



2020 & BEYOND →

27th Annual Conference For Administrative Excellence

**ATTEND VIRTUALLY FROM
ANYWHERE IN THE WORLD!**

**ELEVATE YOUR CAREER.
CONNECT WITH LIKE-MINDED PEERS.
PREPARE FOR THE FUTURE.**

October 27-30, 2020

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REGISTER TODAY!

A MESSAGE FROM JOAN BURGE

ADMINISTRATIVE
TRAINING PIONEER
& VISIONARY



Dear Administrative Professional,

We are experiencing the most pivotal time in the history of the administrative profession. I have been dedicated to this profession for 50 years. I worked as an administrative assistant for 20 years in a variety of industries. Since 1990, I have been teaching assistants to reach for the stars, improve the quality of their work life, and to see themselves as strategic business partners.

In recent years there has been a lot of rumbling in the industry about titles, salaries, and the profession is dying. The truth is this is a very exciting time for those assistants who invest in their development, thrive on change, see this as a career, and are future focused. There are more opportunities than ever for assistants to be strategic partners to executives. More companies are investing in training and development for their

assistants. Assistants are getting the respect they deserve.

This is the time to delve deep into your profession, understand how to leverage your brand, become an invaluable business partner, blaze your trail and create the career you have only dreamed of. That is why you need to be present at this year's conference. We are going deep to walk you through what you need to know in an authentic, open, and honest format. Many of our presenters have been in your shoes and have excelled in the profession or have morphed into subject matter experts! You have many conferences to choose from, but I implore you to choose coming to Las Vegas this October.



Joan Burge

*Founder and CEO, Office Dynamics International
Forever Champion for the Administrative Profession*

2020 THEME

2020 marks the beginning of a new decade. We've decided to approach that milestone with passion and enthusiasm. This year at the Conference for Administrative Excellence, we will take a step back to ensure the administrative professional industry continues to move forward. Our goal is to focus on the kind of future we want to craft for administrative professionals. You may have already noticed that there is a lot of buzz about the looming death of the administrative assistant role. We think that buzz is, quite simply, wrong. Our belief is that the future of the profession we love is bright. But it's only bright if we, as a collective group, work together to shape that future. We'll be asking questions like:

- What skills will assistants need to thrive?
- How will administrative roles change?
- How will assistants support leaders whose roles are changing every day?
- Should assistants enlist career coaches?
- How should assistants market their diverse skills?

We believe that the administrative assistant profession as a whole must be prepared for

upcoming changes, and we must learn to develop innovative and creative solutions. The goal is to mold a future full of opportunities and growth. Developing timeless skills will be integral to your ability to remain relevant and boost your career. Office Dynamics has a proven record of facing and conquering decades worth of changes. We know how to teach you to weather any storm. Ultimately, the future is in your hands. Don't sit on the sidelines. Get in the game and put up a fight for the profession you love.

Attending the Office Dynamics 2020 Conference for Administrative Excellence will connect you with the latest insider information about your chosen profession, provide you with insights and predictions about the future, and prepare you with the skills you need to sustain. This year's event brings together the brightest minds in the industry and puts a spotlight on highly successful companies that are advancing the administrative profession. You'll get a chance to meet industry insiders, engage with your impressive peers, and learn from the best. You can't miss this year's event!



SESSIONS



**Joan
Burge**

2020 and Beyond

30 years ago, Joan Burge founded Office Dynamics. The goal was to provide the administrative assistant community with incredible training, tireless advocacy, and a clearly defined path to success. Joan's vision and leadership has served this community for three decades. This year, she invites you to become a part of this prestigious history and to blaze your own trail too!

In this welcome session, we will discuss:

- Preparing for the future of our industry
- Keeping an eye on workplace trends
- Being proactive, not reactive
- How to be successful in an ever-evolving industry

One is Always Enough: Starting Small and Dreaming BIG

Joan Burge is the well-known founder and visionary behind Office Dynamics International. In this inspirational session, Joan will help you light the fire of change and show you how to push the needle forward. You don't need to be

overwhelmed or intimidated. Baby steps often equate to big progress if you just keep moving!

In this session, we'll focus on:

- Getting excited about the future of this career path
- Believing in what's possible
- Shaping the role you want to have
- Spreading your passion



**Melba
Duncan**

Indispensability and Innovation. Executive Assistants' Competitive Advantage.

Melba J. Duncan is the Founder and President of The Duncan Group Inc., a retained search and consulting firm. Since 1985, the firm has been advising CEOs and other corporate leaders regarding specialized senior management support resources. The firm offers expertise in four practice areas: recruitment, organizational consulting, coaching, and executive-level training. The ever-increasing significance of the indispensable role of the global professional Executive Assistant confirms that this is now an even better career option than ever before. A new performance level has emerged.

This session will cover:

- Leadership + Management + Strategic Support = Business Partnership
- Innovative Executive Assistants leading the way
- The ever-fluid work dynamic
- Improvement of processes



**Vickie
Sokol
Evans**

Digital Productivity Tips and Best Practices

Vickie Sokol Evans is the author of the bestselling “100 Tips” series for both PC & Mac. This informative session is based on that series and her experience training the smartest people in the world. You will learn the secrets of high-performing teams and discover quick and easy tips that will help you deliver better results in less time by using more of your technology.

In this session, you will learn:

- How to eliminate the most common old habits and unessential work
- How to save time on your assignments
- How to approach new technology with confidence, not fear



**Jasmine
Freeman**

Navigating Your Career with Impact

Over the span of Jasmine’s career, she has enjoyed every opportunity as she served on boards of numerous local and international nonprofit organizations, held a thriving career in the private sector, and is now living a dream in

her role within Las Vegas local government as the special events administrator. Jasmine will reveal insights into how owning your story will impact your career in 2020 and beyond.

In this session, you will:

- Identify thought patterns that are holding you back
- Discover best practices to implement into your life for maximum future success
- Uncover how and when to prioritize your life to make room for what counts
- Establish healthy boundaries



**Hallie
Warner**

Become an Invaluable Business Partner and Confident Leader

Hallie Warner is the Chief of Staff to the Founder and CEO of Adam Hergenrother Companies and the co-author of *The Founder & The Force Multiplier: How Entrepreneurs and Executive Assistants Achieve More Together*. In this session, Hallie will teach you how to adopt a mindset and develop key skills to become a confident leader and strategic partner to your executive. She believes that being an Administrative Professional is not just a stepping stone to another job, but a dynamic and fulfilling career all on its own. Assistants are force multipliers and invaluable assets to their executives and their organization.

The session will cover:

- Developing influence and leading without a title
- 5 ways to grow your leadership capital
- Building a strategic partnership with your executive
- Creating a personal and professional growth plan



**Mike
Song**

Get Control! of Virtual Meetings and Presentation Skills

Mike Song is an award-winning author and founder of GetControl.net, one of the world's leading providers of leadership and time management training. This session is packed with useful tips for running polished, professional, and highly engaging remote sessions. Discover helpful presentation tools, strategies, and tips.

In this session, you will learn how to:

- Kick-off online meetings in style so that everyone is motivated and engaged.
- Boost your impact via useful webcam, chat, and virtual presentation strategies.

And more! Click below to see his second

+ Get Control! of Your Virtual Office



**Lucy
Brazier**

Future Proofing Your Role for Today & Beyond —A Global Perspective

Lucy Brazier and her Executive Secretary magazine has been a finalist in the PPA Business Magazine of the Year Award, the PPA Media Brand of the Year Award, and the PA-Assist Members Awards. She's

on a global mission to help the profession grow and change for the future. Why? Because the world economic forum says that by 2022, the role of the administrative professional will be in serious decline. Her mission is focused on helping assistants take control of the future of their profession.

In this session, you'll discover:

- The global trends for the profession
- Why those who survive will need to understand this 4th industrial revolution
- Where you fit within your business
- The skillsets for the assistants of the future



**Leni
Miller**

Work Is Changing, Are You?

Leni Miller is the Founder and President of EASearch, LLC, a premier search firm specializing in senior level executive support. In this session, Leni will speak about the specifics of the steps you can take to utilize the unprecedented opportunity that is emerging for the EA profession. Move through anxiety and into increased value and career growth.

In this session, you'll understand:

- The roadblocks to change and growth in your work
- The 7 Practices of Great Virtual Support
- Magic ingredients to the "New Right Work" for you
- Mindfulness: The secret sauce to increase access to inner wisdom and diminish anxiety



**Ayanna
Castro**

Capture. Create. Conceptualize: **Mind Mapping to Organize the Genius Within**

Ayanna Castro is an international speaker, coach, and author with expertise in helping others see their potential and overcome self-imposed obstacles in pursuit of their goals. This session on mind mapping will help you see your goals in a different way to create a better strategy to achieve them.

In this session, you will learn how:

- Mind mapping can increase productivity by allowing you to see the “big” picture
- Mind mapping can improve collaboration and communication within teams
- Learn how to enhance project management and spark creativity when faced with new challenges



**Cody
Byrns**

From Stuck to Empowered: **Maintaining Momentum Through Trying Times**

Very influential and effective, Cody Byrns is an internationally-recognized speaker and a number one best-selling author. In May of 2013, Cody's life was drastically changed. While stopped at a red light on the highway, Cody was rear-ended by

a box truck that failed to stop. As a result, he was considered dead until first responders saw his hand move. He received many injuries that day, including severe burns to almost 40% of his body. Today, Cody uses his story to uplift others.

In this session, you'll:

- Master the 4-step E.P.I.C. process to remain standing strong & demonstrate resilience in the midst of any obstacle
- Discover the root causes of psychology blocks and how to unroot them
- Learn the steps to creating individual empowerment and how that grows into organization wide transformation



**Hayden
Orme**

How to Best Support Your Executive Virtually

Prior to launching her own business, Hayden supported various C-level executives. Ensuring the provision of quality service is never compromised, regardless of location, one must understand virtual support brings a very distinctive skill set.

In this session, you'll understand how to:

- Move from surviving to thriving within the virtual support arena
- Evaluate your style of communication – do you manage passively or proactively?
- Establish a triage system to optimally support your executive, creating your own space and value – collaboration is key!
- Lead by example – human connection is an essential component in what sets you apart
- Specify practices for succeeding within a virtual support role



Rhonda Scharf

Alexa is Stealing Your Job: Artificial Intelligence and The Future of Admin!

Rhonda specializes in training and motivating Administrative Professionals. Artificial intelligence is taking over our lives. Find out what skills are needed in this new paradigm and what you need to do to become invaluable at your workplace. Don't assume that what got you here will get you there.

In this session, you will learn :

- What skills are needed and what skills aren't needed in the future? Keeping yourself current is imperative to surviving the AI Revolution
- What can you offer that AI cannot and how to maximize you!
- How to make yourself invaluable



Joanne Linden

Leveraging Up!

Joanne Linden is an educationist, author, and consultant. She is the master trainer for Star Achievement Series® Certification & Designation Course at AdminUniverse™ and the Founder & Chairperson of the Administrative Center of Excellence™ (ACE-EA). In this session, you'll draw from more than three decades of experience.

Discover highly practical tips, leadership secrets, and tricks of the trade that will help you take your career to the next level as an Administrative Professional.

Information will include:

- Aligning expectations with your leader
- What to do when your leader doesn't like you
- Managing a Brilliant C-Suite
- Leadership skills to develop
- Enhancing your creativity
- Maximizing your productivity
- When assistants learn from each other



Stephanie Naznitsky & Lani Sykora

Charting Your Path to Career Success in Today's Dynamic Workplace

Stephanie and Lani are both top executives at OfficeTeam, a leading temporary staffing service for administrative professionals. Find out how organizations are recruiting and onboarding new hires and the skills assistants need to stand out from the competition.

In this session, you will learn :

- Administrative jobs in greatest demand
- Top skills and capabilities employers seek, and tips to expand your expertise
- How to make the most of remote work – best practices for enhancing communication, collaboration and productivity
- How to get a job remotely, including uncovering employment opportunities, resume tips, and how to maximize the value of video interviews
- The future of administrative work – and the value of career mapping – as well as other

CONVERSATIONAL SESSIONS



Teresa Peters & Joan Burge

Embracing the Future with an Eye on the Past

What does the future look like? No one can say for sure, but we know that we can best prepare for it by becoming students of the past. Take for example Joan Burge and Teresa Peters, who have been friends for more than thirty years. Inspired to move her industry forward in 1990, Joan created a “first of its kind” space for stellar, top-level assistants. The elite Star Achievers group was born. Teresa was the first official member. Their passion, hard work, and influence have continued to shape the industry ever since.

In this conversational and interactive session, we will discuss how to:

- Be a catalyst for change
- Be fearless
- Think outside the box



Gillie Watson & Joan Burge

Let's Get Serious: Intentionally Marketing Your Assets

Joan Burge, founder of Office Dynamics, and Gillie Watson, Former EA to CEOs, team up to teach you how to cultivate and creatively communicate your

personal brand. Gone are the days where a quickly constructed resume is enough to tell your story. Your story is so much more than a sheet of paper! This isn't just about getting a new job. Your brand spans a growing space including digital, social, and professional forums.

In this conversational and interactive session, we will discuss how to:

- Define and create your brand
- Use every platform to your advantage
- Demonstrate your capabilities



Julie Reed

C-Suite: Defined and Demystified

Julie Reed is an experienced administrative professional with a proven history of building strategic partnerships. In this conversational session, Julie will take on the topic of being a C-Suite Administrative Assistant. This top-tier position requires assistants to navigate multiple, ever-changing priorities, where pressures mount in tandem with increasing stakes. C-Suite Administrative Assistants represent the culture of their company and act as the face of their executive's brand.

In this conversational and interactive session, we will discuss:

- Defining the make-up of a C-Suite
- Describing the day to day realities
- Sharing the qualities of a C-Suite Admin
- Roadmapping how you can get yourself into the C-Suite

CONVERSATIONAL SESSIONS

for the industry.



**Catherine
Clemente &
Tonya Carter**

Company Spotlight – Maximizing Administrative Talent

Catherine and Tonya are both seasoned executive assistants supporting high-level executives of Maxim Integrated in San Jose, California. Maxim is an impressive example of a company that always looks to the future and takes care of their administrative team. They set goals to empower their assistants now and strive to remain on the cutting edge of the community. They are visionaries, and you'll get a chance to learn how they continue to set the standard



**Joan
Burge &**

Enjoy the Journey Through 2020 and Beyond

Join Joan and Julie in this impactful conference close as they walk you through techniques that will help you sustain and maintain; survive and thrive – enjoying the journey through 2020 and beyond.

- Level Up – challenge yourself and your skills; find the opportunities; creativity
- Connect – support; resources; collaborate; laugh and have fun; inner circle
- Honor and respect others
- Self-management – personal responsibility; E+R=O; limit the inputs and monitor your outputs
- Positive self-talk
- Communication – live it out loud and courageously
- Realistic optimism – grounded in reality; acceptance; resiliency
- Gratitude – remain in the moment with staying power