

Administrative Assistants *Conference*

You work hard every day. You deserve this amazing opportunity to learn, grow, and share with other great professionals just like you!

You're just a registration away ...

- Get more done – in less time
- Learn how to deal with everyone in the office
- Become a valuable partner to your boss
- Improve your professional image
- Stay calm even in stressful situations
- Renew, reenergize, and reignite your passion for work

And MUCH, MUCH MORE!!

Spend a little time on yourself.

Coming to your area ...

Conference Schedule at a Glance

"I'm inspired and ready to make changes in my life ... thank you."
Linda Olson, Secretary

A Message to the Managers

You rely on your administrative assistant every day. Now's your chance to show your respect, trust, and thanks – by enrolling yours in this incredible professional conference!

The Administrative Assistants Conference is absolutely packed with proven real-world skills ... the kind your admin needs every day. We've trained thousands of admins, empowering them to become more productive at work, take on more responsibilities, and become trusted and valued partners with their bosses! Plus, we've surveyed administrative assistants time and time again and they continue to tell us the same thing: when their bosses take an active interest in their career, they feel more gratitude and more loyalty – and it pays off for both.

A great administrative assistant makes YOU look great – inside your organization and out! Approve your admin to enroll in this amazing conference today!

Come and join us for a celebration of administrative professionals EVERYWHERE!

You're the number one support for other people – for your coworkers, bosses, vendors, and clients. You spend your time and your energy making sure everybody else has everything they need, but are you doing everything you can for your own professional growth?

It's time you spent a day focused on YOU – and your own career!

Join us for **The Administrative Assistants Conference** and you'll build success skills that will last a lifetime. We've absolutely packed this conference with informative sessions taught by nationally acclaimed speakers. You'll attend an energizing opening session, get to choose from eight fantastic breakout sessions, and finish up with a closing session that will absolutely inspire you!

Imagine spending time with other administrative professionals in positions just like yours – sharing stories and trading tips with people who've been there, done that, and really understand how demanding your job can be. Use this time out of the office to reenergize and refocus and gain a fresh perspective on your priorities, your goals, and your career. It's an experience that you absolutely don't want to miss.

Treat yourself to a little fun and professional pampering. After all your hard work, you deserve it!

Regards,



Susan Enyeart
Director of Curriculum

PS: When you enroll 3 from your organization, a 4th attends for FREE!

DAY ONE Registration begins 8:30 a.m.

Opening Session
9:00 – 10:00 a.m. **If Your Life's a Circus, It's Time to Become the Ringleader**

Break 10:00 – 10:15 a.m.

CONFERENCE BREAKOUT SESSIONS: CHOOSE ONE

TRACK ONE

Session A
10:15 – 11:00 a.m. **Stepping Up: You May Not Have Authority, But You're Still in Charge**

Break 11:00 – 11:15 a.m.

Session B
11:15 a.m. – noon **Communication Essentials: The Top 10 Email Dos and Don'ts**

Lunch on your own Noon – 1:15 p.m.

Session C
1:15 – 2:00 p.m. **From Dollars to Donuts – The Keys to Dealing With Vendors and Suppliers**

Break 2:00 – 2:15 p.m.

Session D
2:15 – 3:00 p.m. **How to Stop "Office Politics" in Its Tracks**

Break 3:00 – 3:15 p.m.

Closing Session
3:15 – 4:00 p.m. **Living Your Life to the Fullest – and Enjoying Every Minute**

TRACK TWO

Image Management: Presenting Your Best Side to the World

Setting Boundaries: Calm, Confident, and Assertive Communication

Creating the Perfect Admin/Boss Team

Emotional Intelligence – The Superhero Skill That Lets You Work Well With Everyone

"It gave me some great ideas ... I can't wait to try some of these techniques!"

Becky Sayre,
Administrative Assistant

"A great conference that I would recommend to anyone ... excellent."

Marci Wolvin,
Administrative Assistant

"Fantastic ... I would totally recommend this to anyone."

Mindy Spurlock, Safety Coordinator

"Knowledge is powerful! The practical knowledge was great ... the presenters were absolutely astounding!"

Mary Ellrodt, Finance Secretary

"Tears came to my eyes! I felt like she was speaking directly to me! Like she knows more about my fears and troubles than anyone else, even my husband. Great job!"

Valerie Zedar,
Administrative Assistant

refresh • rejuvenate • reenergize!

Opening Session:

If Your Life's a Circus, It's Time to Become the Ringleader

Everybody else always demands your time and attention – it's time to kick off your day of training with some focus on the person who really matters: you! You'll discover why it's so important to set boundaries, understand communication – and take time out for yourself. You'll become energized and inspired to be the absolute best you can be!

TRACK ONE:

Stepping Up: You May Not Have Authority, But You're Still in Charge

You're not the boss – but you're responsible for organizing people and projects and making sure that things get done. If you can't get others to turn things over to you on time ... constantly have to play catch-up or stay late ... or feel you can't ask others for help, you need to learn the art of delegation without authority!

Communication Essentials: The Top 10 Email Dos and Don'ts

If you've ever had something you've written in an email misunderstood or misinterpreted, you know what a disaster it can be! It's essential that you're sending the right message. Join us for a session that's as fun as it is informative, from hilarious bad examples to the things you'd never think to look for ... but can really make a difference!

From Dollars to Donuts – The Keys to Dealing With Vendors and Suppliers

Working with vendors and suppliers can be tricky. You have to have strong negotiation skills ... keep expert records on price, quality, and service ... and develop great relationships with the vendors and suppliers you depend on most. Make sure you remain firm and professional, whether handling negotiations or dealing with those who overpromise and underdeliver!

How to Stop "Office Politics" in Its Tracks

Unless you're in an office of two and never talk to anyone but your boss, you've probably had a run-in with office politics. People want to gossip, struggle for their own piece of turf, even backstab coworkers. It's not fun, it's not healthy, and you need to be above it all! Discover the tools you can use to disengage from negative behaviors, and to build strong, positive, and professional relationships across departmental lines.

TRACK TWO:

Image Management: Presenting Your Best Side to the World

How you present yourself reflects on you, your boss – your entire company. Make sure your image is strong and confident! We'll help you let your inner light shine through and show you how the right attitude fosters an atmosphere of respect. When you look and feel professional and poised, you gain an aura of confidence – and you enhance your credibility!

Setting Boundaries: Calm, Confident, and Assertive Communication

You want to be liked at work, helpful, a team player. But that doesn't give others license to take advantage of you! If you're not being taken seriously, get railroaded into tasks or projects that aren't your job but you can't say "no," or if people just don't seem to listen ... this session is for you. Discover how to make others see you as the strong, confident individual you are!

Creating the Perfect Admin/Boss Team

There are few things more satisfying than being a trusted and valued partner with your boss – whether you work for one person or a dozen. Learn how to understand your boss's goals and objectives ... develop strengths that complement your supervisor's and enhance your working relationship ... or even save a failing relationship if you and your boss aren't communicating clearly!

Emotional Intelligence – The Superhero Skill That Lets You Work Well With Everyone

Sometimes the hardest thing about your job isn't your task list – it's the people! Fortunately, there's a way that you can make that pain, stress, and frustration go away: emotional intelligence. Learn how EI can help you build relationships, gain respect, project confidence, enhance your credibility ... and talk with everybody, no matter what their positions or personalities!

Closing Session:

Living Your Life to the Fullest – and Enjoying Every Minute

When life gets hectic, it's easy to get distracted and overwhelmed – and when it's not, it's easy to get into a rut! It's time for some fresh, fun ideas on how to maintain a healthy balance between your job and everything else that matters in your life. You'll be able to use the things you love to stay motivated and upbeat, no matter what's going on around you. Plus, you'll learn some amazing stress-relieving techniques you can use to take a step back, refocus, and reenergize ... in a matter of minutes!

"Wonderful, alive. Excellent information – and presented in an energetic manner!"

Aileen Dorsey, Administrative Secretary

"Very informative ... explained everything so well."

Kristen Zalecki, Executive Assistant

"I enjoyed it! I learned so much more than I would have imagined!"

Jervonne Flowers, Administrative Assistant

"The conference was very enlightening and refreshing!"

Jeannine Gaines, Executive Administrative Assistant

"This was positively the BEST conference I've ever attended!"

T. Byrd

"WOW – WHAT A CONFERENCE! I'm so glad I attended!"

K. Cattani

5 More Reasons You'll Want to Attend ...

- 1. Get Up to Date on the Essentials:** Your time is valuable and we won't waste it. You'll only learn the most relevant information at this course. You'll gain best-practice strategies for getting more done, dealing with coworkers, and much more.
- 2. Get New Ideas:** Get away from the office for a day and you'll return relaxed and recharged. Plus, you'll have a plan in hand for applying your new-found skills back on the job.
- 3. Newtwork:** Meet and exchange ideas with other professionals. There's no denying that networking is key in today's business world. Take this opportunity to meet like-minded professionals in your area – and learn from their experiences.
- 4. Participate in Interactive Training:** Prepare for an innovative learning experience like no other. We'll capture your interest with real-world challenges. Plus, you'll participate in proven-effective exercises that are designed to increase retention and on-the-job application.
- 5. Learn From an Expert:** Ask questions, share ideas, and get immediate feedback from a trainer who has hands-on experience in the administrative industry.

Attend Unlimited Seminars for an Entire Year for One Low Price

And that's just for starters! With the STAR12 Professional Edition you get **UNLIMITED** access to ...

- One- and two-day seminars*
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 - Online learning courses
 - The exclusive STAR12 FranklinCovey Online Audio Collection ... featuring selections from leadership legend Stephen Covey
 - Standard Learning Paths
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- And more!**

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You'll get everything you see above PLUS tracking, reporting, and the ability to create custom learning paths and assign training. Call **1-800-344-4613** or email STAR12enterprise@natsem.com.

Enrollment Fee:

Group Discount: When 3 enroll from your organization, a 4th attends FREE. Group discounts apply to conference registrations only and cannot be used for STAR12.

To Enroll ...



Register online at NationalSeminarsTraining.com/AS221



or call toll-free **1-800-258-7246**

Registration Information

Our Registration Center is open weekdays from 7 a.m. to 7 p.m. CST. Enrollments taken online 24/7.

Group Discount: When 3 enroll from your organization, a 4th may attend for FREE!

STAR12 Professional Edition – Only \$499: STAR12 entitles you to unlimited access to all NST seminars (retail priced \$499 or less) + Webinars, on-line courses and more for 12 months. Enroll today at joinSTAR12.com.

Check-in begins at 8:30 a.m. The workshop schedule is 9 a.m. to 4 p.m. Lunch is on your own.

CEUs: Continuing education credit may be recognized by your professional board. Contact your own board to find out what's required. Call our CEU/CPE specialist at 1-800-258-7246, ext. 3100, if you have any questions.

Cancellation: If you cannot attend, you may send a substitute or receive full credit toward a future enrollment. For cancellations made 5 or more business days before the event, you may request a refund less a \$10 enrollment fee. For enrollments made in conjunction with a STAR12 purchase, the STAR12 cancellation rules apply – visit the Information Center at NationalSeminarsTraining.com.

Tax Deduction: The expense of continuing education, when taken to maintain and improve professional skills, is tax deductible. Please contact your accountant for complete details.

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Conference Schedule

Bring Training to Your Team – Tailored to Your Goals

When you invest in employees through education and training, you're investing in your organization and its success. Studies show that employees feel more valued and more confident when they know you're investing in their growth. That means more productivity ... less stress ... higher motivation ... ultimately, a truly engaged work force.

But did you know that National Seminars Training offers tailored on-site training designed to help you bring out the best in your team?

We can help your team develop essential job competencies in every key skill set, including:

- Communication and interpersonal skills
- Writing and grammar skills
- Computer and technical skills
- Time and project management skills
- Management and leadership skills

We have more than 200 programs in our training collection. Call **1-800-344-4613** or go online at NationalSeminarsTraining.com/corporatetraining to learn more.



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