

10<sup>th</sup> Edition

# ADVANCED ADMINISTRATIVE PROFESSIONALS FORUM

November 21 - 22, 2011 | Four Seasons Hotel | Vancouver



This program will deliver *substantive topics and solid skills training in a stimulating and interactive format.*

- Mastering negotiations - an administrative leadership skill
- Project management for administrative professionals - a workshop in two parts
- The anatomy of an event: event planning from top to toe
- Public speaking - how to take the stage and own it
- Social media, the workplace and you - managing the risks
- Speed reading for retention and accuracy - interactive session
- The new wave in technology - what does it mean for administrative professionals?
- Timely decision making using the "decide in five" model
- Plus, an expert panel discussion on **Taking a Reading of the Compass - Big Picture Prospects for the Profession** for strategic insights and career management tips.

## Marketing Partners

**adminassist.ca**  
Help For Administrative Professionals



IAAP members attending this event will receive a 15% discount off the conference price and recertification credits.

## PROGRAM CO-CHAIRS

**DecolynneJo Barteski CAP**

*President-Elect  
Western Canada Division  
International Association of  
Administrative Professionals (IAAP)*

**Kathryn Moes CAP-OM®**

*President - Vancouver Chapter  
International Association of  
Administrative Professionals (IAAP)  
Executive Assistant  
Pilot Gold Inc.*

## KEYNOTE ADDRESSES

**Making Way for the Administrative Professional of Tomorrow - The View from HR**

**Jay-Ann Fordy, CHRP**

*President  
British Columbia Human Resources  
Management Association  
Chief Human Resources Officer  
British Columbia Human Resources  
Coastal Capital Savings*

**Thriving in Today's Diverse Workplace - RESPECT**

**Erica Pinsky, MSc, CHRP**

*Principal  
Erica Pinsky Inc.  
Respectful Workplace Solutions Expert™  
Author of: Road to Respect: Path to Profit*

Dear Colleague,

More than ever before, today's business climate demands that we be in step with advances in workplace practices, technological changes and business innovations in order to sustain career satisfaction, growth and competitive edge as executive administrators.

**Insight Information's** **ADVANCED ADMINISTRATIVE PROFESSIONALS FORUM 2011** for western Canada will deliver expert coverage of timely, must-know topics that you have told us are at the top of your educational wish list. Frequently using *interactive and participatory formats*, sessions will cover topics such as:

- Strong career progression pathways - you have options
- Getting the most out of Apps at the office
- Cloud Computing update
- How to pick up your reading pace *and your retention rate*
- Decision making using the "Decide in Five" model
- Managing risk around the use of social media
- Presenting and speaking in public - even on short notice
- Strategies for successful negotiations in professional and personal life
- Event planning - a comprehensive case study and workshop
- Project management - from theory to practice

Join us in the beautiful city of Vancouver, British Columbia, for an excellent networking opportunity and to stay abreast of important developments, while upgrading your skills and learning about the latest career trends for administrative professionals.

We look forward to seeing you there!



**DecolynneJo Barteski CAP**

*President-Elect  
Western Canada Division  
International Association of Administrative  
Professionals (IAAP)*



**Kathryn Moes CAP-OM®**

*President - Vancouver Chapter  
International Association of Administrative  
Professionals (IAAP)  
Executive Assistant, Pilot Gold Inc.*

### What past participants have said

" I can't wait to share with my co-workers."

*Estelle Lovallee, Farm Credit Canada*

" I was challenged, encouraged, empowered in understanding styles, communications and relationships."

*Soad Eltom, ASSURIS*

" This was a great workshop. I learned so much from every topic."

*Tiffany Morehouse, Enbridge*

### IAAP CAP Recertification Credits

Appropriate documentation for CAP recertification points credit is a certificate from Insight showing the sessions attended, and a copy of the conference outline. These would be submitted to IAAP at the time you submit your complete recertification packet.

### WHO SHOULD ATTEND

- Executive and Administrative Assistants/ Professionals/Specialists
- Customer Service Representatives
- Receptionists
- Data Entry Specialists
- Word Processors
- Virtual Assistants
- Project Associates
- Clerks, Clerical Supervisors
- Administrative/Office Coordinators
- Office Managers, Administrators

**Need additional information? Subscribe to *in*CONFERENCE™.**

Gain online access to valuable conference papers and reports from any **Insight Information** conferences - whether it's energy, environment, finance, legal, or any of the other sectors covered at **Insight Information** conferences by subscribing today to *in*CONFERENCE™. Delegates will receive a set of original materials as well as online access to fully searchable conference papers through **Insight Information's in**CONFERENCE™ that will serve as an invaluable reference source. To find out more, or to receive a free trial subscription, please go to <http://inconference.insightinfo.com>

8:15

## Registration and Continental Breakfast

9:00

## Co-Chairs' Opening Remarks

### DecolynneJo Barteski CAP

*President-Elect*

*Western Canada Division*

*International Association of Administrative Professionals (IAAP)*

### Kathryn Moes CAP-OM®

*President - Vancouver Chapter*

*International Association of Administrative Professionals (IAAP)*

*Executive Assistant*

*Pilot Gold Inc.*

9:10

## PANEL DISCUSSION

### Taking a Reading of the Compass - Big Picture Prospects for the Profession

Moderator:

#### Kathryn Moes CAP-OM®

*President - Vancouver Chapter*

*International Association of Administrative Professionals (IAAP)*

*Executive Assistant*

*Pilot Gold Inc.*

#### DecolynneJo Barteski CAP

*President-Elect*

*Western Canada Division*

*International Association of Administrative Professionals (IAAP)*

#### Dr. Gail Levitt

*President*

*Levitt Communications Inc.*

*Academic Coordinator, Administrative Leadership Certificate*

*The Sauder School of Business*

#### Kathleen Louie

*Division Director*

*Office Team, a division of Robert Half International*

- How is the role of the Administrative Professional changing?
- What are the most important skill sets you need to stay on top of the curve?
- What is the next big trend and how can APs be ready to meet it?
- Strong career progression pathways - you have options
- Leadership goals and how to go about implementing them

10:15

## Networking Coffee Break

10:30

## The New Wave in Technology - What Does it Mean for Administrative Professionals?

### Darci LaRocque

*President / Speaker / Trainer*

*Swirl Solutions™*

*Smartphone, Tablet and Microsoft Training*

- Making the right choices - what to consider
  - Hand-held, wireless and mobile devices (BlackBerry vs. iPhone)
  - Tablets (iPad /PlayBook) and e-books
- Office applications (Documents to go)
- Getting the most out of Apps at the office
- Cloud Computing

11:30

## INTERACTIVE SESSION

### Speed Reading for Retention and Accuracy

#### Bruce Lee

*Speaker, MC, Comic*

It seems that the digital revolution has not brought the death knell of the written word but has instead inundated us with a constant barrage of information. How do we ensure that in our busy lives we make the most of reading time to ensure that we not only remember what we read, but do so with a high degree of accuracy? This presentation will help you pick up your reading pace *and your retention rate* to ratchet up efficiency and productivity.

Reading and retention exercises will be part of this presentation.

12:30

## Networking Luncheon

1:45

## Time Management - Gain Control and Stay Connected

### Linda Chu

*Productivity Consultant & Professional Organizer*

*Out of Chaos, Professional Organizing Solutions*

Are you feeling overburdened and stressed with too much email, voice mail, paper mail and people and device interruptions in your work day? This session will give you take-away tips on how to get more quality and less stress out of your office time by addressing:

- How to prioritize and focus your time on what's important vs. urgent
- Decision making using the "Decide in Five" model
- How to get all your To-do's to To-done
- How this all works within Email inbox, Contacts, Calendar and Tasks functions in Outlook
- Extra tips to save you even more time

2:45

## Networking Refreshment Break

3:00

## Social Media, the Workplace and You

---

**Darci LaRocque**

*President / Speaker / Trainer*  
**Swirl Solutions™**

*Smartphone, Tablet and Microsoft Training*

**Shelley Mantei** (invited)

*Mediatonic PR*

**Lorene A. Novakowski**

*Partner*

*Fasken Martineau LLP*

Facebook, LinkedIn, Twitter, Tagged - the pressure is there to create an online presence and use it for advancing your professional, personal and workplace goals. Do you fully understand the potential for both good and harm that these social media channels represent?

- How can you use these tools to further your organization's goals?
- How can they help you further your career?
- What is the down side?
  - Public profile - how to maximize it
  - Privacy - how to protect it
  - Risk - how to manage it
- What are the best approaches currently being developed for workplace policies on use of social media?

4:00

*INTERACTIVE SESSION*

## Public Speaking - Take the Stage and Own It

---

**Narges P. Nirumvala, BSc, PostDip, ACS, CL**

*Executive Speech Coach, Speaker & Trainer*

This session will boost your public speaking quotient so that whether at an office meeting or at a social event you can step up to the microphone and deliver. This will be an interactive session with laughs and learning and more.

- Getting over the jitters
- Telling the story
- Be prepared
- Making the connection
- Massaging the message
- Plan the strategy and the approach
- The role of laughter and emotions
- Moving up to the plate without notice or notes

5:00

## Conference Adjourns for the Day

NOVEMBER 22, 2011

8:30

## Continental Breakfast

9:00

## Co-Chairs' Opening Remarks

---

**DecolynneJo Barteski CAP**

*President-Elect*

*Western Canada Division*

*International Association of Administrative Professionals (IAAP)*

**Kathryn Moes CAP-OM®**

*President - Vancouver Chapter*

*International Association of Administrative Professionals (IAAP)*

*Executive Assistant*

*Pilot Gold Inc.*

9:05

*KEYNOTE ADDRESS*

## Thriving in Today's Diverse Workplace - R E S P E C T

---

**Erica Pinsky, MSc, CHRP**

*Principal, Erica Pinsky Inc.*

*Respectful Workplace Solutions Expert™*

*Author of Road to Respect: Path to Profit*

*Followed by a Book signing by Erica Pinsky, MSc, CHRP*

9:45

## Networking Coffee Break

10:00

*INTERACTIVE SESSION*

## Negotiating: An Administrative Leadership Skill

---

**Dr. Gail Levitt**

*President*

*Levitt Communications Inc.*

*Academic Coordinator, Administrative Leadership Certificate*

*The Sauder School of Business*

Effective negotiation skills are essential for administrative professionals, especially if they have limited authority over others. Knowing negotiating strategies and tactics can enhance your work productivity, professional credibility, image, career mobility, job satisfaction, and work-life balance. Whether participating in a competitive or collaborative negotiation, administrative professionals can put their leadership skills into action for any of the following:

- Project deliverables and deadlines
- Vendor and supplier contracts
- Customer-related interactions
- Team communications
- Employment and salary discussions
- Performance reviews
- Workload management
- Conflict resolution

In this highly-interactive session, participants will acquire tips and practice techniques for successful negotiations in their professional and personal lives.

11:15

## The Anatomy of an Event: Event Planning from Top to Toe

**Deborah Wallace**

*President, Canadian Special Events Society  
President, The Finer Details Event Planning Inc.*

So the President and CEO was doing some brain storming the other day and she decided it was time to have an in-house one day seminar with representatives from all five regional divisions in attendance. Guess who she has targeted to make it happen?

- What you need to get started
  - The plan
  - The team
  - The vision
  - The resources
- Key steps and milestone planning
  - Budget
  - Milestone schedule
  - Deliverables
- The essential pieces of the puzzle
  - RFP
  - Venues
  - Contractors
  - Partners
  - Registration
  - Record keeping
  - Risk management
- Scheduling and deadlines - staying on track
- Team work and delegation
- Execution and delivery
- Debrief and lessons learned

12:15

## Networking Luncheon

1:00

### KEYNOTE ADDRESS

## Making Way for the Administrative Professional of Tomorrow - The View from HR

**Jay-Ann Fordy, CHRP**

*President  
British Columbia Human Resources Management Association  
Chief Human Resources Officer  
Coastal Capital Savings*

1:45

## Project Management for Administrative Professionals - A Workshop in Two Parts

**Daniel Dittrich, PMP**

*Senior Trainer  
PM Solutions Inc.*

### Part 1 - An Introduction to Project Management

- What is project management?
- What is the appropriate scope of project management?
- Terminology
- Essential concepts
- Main stages and milestones
- Most important considerations for project success
  - Goal setting and target outcomes
  - Time lines and milestones
  - Budgeting and cost controls
  - Quality and process

2:45 **Networking Refreshment Break**

### Part 2 - Beyond the Basics

Using a case study and interactive approach, the session will present opportunities for project management skills development in more advanced areas such as:

- Team selection and responsibilities
- Reporting and communication channels
- Monitoring, feedback and oversight
- Keeping up the momentum and the focus
- Troubleshooting and timely resolution
- Performance measurement
- Project completion and reporting
- Making the most of lessons and learning

3:45

## Co-Chairs' Wrap Up and Summary of Conference Take Aways

## Closing Raffle and Draw Winner Announced Conference Concludes

## Sponsorship Opportunities



Gain additional presence and prestige in front of senior level decision makers through Insight Information's sponsorship opportunities. All of our exclusive sponsorship packages include a comprehensive suite of preferential benefits.

For further details, please contact Amy Leung at 416.642.6128 or [aleung@alm.com](mailto:aleung@alm.com)

