



# DEAR EXECUTIVE,

I know your time is valuable so I will be brief. Your assistant has shown they take their career seriously by wanting to learn about Office Dynamics' Annual Conference for Administrative Excellence. As a CEO myself of 32 years, I know you are interested in the ROI and how you are going to benefit from sending your assistant to our in-person conference.

**Investment:** Your company's investment for this event is \$1695.00 plus travel expenses. This covers 3 days of robust learning from thought leaders, teambuilding activity, sharing best practices with assistants from a variety of industries, breakfasts, lunches, morning and afternoon breaks, a Welcome Fusion Mixer, and our Thursday night Gala.

**The Time is Now:** More than ever business professionals need to meet in person. We need to get back to business, upskill, reskill, and seek new ways of doing things. As leaders emerge as future-focused professionals, so must their administrative support. Training is not a luxury; it is a necessity.

**Benefits:** The list of benefits is too long to write here so I will focus on the most important. As a result of attending our conference, your assistant will:

- ☆ Emerge stronger and ready to tackle the "next big thing" at work
- ☆ Re-engage their excitement for their profession, thus flowing over to their work
- ☆ Better assist you as they see how their evolving role plays into your business and personal mission
- ☆ Share how the executive/assistant partnership has evolved and which best practices to apply
- ☆ Communicate strategically for results • Apply new tech tips to increase productivity

On a personal note, I worked as an executive assistant for 20 years before starting Office Dynamics. I know that this role takes brains and constantly challenging oneself. I know that assistants need to learn in tandem with their executives. I would be happy to discuss your expectations for sending your assistant to our conference or how you both will benefit from your investment. Feel free to call me at 800-STAR-139.

**Joan Burge**  
Founder and CEO