

THE 50th ANNUAL ADMINISTRATIVE PROFESSIONALS COURSE

NOW With APC Certification



TRAINING
FOR TODAY
SUCCESS
FOR TOMORROW

ORLANDO
APRIL 18-21, 2023
NASHVILLE
MAY 1-4, 2023
SAN FRANCISCO
JUNE 5-8, 2023
NIAGARA FALLS
JUNE 19-22, 2023
NEW ORLEANS
OCTOBER 24-27, 2023
MIAMI BEACH
NOVEMBER 6-9, 2023



FIRST CLASS TRAINING
TO HELP YOU MAXIMIZE
YOUR POTENTIAL

America's Premier Three-Day APC Certification Course



As an administrative professional, much is expected of you today. Good organization, management, and people skills are no longer an option -- they are an imperative.

At this comprehensive program, you will participate in a significant learning experience with others who share the same responsibilities and face the same challenges. Today's executive or administrative assistant must be a strategist, a coach, a diplomat and a politician!

The 50th Annual Administrative Professional Course is a true limited-enrollment education seminar. You are a participant, not an audience member crammed into a ballroom with hundreds of others to listen to a series of speakers delivering one-hour lectures from a stage.

At the 50th Annual Administrative Professional Course, you will increase your emotional intelligence, thereby influencing others even when you're not in charge. Importantly, you will learn to manage conflict, stress and negative emotions in the workplace.

Using the iMind Instrument, you will come to recognize your true behavioural style and learn to utilize this new knowledge to significantly improve your relationships with coworkers as well as enhance the partnership with your boss.

You will improve your time-management skills and greatly enhance your memory and concentration.

In short, you will learn to manage people, resources, and self!

COURSE SCHEDULE

Day One

Seminar registration will take place in the foyer between 4:00 p.m. and 5:00 p.m. on the day of your arrival. The seminar itself will begin at 5:00 p.m. with a welcome and introductory session. Course materials will be distributed at this session and participants will be assigned to self-directed work groups. This is an excellent kickoff to a great course and provides an opportunity to meet both the faculty, as well as other participants.

Day Two

Continental breakfast will be served between 8:00 a.m. and 9:00 a.m. On the second day of the program, the morning session will run from 9:00 a.m. until 12:00 p.m. A refreshment break will take place at approximately 10:30 a.m. A buffet luncheon will be served between 12:00 p.m. and 1:30 p.m. The afternoon session will begin at 1:30 p.m. and conclude at 4:00 p.m. with a mid-afternoon refreshment break.

Day Three

Continental breakfast will be served between 8:00 a.m. and 9:00 a.m. On day three the morning session will run from 9:00 a.m. until noon with a refreshment break to take place at approximately 10:30 a.m. In the afternoon, participants will enjoy a recess. This free time will afford participants an opportunity to experience the many area attractions as well as the first class recreational facilities at the host properties during daylight hours. An evening session will take place between 6:00 p.m. and 8:45 p.m. Refreshments will be served at 7:00 p.m.

Day Four

Continental breakfast will be served between 8:00 a.m. and 9:00 a.m. On the fourth and final day of the program, the seminar will begin at 9:00 a.m. and conclude at 11:45 a.m. with a refreshment break at 10:00 a.m. Your certificate and APC Certification will be awarded at the conclusion of the program.



YOUR CHOICE OF VENUES IN 2023



ORLANDO

APR. 18th - 21st Hilton Walt Disney World



NASHVILLE

May 1st - 4th, 2023 - The Graduate



SAN FRANCISCO

Sept. 5th - 8th Hyatt Fisherman's Wharf



MIAMI BEACH
Nov. 6th - 9th - Grand Beach Hotel



NIAGARA FALLS
June 19th- 22nd - Marriott on the Falls



NEW ORLEANS
Oct. 17th - 20th The Hyatt French Quarter

The Douglas Difference



We are committed to providing you with the best training available. For 50 years, our flagship seminar, **The Annual Administrative Professionals Course**, has been recognized as the gold standard in administrative professional

1. America's Most Comprehensive and Longest Running Administrative Professionals Program

Since day one, we have worked closely with HR departments, managers, and administrative professionals themselves to ensure that our courses meet the rigorous needs of our participants. It is from our experience over the last four decades that we have meticulously crafted our programs. The praise this course consistently receives reflects our persistent research and subsequent revision, ensuring this seminar is at the cutting edge.

2. A Truly Limited Enrollment Seminar

We know your time is valuable, that is why we have NOT designed a conference in which you will be crammed into a ballroom with hundreds of others to listen to a bevy of motivational speakers. At this program, you are a student, not an audience member. This course is a content-rich, practical, educational experience where real and meaningful skills are taught. The communication is "two-way" fostering open dialogue. You will leave this program with new tactics and approaches that will immediately improve your organizational and interpersonal skills as well as enhance the partnership you have with your boss.

3. First Class Accommodation Included

One of the greatest benefits of attending a residential program comes from the networking and camaraderie that takes place outside of the educational sessions. It is for this reason that unlike other courses, we include your hotel accommodation so that everyone is under the same roof.

4. Highly Qualified Faculty

We use the university standard; all of our courses are taught by experts in the field, not scripted presenters. Knowledgeable and entertaining, each of our faculty members holds at least a master's degree from a fully accredited university and one or more professional qualifications, (Ph.D., CMC, PMP, etc.) Our faculty members also have on average more than 15 years' experience educating administrative professionals.

5. A Professional Certification Course – NOT A CONFERENCE

What's the Difference between a course and a conference? Perhaps the key difference is that at a true professional development course, a real dialogue is established. At a true educational course, there is a much greater feeling of collegiality and continuity. The purpose is education - not entertainment. Attendance is limited so you can engage with both the faculty and your fellow participants.

And you'll be in good company...

Here are some of the more than twenty-thousand organizations that have sponsored participants at our public seminars:



Founder & President

DR. PAUL A. DOUGLAS

Leader of our faculty and author of this course, Paul has dedicated his life and career to the educational and developmental needs of the administrative professional. He has a Bachelor of Commerce and MBA from the University of Alberta where he taught as a member of the Faculty of Business. Paul also has a Ph.D in business administration and is a Certified Management Consultant (CMC). He has written a dozen books on management, leadership and the administrative professional.

To view our entire faculty, please visit our website.

EARN YOUR APC DESIGNATION



ADMINISTRATIVE PROFESSIONAL CERTIFICATION



Graduates of this program satisfy the course requirements for the Administrative Professional Certification (APC) offered by the College of Administrative Professionals.

Earning your APC designation

reflects your educational achievement and it demonstrates to employers, co-workers and clients the investment you have made in professional development as well as your commitment to your organization.

SALLY SMITH, APC
Administrative Assistant



REGISTER NOW

WWW.ANNUALAP.COM

OR CALL 1-800-222-4062

PROVEN & EFFECTIVE

For fifty years, P.A. Douglas has set the gold standard for excellence in AA and EA training. Recognized as the pioneer in professional development, it is where administrative professionals come to learn, network, and engage with leaders in the field. No other seminar or event provides the comprehensive high-quality advanced program that the Influential Assistant Course does. Since 1975, it has been our mission to provide the best possible training available to American Administrative Professionals in a relaxed and comfortable environment, highly amenable to learning and change. In 2023, we continue this tradition with programs that are both memorable and enjoyable.

FIRST-CLASS HOST PROPERTIES

Our chosen hotels and facilities are among America's finest:



The seminar content was substantive, which I appreciated at this level of my career. The skills learned will enable me not only to enhance my role within the agency, but also perform as a more capable liaison for my boss.

*- Teri Lyn Perreira,
Wisconsin Investment Board*



MANAGING SELF

Success and satisfaction in your present and future responsibilities are dependent on a number of self- management skills. By improving your abilities at strategic execution – managing projects, priorities and deadlines, while deflecting job-related stress, improving your emotional intelligence and developing your memory and concentration, you will gain a deeper sense of accomplishment and fulfillment. At the 50th Annual Administrative Professionals Course, you will learn how to:

- Manage multiple objectives, projects and conflicting priorities
- Learn to handle the three types of events that erode your effectiveness – the unimportant task, the unanticipated task and other people's priorities
- Develop greater self-awareness: Your style - strengths and weaknesses
- Identify and overcome irrational beliefs that might be holding you back
- Remarkably improve your ability to remember names and faces
- Learn how to deliver speeches and presentations without the need for notes.
- Develop strategies for preventing, reducing, and managing stress
- Solve project issues quickly and come in on time – every time!
- Develop easy-to-implement proactive strategies to better predict, plan, and prepare for the future and avoid the problems along the way
- Increase your long-term professional value with NEW skills, tools and strategies!!



ENROLMENT IS LIMITED- REGISTER EARLY- WWW.ANNUALAP.COM

WORKING WITH OTHERS

The most frustrating limitations placed upon you as an administrative professional have little to do with your technical abilities; rather the most trying aspects of your work often involves dealing with people. To be truly effective in working with others, you must perfect your ability to:

- Enhance your BEHAVIORAL FLUENCY: Discover how this new breakthrough can vastly improve the quality of your communication in both your professional and your personal life
- Deal more successfully with difficult co-workers and others who create stress in your environment
- CREATING INFLUENCE: Getting greater results with people - when you are not in charge
- Become a true partner with your manager
- Identify your workplace's emotional culture
- Analyze your emotional intelligence strengths and weaknesses and develop specific strategies for enhancing your emotional intelligence
- Discover your unique behavioral style
- Cope with different and sometimes difficult people
- Achieve greater team synergy and effectiveness
- Build an administrative professionals' team and elevate the value of your work
- Building your personal brand: Showcasing the best you!
- Understand the laws of influence - effectively persuading others

One Inclusive Fee

No other program or event provides the high quality, all-inclusive package, as does The 50th Annual APC Certification Administrative Professionals Course.

The Course Fee of \$2,595 Includes :

- Your registration fee and tuition
- Three nights accommodation - room & taxes at the properties shown (a \$1,000+ value)
- Four meals including breakfast each day, luncheon on day two and refreshments throughout
- Your A.P.C. professional designation
- A comprehensive course-ware package

Pricing



Program & Hotel Package \$2,595

*Please note: Hotel incidentals such as parking, resort fees, room service etc are the participants personal responsibility.

COURSE FRAMEWORK

Stepping Up to Leadership

From Administrative Assistant to Administrative Professional. While some of the “old guard” believes that the 90’s name change from secretary to administrative assistant to administrative professional is just another example of political correctness, it in fact represents a true paradigm shift. Many of the functions and responsibilities of management have fallen on the shoulders of administrative professionals as organizations have downsized over the past decade. In this important session, we will discuss this new reality and develop those crucial management tools needed to take you to a higher level of proficiency. You will learn how to:

- Make the vital transition from administrative assistant to administrative professional
- Understand your changing role and your manager’s expectation
- Increase your credibility as your boss’s representative
- Learn how to conduct an effective interview
- Learn to apply the 9-step coaching model with juniors
- Position yourself for greater responsibility
- Recognize and complement your boss’s unique management style
- Apply the iMind construct for gaining the respect of your boss
- Eliminate the ‘grey areas’ of authority and responsibility
- Adopt new planning skills for anticipating and proactively supporting your boss
- Gain your managers trust in problem solving and decision making
- Express yourself so you will be listened to
- Take unnecessary pressure off your boss
- Become a strategic partner with your boss
- Increase the respect of your boss and be taken more seriously

Managing Stress and Emotions in Challenging Times

Stress has been called the “disease of the twenty-first century.” Unquestionably, the next decade will bring with it continued change and increased challenges for those in the role of administrative professional. The pressure of doing more with fewer resources and tighter timelines will only intensify. Paradoxically, stress can be either “the spice of life or the kiss of death.” The critical difference between positive and negative stress lies in the way we perceive and deal with each stressful situation – in short, the way we cope! At this important session you will come to recognize the sources, symptoms and effects of stress and will develop strategies for effectively preventing, reducing, and managing stress. Specifically, how to:

- Recognize your stress symptoms and create strategies to reduce them
- Gain an understanding of what causes your stress
- Identify the role and impact of change on stress
- Learn to turn stress into personal energy
- How to recognize and deal with “Type A” behavior

- Role-Stress: Understanding the personal/professional dichotomy
- Examining your conflict management style
- Identifying unfounded attitudes and irrational beliefs that increase stress
- Five common manifestations of low self-esteem
- Why successful and capable administrative professionals struggle with low self-esteem
- What we can learn from Adams, Monroe, Pinz and Prior
- Ten proven ways to enhance self-esteem
- Relaxation and meditation techniques that really work
- Autogenic exercises you can use anywhere
- How to evoke the relaxation response

STRATEGIC EXECUTION: Gaining NEW Control Over Your Time – and Those Who Abuse It

Every day, you’re judged by your ability to manage projects, priorities and deadlines. At this essential session, you will develop the understanding, skills, and confidence to put your personal and organizational strategies into action. You will learn how to identify and deal effectively with the unanticipated task, the unimportant task and other people’s priorities; specifically, you will learn to:

- Pinpoint where you need to take action
- Identify the deadliest traps busy administrative professionals fall into and how you avoid them
- Develop personal planning techniques that minimize “fire-fighting”
- Recognize and manage your tendency toward perfectionism
- Focus your efforts on what is most important based on your role and responsibilities
- Avoid the trap of using urgency as the tie-breaker between competing priorities
- Learn best practices for effectively prioritizing your time and activities
- Nixon vs. Kennedy: the Pareto Principle
- Preserving your “Prime Time”
- Identify five new ways to handle interruptions
- Avoid the manipulative time-tactics of others
- The one essential question you should answer before ever having a meeting
- Ten essential steps to more successful meetings
- Enhance your ability to act more proactively
- Never say, “I don’t have time” again
- Action Plan: Developing a NEW success blueprint

Essential Memory Skills for Administrative Professionals

To master your memory is to invite success in business, in education and in your relationships. A trained memory is an absolute necessity for today’s administrative professional. In your business or professional life as well as in your social life, the ability to remember names and faces, verbal instructions, and numerical data is of immeasurable importance. At this remarkable session, you will learn how to:

- Remember numerical information without time-consuming repetition

- Forget your daily planner – File your weekly appointments in your mind
- Develop laser-like focus and concentration
- Painlessly remember information that will boost your career
- Remember anniversaries and historical dates with ease
- Make a more powerful impression at meetings and presentations
- Razor-sharpen your business edge: Remembering verbal instructions and financial data
- Remember the names of hundreds of associates, clients and acquaintances.
- Discover creative powers you didn’t know you had
- Enhance your image as a professional
- Cure absentmindedness forever!

INFLUENCE: Getting Results With People When You are Not in Charge

Whether you’re interacting with colleagues, subordinates or management, gaining respect and cultivating influence are absolutely essential to your success and effectiveness as an administrative professional. In this important segment, you’ll focus on the key elements of influencing others and improving workplace relationships, specifically you’ll learn to:

- Foster collaboration and influence outcomes
- Increase your ability to exert influence without authority
- Understand the person you are hoping to influence
- Establish instant trust and rapport with others
- Analyze your personal Behavioral Styles Profile
- Adapt your behavioral style to the person you are dealing with
- Understand the role behavioral patterns play in influencing others
- Recognize the major behavioral patterns that exist in organizations
- Cope with different and sometimes difficult people
- Develop influence strategies for turning resistance into agreement
- Deal with negativity in the workplace
- Develop the five communication techniques of all successful administrative professionals
- Learn relationship strategies that lead to recognition and advancement
- Adapt your individual style to those with differing styles
- Get greater results from hard to handle staff
- Handle super-agreeables and those who just tell you what you want to hear
- Learn tips for stopping the ‘tough guy’ cold
- Deal with snipers who use innuendos and under their breath comments
- Cope with clams, complainers and tanks
- Learn to work through conflict situations while influencing others

Your Course Schedule

DAY ONE		DAY THREE	
3:00PM - 5:00PM	IN-PERSON REGISTRATION - PARTICIPANTS MAY DO SO AT THEIR LEISURE. COURSE MATERIALS, NAME PLATES, ETC. WILL BE DISTRIBUTED	8:15AM	BREAKFAST
			MOTIVATION AND TEAM-BUILDING, ROLEPLAY ASSIGNMENT. EFFECTIVE INTERVIEW AND COMMUNICATION SKILLS. COACHING JUNIORS
			REFRESHMENTS
5:00PM - 6:30PM	WELCOME AND INTRODUCTORY SESSION, PARTICIPANTS WILL BE GREATED BY THE FACULTY, COURSE OBJECTS WILL BE OUTLINED AND PARTICIPANTS WILL BE ASSIGNED TO GROUPS	10:30AM - 12:00PM	PARTNERING WITH YOUR BOSS, IDENTIFYING AND ADJUSTING TO YOUR BOSS'S UNIQUE STYLE. INFLUENCE STRATEGIES FOR SUCCESS
DAY TWO		AFTERNOON RECESS	
8:15AM	BREAKFAST		
9:00AM - 10:15AM	LEADERSHIP, EMOTIONAL INTELLIGENCE AND INFLUENCE - UNDERSTANDING THEIR INTERRELATIONSHIP	6:00PM - 7:15PM	STRESS MANAGEMENT. THE ROLE AND EFFECT YOUR UNIQUE IMIND© TEMPERAMENT PLAYS. COPING WITH CHANGE
			REFRESHMENTS
			REFRESHMENTS
10:30AM - 12:00PM	THE BEHAVIORAL STYLES MODEL AND YOUR ROLE AS AN ADMINISTRATIVE PROFESSIONAL, RELATIONSHIP STRATEGIES	7:30PM - 8:45PM	REFUSING SELF-DEFEATING BELIEFS AND BEHAVIORS. ENHANCING YOUR BRAND SELF-ESTEEM
			BUFFET LUNCH
			DAY FOUR
1:30PM - 2:45PM	CASE STUDY, EMPOWERMENT - CONFLICT MANAGEMENT AND MANAGING UNIQUE ADMINISTRATIVE PROFESSIONAL COMMUNICATION CHALLENGES	8:15AM	BREAKFAST
		9:00PM - 10:15PM	TIME-MANAGEMENT FOR ADMINISTRATIVE PROFESSIONALS INCREASING PRODUCTIVITY WITHOUT WORKING HARDER
			REFRESHMENTS
			REFRESHMENTS
3:00PM - 4:30PM	INFLUENCE: GETTING RESULTS WITHOUT AUTHORITY, DEALING WITH STYLE-BASED CONFLICTS IN YOUR RELATIONSHIPS, BOTH INSIDE AND OUT OF THE OFFICE	10:30PM - 11:45PM	IMPROVING YOUR MEMORY AND CONCENTRATION TO A REMARKABLE DEGREE WRAP UP AND THE AWARD OF YOUR APC DESIGNATION.

Why Choose This Course?

Why should you and your colleagues choose this educational event?

- 1.** This course is by far North America's longest-running and highest-rated administrative professionals program - 50 years of research, development and subsequent revision ensure that the course content is always at the cutting edge.
- 2.** The 50th Annual Administrative Professionals Course is taught by experts in their field, not scripted presenters or C-Level celebrities. Knowledgeable and entertaining, each faculty member holds at least a Master's Degree from a fully accredited university and one or more professional qualifications (Ph.D., CMC, PMP, etc.) Our course leaders also have, on average more than 15 years of experience educating administrative professionals.
- 3.** Being a residential course, not just are new friendships formed, but the free time affords valuable opportunities for peer-to-peer networking.
- 4.** This course is a content-rich, practical, educational experience where real and meaningful skills are taught. You will receive a wealth of practical, tested techniques and strategies that you can use immediately to improve the quality of your relationships and your productivity.
- 5.** At the 50th Annual Administrative Professionals Course, you are a valued participant, not an audience member, at a conference where you are crammed into a ballroom with several hundred others. The communication is "two-way," fostering open dialogue. You will leave this program with new tactics and approaches that will immediately improve your organizational and interpersonal skills.

Need Help Convincing Your Boss?

Management must recognize that administrative staff are pivotal to an organization. Research has shown that organizations that invest in quality training for administrative and operational staff see reduced staff turnover and increased profitability.

Not only does training benefit the administrative professional, but it has enormous benefits to their employer. Managers want their administrative staff to work to the best of their ability and learn the skills required to embrace their unique role fully.

Be bold and let your Manager know that an investment in your training is an investment in the success of your organization.

CLICK HERE or visit www.annualap.com to download a customizable justification letter that you can use to build your case for attending the 50th Annual Administrative Professionals Course

A Message From Our Founder

On behalf of my entire team at PA.Douglas and Associates, we would like to invite you to join us at one of our exciting venues in 2023 and help us celebrate our 50th Anniversary of providing excellence in training for administrative professionals.

I am so proud of our faculty, which stands second to none! You will find them knowledgeable but with wit and enthusiasm. And perhaps most importantly, accessible throughout the course.

Notably, the 50th Annual Administrative Professionals Course provides the space to slow down, be completely present and focus on connecting with yourself and your role in a new and exciting setting.

Come see for yourself, and you'll understand why this three-day course is essential for every administrative professional to experience at least once. I promise you an event you will fondly remember for years to come.

Sincerely,

**Paul A, Douglas Ph.D.
President**

