



THE EVOLVING ASSISTANT

THE 29TH ANNUAL CONFERENCE
FOR ADMINISTRATIVE EXCELLENCE

**LAS
VEGAS**
NEVADA

October 18-21, 2022

**RED ROCK
RESORT**

IN-PERSON &
LIVE-STREAM
PASSES AVAILABLE

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INTERNATIONAL



A MESSAGE FROM JOAN BURGE

ADMINISTRATIVE TRAINING PIONEER & VISIONARY

You know my reputation for telling it like it is, so may I “get real” with you? Before I discuss why I think you (and your company!) would benefit attending the Office Dynamics International Conference, I want to emphatically state today’s assistants don’t work in a tunnel performing mindless tasks. Today’s assistants affect the corporate bottom line not only by what they do, but by how they conduct themselves in leadership, the expanse of knowledge they bring to projects, their ability to deftly present information to executives and leaders, and by their professional image.

That is precisely why Office Dynamics International operates as a multi-dimensional educational powerhouse.

We offer a holistic 360° educational conference to help assistants reach their “Personal Professional Peak” – the point at which they attain their strongest, most successful and most fully developed self and consistently perform at their highest effectiveness.

Our sessions offer life-changing strategies and sound guidance to elevate attitudes and advance a growth mindset. Our intimate conference setting provides a unique opportunity to interact with me, speakers, and ODI staff.

I could go on and on, but you get the picture. I hope you will endeavor to take your performance to the next level by delivering your best work performed by your best self.

I look forward to seeing you at this year’s conference. I believe in you and in the strength of your career. You can attend this year’s conference three ways: in-person, livestream, or on-demand. Please contact our office for questions or more information.

Warmly,

Joan Burge

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



TOP FIVE REASONS

ASSISTANTS
CHOOSE THE
OFFICE
DYNAMICS
CONFERENCE

Feel Like a True VIP

Joan Burge has crafted these events to make assistants feel like they are valued. From the moment you walk into the conference, you'll understand how much we value your chosen trade.

1

We're Different

We offer multi-dimensional 360° development education that encompasses the whole assistant. Our topics go deeper, offering strategic insights.

2

Never a Dull Moment

Office Dynamics' events keep attendees on their toes! You'll feel invested, connected, and enthusiastic.

3

Incredible Networking Opportunities

Meet some of the most accomplished and creative assistants in the industry. Learn helpful tips and tricks from your peers.

4

A Chance to Learn from the Best!

Office Dynamics is the lion of the administrative professionals training and development industry. Get the chance to connect with our team, including founder and visionary Joan Burge.

2022 THEME

Our 2022 conference for executive and administrative assistants will take a closer look at The Evolving Assistant. We all know change is inevitable, and we're here to ensure the administrative profession is ready to make the most of it.

Office Dynamics has been a champion for the administrative profession since 1990. Joan Burge, our Founder, CEO, and previous executive assistant of 20 years has seen how the role of administrative assistant has evolved. More evolution is on the horizon. That's why her eyes aren't just focused on the now. She's looking to your future.

Utilizing her expansive inner circle of peers (who are also champions for this profession), we'll take a closer look at the news and buzz surrounding our industry. We can guarantee one thing: Your role is evolving and growing!



This is great news for those who are career assistants. This means that you can...

- Make Your Job More Interesting
- Create The Role As You Want To See It
- Immerse Yourself In Growth And Development
- Take Advantage Of Remote Work Options And Flexible Schedule Opportunities
- Play An Active Role In Changing The Profession
- Educate The People You Support On How To Best Work With You
- Leverage Your Talents And Play To Your Strengths
- Be Influential

The administrative role has shifted many times over the past 50 years. Perhaps one of the most significant shifts occurred during the last two years as a global pandemic changed our working worlds as we knew them. As the World Administrator Alliance wrote in their report:

“There has never been a more important time for organizations to utilize their administrators to their full potential. COVID-19 has increased the need for management to be more agile and operating at maximum capacity. An organization needs to ensure the ROI on their executives' salaries is maximized. A career administrator with clear goals and objectives, combined with opportunities for personal development and career progression is a key component for achieving this.”

This is just the tip of the iceberg. There is so much more to learn about, discuss, and examine. That is why you need to attend The Conference for Administrative Excellence October 18 – 21, 2022.

Please continue to visit our website as we add our dynamic topics and expert speakers. Watch this event evolve, just as we want you to evolve into the most magnificent administrative professional you can be.



EVENT HIGHLIGHTS



Social Fusion Mixer

Upon your arrival at our conference, you will immediately have the chance to meet the Office Dynamics team and start networking with the rest of the attendees. This is a high-brow event designed to make you feel like a true VIP. Enjoy delicious hors d'oeuvres and drinks. Mix and mingle!

Annual Teambuilding Activity

Our annual teambuilding activities are fun and creative with an intentional purpose. They are usually a favorite session amongst attendees. This year's activity will be focused on the future. We'll give you the opportunity to craft an image of what the administrative professional industry can be. That's right: YOU get to write the story, and you will learn how to make it a reality.

Rock Star Presenters

Each and every conference presenter is hand-selected by Joan Burge. Joan looks for industry insiders who have developed innovative approaches and creative outlooks. These presenters are dynamic, engaging, and entertaining. You'll learn from these industry experts and enjoy every second!

Conference Ambassadors

Conference Ambassadors ensure that all attendees, new and veteran alike, know the ropes, get their questions answered, and make the most of the conference experience. This team is carefully selected from past attendees who are familiar with the Office Dynamics team and services. They work hard to enhance the conference experience and help each attendee network and establish new relationships. Keep your eyes out for this helpful team!



"Conference doesn't begin to describe it. **It was a life-changing event.**"

—Brenda

EVENT HIGHLIGHTS

CONTINUED



Joan Burge Innovation Award

Joan Burge has built an empire centered around improvement and development for administrative professionals. The growth that it creates has also equated to years of stellar accomplishments by assistants. That deserves to be celebrated! In 2019, Office Dynamics unveiled the pinnacle of achievement in the administrative industry: The Joan Burge Innovation Award. This award recognizes assistants who have successfully developed and executed ideas that have improved their business.



Joan Burge Gala

Our much-anticipated Joan Burge Gala event is one of the many reasons the Annual Conference is hailed as an “Event of Distinction.” This extraordinary event is Joan Burge’s “celebratory toast” to honor the conference attendees.



Office Dynamics Success Store

During the conference, you’ll have the opportunity to visit the Office Dynamics Success Store. This hip boutique is like a Smartphone in person! You can peruse a plethora of resources including all of Joan Burge’s best-selling books and inspiring journals. You’ll also be able to talk to our speakers and purchase their books. It’s the perfect spot to find gifts to bring back to the office for a colleague. Don’t miss this fun stop!

Joan’s Trademark Surprises

Make sure you stay on your toes and are ready for anything! Joan always has surprises to keep your conference experience fresh, fast-paced, and fun. From engaging guests to awesome giveaways, it’s part of what sets the Office Dynamics conference experience apart from all others. Attendees remember these, “I can’t believe that just happened!” moments.



“It was a sleek, modern event with just the right subject for an intimate, casual, and upscale event that really delivered the goods.”

—Madison

SESSIONS



**Joan
Burge**

Opening Session: The Evolving Assistant

Joan Burge will kick off this year's conference with a bang as she uncovers a key differentiator that will catapult your career by getting you to think differently. Joan will give you an insider view as to how your role is evolving this very minute and how you can affect the trajectory of your role and career.

In this welcome session, we will discuss:

- Expand your thinking
- Be presented with more opportunities at work
- Gain respect and increase your credibility
- Lean transferable skills that all employers seek

Be a Person of Influence

Every day assistants have the chance to be a person of influence with their leaders, organization, profession, administrative community, and even vendors. Whether or not they leverage that is a different story. Influence is the ability to decide what you care about, help others understand why you care about it and have them support you on your journey. Influence is not a goal; it's an output.

In this session, we'll focus on:

- See yourself or your career evolve
- Gain respect for your chosen profession
- Change the course of things in your company
- Persuade the decision-makers in your organization

Closing Session: Seeing Evidence That You Are Evolving

You will not want to miss this closing session with Joan Burge. While during this conference, you learned how to evolve in tandem with the changing world and your role, the next step is to learn how to measure that you are evolving in the future.

In this session, we'll focus on:

- Learn the signs that let you know you are evolving
- Manifest your goals
- Find joy in taking risks
- Seek change



**Daren
Martin**
PHD

The Evolution at Work

The world of work was broken long before the Pandemic, we will look at what needs to change and why. In this current world of VUCA – Volatility, Uncertainty, Complexity, and Ambiguity it is very important to equip yourself for the Bold New World.

This session will cover:

- The current state of affairs
- What the new world of work looks like
- Company Culture and why it matters
- How to respond to a climate of VUCA

SESSIONS

CONTINUED



Joan Burge & James Bristow

The Evolving Executive & Assistant Partnership: How to Thrive in Today's Business World

Joan and James were destined to meet for a bigger purpose than being members of Vistage (CEO Group) Las Vegas Chapter in 2018. James in his 30s and Joan in her 60s, having different views of the world and work, share one very important passion: James and Joan value and leverage the executive/assistant strategic partnership.

The session will cover:

- Shed light on what has changed and what must never change
- Perspectives from both sides of the desk: Executive/Leader and Executive Assistant
- Solid tips on how to take your relationship with your leader(s) to the next level
- Inspire you to be a champion for change



Shelagh Donnelly

Lessons from the Org Chart: Honing Your Brand, Influence and Executive Presence

Each of us can accomplish more and elevate the extent to which we're influential when we're

intentional in our own approach. We can build confidence through a focus on skills associated with leadership. This impacts our professional presence and reputation and can help us to establish or hone our personal brand.

The session will cover:

- Executive presence: style and substance
- Credibility: the cornerstone of your professional reputation
- Choosing self-promotion over undermining our authority and expertise
- Honing your personal brand



Rhonda Scharf

Transform to Perform

If there is one thing we collectively know, things are changing. Looking back at the administrative professional for the past 40 years, we have seen leaps and bounds of change. If we look forward to just 40 days, we will likely see a change from today too. Don't let your fear of the future hold you back. Instead, be willing to transform your more than your skills but how you work!

The session will cover:

- Keeping up with the evolution of your profession. Learn to transform as part of your DNA
- Feeling in control when things are out of control
- Agility, innovation, and survival. How to ensure you aren't left behind
- Pushing out of the comfort zone. Why and how to do it strategically

SESSIONS

CONTINUED



Brenda Mason & Sherry Viering

COMPANY SPOTLIGHT Nationwide Insurance

The Evolving Role of the Assistant at Nationwide Insurance and What that Means to You

Like many organizations, the past few years had a dramatic affect on the administrative community at Nationwide where there was a 40% reduction of administrative staff! The assistants who were retained found themselves taking on more and more executives to support creating more pressure and stress to perform. Eventually the assistants found their voice and “flipped the script.” Since then, the administrative role has emerged stronger, and their value has increased.

In this session, Sherry and Brenda will authentically share:

- Their reactions to the reduction in staff and how they forged forward
- How they remained strategic partners in a virtual world
- Advice on how to “flip the script”
- Developing performance objectives



Lisa Olsen

Communicating Strategically for Results

Communication is more than skill. What we say, how we say it and to whom we say it, and our awareness of the proper context are essential and critical components for practicing full strategic communication.

In this session, you'll understand:

- Understanding the key elements of communication context-awareness
- Learning the power and effectiveness of brevity and concise communication
- The art of customizing communication to the situation and individual
- 5 rules for building communication alignment with your manager

SESSIONS

CONTINUED



**Chrissy
Scivicque**
PMP, PCM

Digital Information Management: What Every Administrative Professional Needs to Know

As an administrative professional, you manage a large amount of digital information. It comes at you from a wide variety of different people, both inside and outside the organization, and through many different avenues including email, phone, and other digital communication tools.

In this session, you'll discover:

- Actively seek the information you need from the right sources
- Use discernment to filter information and determine what is important and what is not
- Effectively and appropriately redistribute information to the right people at the right time
- Organize and manage content in physical and virtual systems



**Vital
Germaine**

Innovation Mindset

In this highly immersive and experiential keynote, attendees will gain actionable tools that not only

stimulate creativity and ideation but also inspire it. The session is strategically designed to provide knowledge and resources to invite innovative thinking and execution.

In this session, you'll discover:

- Ability to understand and implement creativity in the workplace
- Optimized people potential and stronger team dynamics
- Stimulated creativity and innovative approaches
- Increased adaptability



**Vickie
Sokol
Evans**

Technology and the Evolving Assistant

With remote work and increased screensharing, your digital skills are on display which can influence your manager's and colleague's perception of you. Technology has increased the rate and speed of business. What are the implications and consequences if your tech skills are lacking? Does technology leave you powerless or give you more power?

In this session, you'll understand:

- Learn valuable skills that will shave hours off your day and strategies on keeping your skills up to date
- Assess your skills, habits, and workflow
- Understand the signs that will influence what skills to build
- Develop a learning plan to master your technology



**Alexandra
Von
Tiergarten**

Future-Proof Your Administrative Career for Long-Term Success

It's important to stay current on industry trends, gain essential skills, and remain marketable in the evolving workplace. Future-proofing your career is a proactive approach to prepare yourself for changing roles in the administrative field.

In this session, you'll discover:

- Trends that are impacting administrative roles, hiring, and compensation
- In-demand skills and tips to develop expertise in these areas
- Conducting a career assessment
- Effective strategies to future-proof your career



**Debbie
Gross**

Be the Captain of Your Administrative Career – Sailing to Success

Debbie will address what it takes to successfully sail our career (our ship) towards one of accomplishment, achievement, and job satisfaction.

In this session, you'll discover:

- In checking our “sails”, are they strong enough to withstand change? Identify what is required to adjust and strengthen them for any kind of weather
- What skills, both existing and new, will it take to sail our career successfully into uncharted waters.
- Explore the importance of planning effectively so that our ship is headed in the direction we desire
- The value of setting goals both personally and professionally



**Marvelless
Mark**

Opportunity Rocks! Re- Energize, Re-Engage & Rebuild Your Rock Star Status!

This session gives you four solid rock star success principles in an interactive experience. You will leave with new, easy-to-apply, understandable strategies and tactics that will drive you to perform at a much higher level. Rock and Roll is simple and, your self-leadership principles should be too!

In this session, you'll understand:

- Unleash your inner Rock Star
- Increase your performance in challenging and opportune times
- Perform at a much higher level
- Lead, perform, and engage like a rock star

WHY BRING A TEAM?

Our conference experience is rewarding and will keep paying you dividends years after you've attended.

But we do encourage businesses to consider sending not just one attendee, but several. Bringing a team of assistants from your company to our conference means that you'll have one group of attendees with different perspectives, different skills, and different insights...all experiencing the same event. That means your team will be able to take home exponentially more information, tips, and processes to benefit your company. The load is lightened. Identifying helpful tricks and plans will be easier, developing an implementation plan will be easier, convincing the boss will be easier, and sharing the knowledge back home will be easier.

There's also a huge benefit to putting a group of team members together at an event like this. You'll notice your team gets closer, understands each other better, and grows as a cohesive group. This event gives you the opportunity to grow as a team and get to work together in ways you may not usually get to do. And let's not forget the fun factor! Getting to attend top-end galas with your co-workers is an absolute blast.



Group Registration

**Groups of 5 or more
get an additional \$100 off
each registration.**

**Please call 800-STAR-139
to book your group.**

CONFERENCE AGENDA

Tuesday October 18

6:00 – 8:00 pm
Social Fusion Mixer

Wednesday October 19

7:00 – 8:15 am
Networking Breakfast

8:30 – 9:30 am
Opening Session:
The Evolving Assistant
Joan Burge

9:30 – 10:30 am
General Session: The Evolution at Work
Daren Martin, PhD

10:30 – 11:00 am
Break / Success Store Open

11:00 – 12:00 pm
General Session: The Evolving
Executive & Assistant Partnership: How
to Thrive in Today's Business World
James Bristow

12:00 – 1:30 pm
Lunch / Success Store Open

1:30 – 2:30 pm
Annual Teambuilding Session: Office
Dynamics' Annual Team Building Event*
Julie Reed

2:30 – 3:45 pm
General Session: Lessons from the
Org Chart: Honing Your Brand,
Influence and Executive Presence
Shelagh Donnelly

3:45 – 4:00 pm
Break / Success Store Open

4:00 – 5:00 pm
General Session:
Transform to Perform
Rhonda Scharf

Thursday October 20

7:00 – 8:15 am
Networking Breakfast

8:30 – 9:30 am
General Session:
Be a Person of Influence
Joan Burge

9:30 – 10:30 am
General Session: The Evolving Role
of the Administrative Assistant at
Nationwide Insurance and What
That Means to You
Brenda Mason & Sherry Viering

10:30 – 11:00 am
Break / Success Store Open

11:00 – 12:00 pm
General Session: Communicating
Strategically for Results
Lisa Olsen

12:00 – 1:30 pm
Lunch / Success Store Open

1:30 – 2:30 pm
General Session: Digital Information
Management: What Every
Administrative Professional Needs
to Know
Chrissy Scivicque

2:30 – 3:30 pm
General Session: Innovation Mindset
Vital Germaine

3:30 – 3:45 pm
BREAK: Grab your snack, i.e.,
popcorn or chips in a bag, and return
to the ballroom with your snack.

3:45 – 4:45 pm
General Session: Technology and the
Evolving Assistant
NEW! Snack and Learn Session
Vickie Sokol Evans

4:45 – 5:00 pm
Success Store Open

7:00 – 10:00 pm
Joan Burge Gala

Friday October 21

7:00 – 8:15 am
Networking Breakfast

7:45 – 8:20 am
Success Store Open

8:30 – 8:45 am
Conference Check In and Joan Burge
Innovation Award
Joan Burge

8:45 – 9:30 am
General Session: Future-Proof Your
Administrative Career for Long-Term
Success
Alexandra Von Tiergarten

9:30 – 10:30 am
General Session: Be the Captain
of Your Administrative Career
– Sailing to Success
Debbie Gross

10:30 – 10:40 am
Break

10:40 – 11:30 am
General Session: Opportunity Rocks!
Re-Energize, Re-Engage & Rebuild
Your Rock Star Status!
Marvelous Mark

11:30 – 12:00 pm
Closing Session: TBA
Joan Burge

*Team Building Event on Wednesday is designed for in person attendees. The ODI team will be working on ideas for the livestream audience.

IN-PERSON

Uncompromised and Unmatched Professional Development for Administrative Assistants

The Office Dynamics team is excited to bring back the conference experience you have come to know and love from us. Expect to learn from renowned industry experts, interactive workshops, the ability to exchange perspectives with assistants face-to-face, and a gala with live entertainment at a 5-star hotel amidst administrative assistants gathered together for one thing – the opportunity to grow within their roles and as a professional.



A Memorable, Career Benefiting, And Interactive Conference For Assistants

What's Included

- ▶ 16 Hours of Training Over Three Days (Wednesday, Thursday, Friday)
- ▶ Conference Workbook to Include Materials from All Sessions
- ▶ Social Fusion Mixer & Networking Event Tuesday Evening
- ▶ Themed Gala Event Thursday Evening
- ▶ Meals and Breaks
- ▶ Keynote Presentations
- ▶ Certificate of Completion and Continuing Education Credits

What to Expect

- ▶ Innovative and Trend-Setting Information
- ▶ Opportunities to Engage with Speakers
- ▶ In-Depth Interactions
- ▶ A Personal Connection with Joan Burge and the ODI Team
- ▶ The Ultimate Assistant Conference in Las Vegas

Visit Website for Current Pricing, Cancellation, and Substitutions.

LIVE-STREAM

An Inviting And Immersive Assistant Virtual Live-Stream Conference Experience

For the past two years, we have offered virtual access to our conference by live-streaming our sessions. The functionality, convenience, and features were so well received that we have brought it back for the third year. Watch our dynamic industry experts via live-stream as they take the stage at our venue in Las Vegas.

Live-Stream two and half days of immersive sessions, innovative principles, and connect with assistants around the world who share your unrelenting passion for the profession.

A Memorable, Career Benefiting, And Interactive Virtual Conference For Assistants

What's Included

- ▶ 16 Hours of Training Over Three Days (Wednesday, Thursday, Friday)
- ▶ Digital Conference Workbook to Include Materials from All Sessions
- ▶ Virtual Networking with Assistants Around the World Through One-To-One Meetings in Succession
- ▶ Certificate of Completion
- ▶ 30-Day Access to Session Recordings

What to Expect

- ▶ Innovative and Trend-Setting Information
- ▶ Real-Time Learning
- ▶ Live Chat with Conference Attendees about Session Discussions

Visit Website for Current Pricing, Cancellation, and Substitutions.



ON-DEMAND

Don't Let Travel, Budget, Or Time Restrictions Stop You From Having Your Breakthrough Learning Experience

We know you're busy, but even if you're not there in "body," you can still be there in "mind." Our on-demand conference replay is a convenient, cost-effective alternative that fulfills your desire for professional enrichment, without a trip to Las Vegas!

Office Dynamics produces beautifully crafted, professionally edited videos of each session during the conference, and we're making them available in one convenient package. That means you can learn on your own schedule and from the comfort of your own desk or home.

How It Works: Easy Access, At Your Fingertips

- ▶ Immediately after the conference, we add our signature, and elegant Office Dynamics touches to each video. The quality is on par with the live experience—it's like having a front-row seat at the conference!
- ▶ You'll receive online access for 3 months to watch the videos and a downloadable participant workbook, and experience the power of our world-class speaker lineup—all on your own time.
- ▶ Login credentials are delivered within three weeks of the conference end date. You'll create and activate your account, and the learning will be at your fingertips, at your command, and on your schedule.
- ▶ **PLEASE NOTE:** Innovation Mindset by Vital Germaine will not be included with the conference on-demand.

What's Included

- ▶ Conference Recordings
- ▶ Innovative and Trend-Setting Information
- ▶ Our Resourceful Conference Workbook
- ▶ Certificate of Completion

Get Your Virtual "Front-Row" Seat To See All Of Our Dynamic Speakers In Action!

Visit Website for Current Pricing, Cancellation, and Substitutions.