

# THE 52nd **ANNUAL** ADMINISTRATIVE PROFESSIONALS COURSE

NOW with <sup>THE</sup> APC Certification



**TRAINING**  
FOR TODAY  
**SUCCESS**  
FOR TOMORROW



**FIRST CLASS TRAINING  
TO HELP YOU MAXIMIZE  
YOUR POTENTIAL**

# Proven and Effective

For over fifty-years, P.A. Douglas has set the gold standard for excellence in AA and EA training. Recognized as America's leader in professional development, it is where administrative professionals come to learn, network, and engage with leaders in the field. No other program or event provides the high quality, all inclusive package as does the 52nd Annual Administrative Professionals Course. First-class accommodation, meals and courseware package included.



## Who We Are

"Since the beginning, it has been our mission to provide the highest quality training available to administrative professionals in a relaxed, comfortable environment highly amenable to learning and change. In 2025, we continue this tradition with programs that are both memorable and enjoyable."

## 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.



YOUR ORGANIZATION

### Sally Smith, APC

ADMINISTRATIVE ASSISTANT

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# One Inclusive Fee

No other program or event provides the high quality, all-inclusive package, as does The 52nd Annual APC Certification Administrative Professionals Course.

## The Course Fee includes:

- Three nights accommodation at the properties shown (room & taxes)
- Four meals including breakfast each day, luncheon on day two and refreshments throughout
- Your A.P.C. professional designation
- Registration, tuition and comprehensive courseware package



Program & Hotel  
Package **\$2,895**

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

## REGISTER NOW

To enroll, call toll-free

**1-800-222-4062**

or register online at:  
[www.padouglas.com](http://www.padouglas.com)

**SPOTS ARE LIMITED, REGISTER NOW:  
[WWW.PADOUGLAS.COM](http://WWW.PADOUGLAS.COM)**

## WHY ATTEND?

As an administrative professional, much is expected of you today. Good organization, management, and people skills are no longer an option -- they are 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! You will substantially improve your ability to influence others, manage relationships and resolve team conflicts using emotionally intelligent approaches. You will also learn how to control yourself better - your time and your reactions to events outside of your control. By developing the new organizational skills, you will get the best results in the least amount of time, juggle priorities and adjust to shifting demands with grace and clarity, thereby increasing harmony and a sense of accomplishment. In short, you will learn to manage people, resources, and self!

# COURSE SCHEDULE

## Day One

Seminar registration will take place in the foyer between 4:30 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 workgroups. The introductory session is a great kickoff to a very great course and provides an opportunity to meet both the faculty as well as other participants.

## Day Two

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

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 enjoy 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 8:30 p.m. Refreshments will be served at 7:00 p.m.

## Day Four

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 11:00 a.m. Participants will then be awarded their course diploma and the APC designation certification.

**REGISTER NOW: [WWW.PADOUGLAS.COM](http://WWW.PADOUGLAS.COM)**

## OUR EXCITING VENUES IN 2025

### ORLANDO

**THE HILTON  
LAKE BUENA VISTA  
APRIL 1-4**



### NASHVILLE

**THE KIMPTON HOTEL  
JUNE 2-5**



### SAN FRANCISCO

**THE ARGONAUT  
FISHERMAN'S WHARF  
JUNE 24-27**



### NIAGARA FALLS

**MARRIOTT ON  
THE FALLS  
SEPTEMBER 8-11**



### NEW ORLEANS

**THE HYATT CENTRIC  
FRENCH QUARTER  
OCTOBER 14-17**



### MIAMI BEACH

**THE PALMS HOTEL  
AND SPA  
NOVEMBER 11-14  
NOVEMBER 17-20**



# COURSE FRAMEWORK

## 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 46th Annual Administrative Professionals Course: The Influential Assistant, 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!!

## 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

## TIME MANAGEMENT

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

## 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 BEHAVIOURAL 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 behavioural 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!

## INFLUENCE

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:

- Understand the person you are hoping to influence
- Establish instant trust and rapport with others
- Analyze your personal Behavioural Styles Profile
- Adapt your behavioural style to the person you are dealing with
- Understand the role behavioural patterns play in influencing others
- 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
- Learn to work through conflict situations while influencing others

## MANAGING STRESS AND NEGATIVE EMOTIONS

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” behaviour
- 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
- 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

## MEMORY MANAGEMENT

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
- 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.
- Enhance your image as a professional

# THE DOUGLAS DIFFERENCE



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

## 1. North America's Longest Running Administrative Professionals Training 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 hold 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

What's the Difference between an educational training 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. As well, attendance is limited so you can engage with both the faculty and 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 seven books on management, leadership and the administrative professional.

To view our entire faculty, please visit [www.padouglas.com](http://www.padouglas.com)

