Take Charge of Your Career and Become a Polished Administrative Assistant

The Annual Government Administrative Summit



Building the Foundation for Career Success and Professional Renewal

December 15-17, 2004 • Washington, DC
The Washington Plaza Hotel

Workshop on Emergency Preparedness:
Be Prepared During a Crisis

- **Enhance Your Personal Effectiveness**
  Recognize and overcome potential roadblocks to your success by defining your career goals and visions for the future
- **Best Practices in Government Administrative Management**
  Develop your professional skills to be positioned as a decision-maker and an indispensable driver of change
- **Understand the Power of Office Technology**
  Improve your understanding of everyday technology and utilize the Internet to boost your productivity
- **Advance Your Professional Career**
  Clarify your role and excel in working with peers, multiple mangers and demanding customers

Presented by:

The Performance Institute

Think Outside the Box and Find Your Hidden Potential

Building the Foundation for Career Success and Professional Renewal

What You Will Learn:

- Personal Organization and Time Management
- How to Set Goals and Priorities
- Develop your Creativity to Increase Work Output
- Event Management and Maintenance
- Manage Conflict and Difficult People
- Office Technology and Web Management

Who Should Attend?

- Administrative Assistants
- Office Managers
- Executive Secretaries
- Receptionists
- And all other Government Administrative Staff!



Dear Government Administrative Assistants and Managers:

In the last ten years the demand on administrative assistants has increased. The evolving roles and responsibilities of government support staff demands continual growth on a professional and personal level. Report writing…communications… project management…meeting planning…technology management…these are all skills required in the new workplace of administrative assistants.

To help government administrative staff meet these new requirements and advance their careers, the Performance Institute is hosting the ***Government Administrative Summit***, taking place on December 15-17, 2004 in Washington, DC. Administrative assistants, secretaries and other support staff from across all levels of government are invited to attend this annual event.

Advance Your Professional Career

Adapting to new responsibilities never comes easy within the workplace. Miscommunication, office perception and inter-office confrontation block your road to success. This event will equip you with the tools and knowledge necessary in order to fully understand and surmount everyday obstacles and keep a positive outlook on your career.

Enhance Your Personal Effectiveness

The modern organization places many demands on the time and capabilities of its administrative assistants. In order to successfully meet these challenges you must manage yourself effectively and be productive. This two-day conference will provide you with a proven set of professional skills that will help you stay focused, work effectively with your colleagues, develop your networks and expertise and build a reputation for delivering results.

Office Technology Management

Administrative staff — and their supervisors — have found that technology has shaken the foundation of traditional office work structures, outpaced old skills sets and strained work relationships. While some offices are drowning in these changes, others are repositioning and retraining administrative staff to handle new value-adding responsibilities. You will leave this Summit with the tools and the knowledge needed in order to fully understand the future of office technology.

Join us in December to hear first hand how individuals have taken the steps necessary to improve the performance of their office and professional development. Network with your administrative peers and learn from the experts! Register today at **www.PerformanceWeb.org** or call **703-894-0481**. See in you December!

Sincerely Yours,

Tara Shuert
Director
Center for Human Capital Strategy

Develop Practical Tools to Improve Your Productivity

The Annual Government Administrative Summit

December 15-17, 2004 • Washington, DC • The Washington Plaza Hotel

Day One: December 15, 2004

8:30	Registration and Continental Breakfast
9:00	Vin, Vidi, Vici: Make Yourself an Indispensable Assistant
10:00	Manage the Flow of Communication and Information in Government Offices
11:00	Connecting with Your Colleagues: the Secret to Effective Communication
12:00	Luncheon Keynote: Transforming the Role of Administrative Assistants in Government: Update from the Front Line

	Track A: Best Practices in Government Administrative Management	Track B: Enhancing Personal Effectiveness
1:00	Customer Satisfaction: Keeping Your Internal Customers Happy	How to be a Leader without the Benefit of Authority
2:15	Break & Refreshments	
2:30	Meeting Planning: Maximizing Event Results	Use the Art of Persuasion: Effective Communication Techniques
3:30	Project Management Tools and Techniques	Personality Styles: Apply Personality Knowledge to Communicate
4:30	Adjourn	

Day Two: December 16, 2004

8:30	Continental Breakfast
9:00	Make Your Organizational Mark: Become an Administrative Manager
10:00	Organizational Perception Starts with You: Create Your Personal Brand
11:00	Control Your Day: Work Smarter not Harder
12:00	Networking Luncheon

	Track A: Office Technology Management	Track B: Advancing Your Professional Career
1:00	Update on Information Technology Management in Government	Devising a Personal Development Plan
2:15	Refreshment Break	
2:30	Effective E-mail Etiquette: Harness the Power of Electronic Communications	Negotiating with Confidence
3:30	Utilize the Power of the Internet: Websites Every Administrative Assistant Should Know	Staying Focused and Positive
4:30	Adjourn	

Post Conference Workshop: December 17, 2004

8:30	Workshop Registration & Continental Breakfast
9:00	Emergency Preparedness: Staying Alert and Prepared During a Crisis
12:00	Workshop Adjourn

Personal Testimonial from the Government Administration Management Certification Program

"My manger and others are discussing new positions with me. Since I presented the personal development plan just as I rehearsed in class, my boss and other leaders look at me different. I speak differently. I am really motivated to excel and strive to achieve more. I thank you and your staff for developing the training.
It helped me to think outside the box!"

Syndester Irvin, Information Technology Specialist, USDA

"Recently Certified as a Government Administrative Manager"

Agenda & Speaking Faculty



Day One: December 15, 2004

8:30

Registration and Continental Breakfast

9:00

Vin, Vidi, Vici: Make Yourself an Indispensable Assistant



In these challenging economic times, it's not enough to be good at your job; you have to make yourself an essential member of the team. Becoming an indispensable administrative assistant is, largely, a matter of developing yourself as a resource within your organization while continuing to grow and learn new things. During this keynote session you will learn how to make your mark and maximize your value to the organization.

Valerie Richardson, *President, TreWyn Inc*

10:00

Manage the Flow of Communication and Information in Government Offices

From emails, to faxes and phone calls, to virtual meetings and teleconferences…who is managing all of this information in your office? As the communications "manager" you will learn how to be responsible for transferring information and data to your manger and other colleagues in a timely manner. In this session you will learn how to master the art of gathering information in communication bites.

Matt Lewis, *President, The Campaign Leadership Company*

11:00

Connecting with Your Colleagues: the Secret to Effective Communication

In today's fast-paced society, where most administrative assistants focus on efficiency and productivity, it is a challenge to communicate effectively. There is no miracle cure for improving your communication style; however there are a few tricks of the trades that will help you work more effectively. This interactive session will help you listen to people more closely and compose your message more clearly.

Ronnie Moore, *President, Moore Communications*

12:00

Luncheon Keynote: Transforming the Role of Administrative Assistants in Government: Update from the Front Line



Administrative assistants and office secretaries are hampered with an ever-increasing workload, in jobs considered among the most demanding. Since the start of the Government Administrative Management Certification Program hundreds of Administrative Assistants have found the direction and motivation for their ambitious future, thanks in large part to teaching and leadership of Jennifer Jacobs. Jennifer's ability to instill drive and motivation has renewed careers and changed the lives of countless attendees across the country.

Jennifer Jacobs, *Senior Fellow, The Performance Institute*

1:00

Track A: **Best Practices in Government Administrative Management**

Customer Satisfaction: Keeping Your Internal Customers Happy

- Learn the importance of forming dynamic customer care relationships with your internal staff to enhance a positive working atmosphere
- Improve customer service etiquette by maintaining a higher level of efficiency and productivity to achieve departmental goals
- Communicate effectively to deliver quality results in order to meet important deadlines

Jennifer Jacobs, *Senior Fellow, The Performance Institute*

Track B: **Enhancing Personal Effectiveness**

How to be a Leader without the Benefit of Authority

- Utilize your emotional intelligence to influence without positional authority
- Understand where your managers are coming from and how they are effective in times of uncertainty
- Clarify your role and excel in working with peers, multiple managers and demanding clients

Lee Salmon, *Executive Consultant and Coach, Department of Treasury, Federal Consulting Group*

2:15

Break & Refreshments

2:30

Track A: **Best Practices in Government Administrative Management**

Meeting Planning: Maximizing Event Results

- Learn a step-by-step process to ensure your meetings succeed
- Apply essential time management skills to organize on-site and off-site meetings efficiently through the use of timelines and other simple tools
- Understand your event on a logistical level to maximize your agency's budget to ensure a successful event

Stefanie White, *Senior Event Planner, Performance Events*

Track B: Enhancing Personal Effectiveness

Use the Art of Persuasion: Effective Communication Techniques

- Learn how to communicate your ideas clearly by understanding the end result of the information being conveyed
- Identify key words and phrases to get your points across concisely and effectively to ensure all parties are on the same page
- Compile and plan your thoughts to make the core message more accessible to a wide range of co-workers

Ilia Terrazas Dickey, *DBA Identity Communications*

3:30

Track A: Best Practices in Government Administrative Management

Project Management Tools and Techniques

- Review emerging project management trends and methodologies within government agencies
- Learn essential tips from the trenches for completing a project effectively, on time and within budget
- Reduce complex projects into manageable tasks to decrease stress throughout the life of the project and achieve overall success

Robin Ashbey, President, capitalP, LLC

Track B: Enhancing Personal Effectiveness

Personality Styles: Apply Personality Knowledge to Communicate

- Use language to communicate ideas and feelings efficiently and effectively
- Maintain professionalism and keep customers calm regardless of personal or professional stress
- Improve vocal quality to increase credibility and perceived authority over the phone

Ilia Terrazas Dickey, *DBA Identity Communications*

4:30

Adjourn



Day Two: December 16, 2004

8:30

Continental Breakfast

9:00

Make Your Organizational Mark: Become an Administrative Manager

Over the years office professionals and executive assistants have faced major changes in the workplace, while their still skills still remain the backbone of the organization. If you feel as if you are sinking with your new responsibilities, you are not alone! Hear from a recent graduate of the Government Administrative Management Certification Program and how she implemented the program not only to her career but to her personal life as well.

Syndester Irvin, *Secretary*

10:00

Organizational Perception Starts with You: Create Your Personal Brand

The responsibility of maintaining your department's professional image falls squarely on your shoulders. The way your co-workers and outside entities perceive you directly effects how they view your agency. Developing a personal professional image is paramount to your continued success. This course will teach you how to portray your department more effectively and positively.

Dottie S. Perlman, *President, Dynamic Pursuits, LLC*

11:00

Control Your Day: Work Smarter not Harder

Often we hear people say, "I don't have enough time in the day," or "If I worked through lunch hour or after work I could catch up." Time management is very similar; the idea is to work smarter not harder. With all of the responsibilities that administrative assistants have to juggle it is important that you manage your time wisely and lay out your tasks appropriately. Learn to combat procrastination so that you can organize the bits and pieces and beat your deadlines.

Amy Leigh Campbell, *President, Bloom Consulting*

12:00

Networking Luncheon

1:00

Track A: Office Technology Management

Update on Information Technology Management in Government

- Perform the majority of help desks functions – freeing up the time of the technical staff
- Learn strategies to advance your office skills and save time and energy by utilizing Microsoft Office
- Learn basic skills and strategies for designing and maintaining your office website

Robert Tettelbach, *Vice President, The Performance Institute*

Track B: Advancing Your Professional Career

Devising a Personal Development Plan

- Develop a change management plan by identifying and anticipating barriers to change within you and your department
- Devise a plan for attaining the new skills you need to help your

agency succeed in meeting its goals and end outcomes
- Create milestones to achieve your personal goals in order to increase growth and productivity for your organization

Tara Shuert, *Director, Center for Human Capital Strategy, The Performance Institute*

2:15

Refreshment Break

2:30

Track A: **Office Technology Management**

Effective E-mail Etiquette: Harness the Power of Electronic Communications

- Using proper email language so you and your organization will convey a professional image
- Understand the nature of email and how to consider your message before you press send
- Effectively deal with emails you have received, and draft emails that your recipients will want to read

Robert Tettelbach, *Vice President, The Performance Institute*

Track B: **Advancing Your Professional Career**

Negotiating with Confidence

- Understand the important benefits of win-win negotiations to continue valuable relationships and form new partnerships within the office
- Improve personal and professional profitability in order to deal with difficult negotiators without losing face
- Focus on the relevant issues of the negotiation without allowing personal feelings or negotiator tactics to effect your decisions

Larry Ray, *Institute for Organizational and Professional Transformation*



3:30

Track A: **Office Technology Management**

Utilize the Power of the Internet: Websites Every Administrative Assistant Should Know

- Keep up with the ever-changing world of the Internet and how it effects your government job
- Understand the importance of web searches and how to identify important sites
- Learn how to use the Internet and office technology to free up your day and make you more productive

Robert Tettelbach, *Vice President, The Performance Institute*

Track B: **Advancing Your Professional Career**

Staying Focused and Positive

- Minimize the distractions that keep you from accomplishing your important goals at the office
- Develop a daily schedule to organize your time and fit more into your workday
- Work effectively in an open office environment by focusing your day on high-return tasks

Jill Davis, *Executive Consultant and Coach, Department of Treasury, Federal Consulting Group**

4:30

Adjourn

Post Conference Workshop: December 17, 2004

8:30

Workshop Registration & Continental Breakfast

9:00

Emergency Preparedness: Staying Alert and Prepared During a Crisis

Emergency preparedness is not something that everyone likes to talk about on a daily basis, but it is something that you should be thinking about and planning for.

During an emergency, the more you have planned ahead of time, the calmer and more assured you and your office will be. The key to emergency preparedness is planning and development before an emergency occurs. During this half-day workshop you will learn the keys to an effective emergency plan and how to become the point person for emergency communications.

- Learn what you can do for your office before and after a crisis
- Create an office contingency plan to disseminate co-workers information in case your office is no longer available
- Create an office checklist to respond and recover from an office disaster

12:00

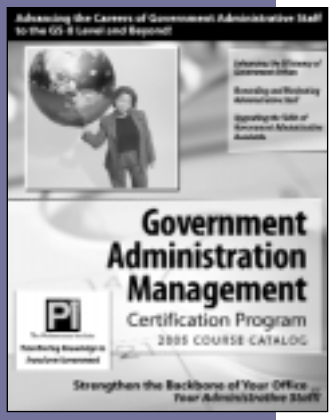
Workshop Adjourn

A typical day for today's administrative assistant can include:

- Developing a production report using spreadsheet software
- Preparing charts, slides, and handouts for a management presentation
- Corresponding via phone, fax, or e-mail with clients all over the world
- Researching a topic on the Internet
- Coordinating a videoconference
- Scheduling an airline flight and purchasing tickets over the Internet
- Supervising and training a coworker
- Effectively representing management at a meeting

…Get Prepared to Handle These Office Challenges!

Get Certified!



The Government Administrative Management Certification Program — the only program for government administrative assistants dedicated to advancing their careers — is a step-by-step comprehensive program designed to map out and execute a professional development plan, from needs assessment to skills development, for each individual in the program. Download the full course catalog at www.PerformanceWeb.org or contact James Simpson at 703-894-0481 or Simpson@PerformanceWeb.org.

Venue and Hotel Information:

The ***Annual Government Administrative Summit*** will be hosted at the Washington Plaza Hotel in Washington, DC. Continental breakfast and a catered lunch will be provided for delegates on each day.

A limited number of rooms have been reserved at the Washington Plaza Hotel at a discounted rate of $150. Please contact the hotel with the number provided below to make reservations. Be sure to ask for the Performance Institute conference rate. The hotel will ensure that your conference experience is not only educational but also comfortable and enjoyable in every aspect.



The Washington Plaza Hotel
10 Thomas Circle NW
Washington, DC 20005
Phone: 202-408-6133

Tuition and Group Discounts:

The fee for attending the annual Government Administrative Summit is $895 and the half-day workshop on Emergency Preparedness is $395. Reduced tuition rates for delegates who attend in groups of three or more are also available by calling James Simpson at 703-894-0481 or emailing him at Simpson@PerformanceWeb.org. Be sure to use program code **P463** when you register.

Administrative Note

A $150 service fee will be charged on cancellations received less than three weeks from the date of the event. A credit memo will also be sent reflective of that amount, which can be used for a future Performance Institute conference.

GOVERNMENT ADMINISTRATIVE MANAGEMENT CERTIFICATION PROGRAM

2005 Schedule

Government Administrative Management-Course 1

January 27-28-Miami, FL
February 3-4-Arlington, VA
February 10-11-Atlanta, GA
February 14-15-Chicago, IL
March 17-18-Sacramento, CA
April 7-8-NYC, NY

Leadership and Personal Effectiveness-Course 2

January 10-11-Arlington, VA
April 4-5-Arlington, VA
April 28-29-Atlanta, GA

Project Management-Course 3

March 7-8-Arlington, VA
August 8-9, Atlanta, GA
September 26-27-Arlington, VA

For more information or to register for these classes, visit

www.PerformanceWeb.org

The Performance Institute

1515 North Courthouse Road
Suite 600
Arlington, VA 22201

Registration Form for the *Annual Government Administrative Summit Assistants*

Call 703-894-0920; Fax this Form to: 703-894-0482;

or visit www.ManagementWeb.org

☐ Yes! Register me for the *Advancing the Careers of Administrative Assistants.*

☐ Yes! Also register me for the workshop (circle A or B).

☐ Please call me. I am interested in a special group discount for my team.

Name _____ Title _____

Organization _____

Dept. _____

Address _____

Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____

Email _____

Priority Code: P463-WEB

Method of Payment:

☐ Check ☐ Purchase Order/Training Form ☐ Credit Card

Card Number _____ Exp. Date_____-_____

Name on Card _____