 1:45 p.m.	LUNCH (on your own)		
SESSION 3 1:45 p.m. - 2:45 p.m.	Effective Interpersonal Communication	Master the Time Crunch	Practical Problem-Solving and Decision-Making
2:45 p.m. - 3:00 p.m.	BREAK		
SESSION 4 3:00 p.m. - 4:00 p.m.	Dealing with Difficult People	Masterful Office Management	Enhancing Your Professional Potential

After the opening session, you may choose to follow one track start to finish, or pick four 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 12 workshops in 3 different tracks. This conference will expose you to multiple speakers and trainers, with 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.*

The Conference for Administrative Assistants

OPENING SESSION:

Reaching Your Peak Success Level: Becoming 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 that directly links 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 ... starting today, with this conference!

3

Productive Tracks

12

Informative Sessions

BLUE TRACK: SUCCESSFUL COMMUNICATION STRATEGIES

Blue Session 1: *Get Your Message Across: Clear and Consistent Communication*

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.

Blue Session 2: *Better 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!

Blue Session 3: *Effective Interpersonal Communication: “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.

Blue Session 4: *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.

RED TRACK: TAKING CONTROL OF YOUR JOB AND YOUR LIFE

Red Session 1: *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)!

Red Session 2: *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.

Red Session 3: *Master the Time Crunch: 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!

Red Session 4: *Masterful Office Management: 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.

GREEN TRACK: CAREER AND PROFESSIONAL DEVELOPMENT

Green Session 1: *Working Through Conflict: How to Resolve Conflict and Face Confrontations*

Handle conflict in a productive, positive way — and ensure that relationships stay intact through tense, tough situations.

- How conflicts start ... and 3 ways to end them before they get out of hand.
- Strategies that turn a confrontation into an opportunity: how to reroute an adversarial situation into a positive, cooperative alliance.
- What to do when you're "in the middle" — how you can mediate a conflict without taking sides.
- When conflict leads to anger and explosive emotions: steps to take immediately to cool people off.

Green Session 2: *Navigating Through a Sea of Change: Dealing with Life's Shifts and Turns*

Harness the power of change so that you not only deal with it, but use it to strengthen your position and potential.

- When change feels like chaos ... how to get focused and minimize the negative effects.
- How to spot (and grab) the hidden opportunities that come with change.
- A specific strategy that takes the fear out of change and enables you to face (even embrace) the inevitable twists and turns.
- Tips for staying on task: how to ensure that constant questions and speculations don't distract you when deadlines are looming.

Green Session 3: *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.

Green Session 4: *Enhancing Your Professional Potential: Growing into Expanded Roles and Responsibilities*

Focus on equipping yourself to grow professionally, chart your path, and take solid steps to move ahead in your career.

- Essential skills for 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.
- Secrets of the best managers: coaching techniques that will get others to look to you for leadership.

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!

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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 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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1-800-556-3009



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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#
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3 ORGANIZATION INFORMATION

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Ms. _____
Job Title _____ Event # _____

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#2 Attendee's Name
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Ms. _____
Job Title _____ Event # _____

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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 (5.84%), and West Virginia (6%).

Total amount due: \$ _____

Check # _____ (payable to **CareerTrack**) is enclosed.

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- 3 MOTIVATING SPEAKERS
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