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SHIRLEY TAYLOR
Training and Consultancy

are proud to present



ASSAP 2006

Asian Summit for Secretaries and Admin Professionals

18–19 May 2006 • Orchard Hotel, Singapore



Creating Personal and Professional Excellence



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Event website: www.assap.com.sg



ASSAP 2006

Asian Summit for Secretaries and Admin Professionals

Welcome to the event of the year for anyone in a secretarial, administrative or clerical role. With the theme 'Creating Personal and Professional Excellence', the **Asian Summit for Secretaries and Admin Professionals - ASSAP 2006** - is packed with ideas and techniques that will help you to expand your existing skills, increase your confidence, enhance your productivity and build yourself a more successful and rewarding career.

WHY ASSAP?

More often than not, secretaries, admin and support staff play a vital role in ensuring the smooth running of an organisation. Their contributions in terms of the support they give to their departments and their organisations are undeniably important but often overlooked and not widely recognised.

ASSAP 2006 celebrates, rewards and challenges these 'unsung heroes' to step up to their full potential in 'creating personal and professional excellence' by providing them with a platform to learn, grow, develop and connect with other secretaries and admin professionals.

WHO SHOULD ATTEND?

ASSAP 2006 aims to promote and enhance the skills and position of all the 'support staff' who work so hard in today's changing office environment. Today's offices are full of men and women who fall into this category of 'support staff'. **ASSAP 2006** has been specially custom-made and designed to attract a unisex audience who are:

- Secretaries and Executive Assistants
- Personal Assistants
- Administrative Managers, Office Managers
- Clerical and Support Executives and Officers
- Any other support staff wishing to develop their skills

Day One – Conference (18 May 2006)

CREATING PERSONAL AND PROFESSIONAL EXCELLENCE

We are proud to bring you seven inspiring and experienced presenters who will give high-impact, interactive presentations that will help you to:

- manage change and deal with today's expanded roles successfully
- enhance your inter-personal relationships
- develop stronger partnerships with customers and colleagues
- deal with challenging people and situations
- access your creativity and unleash your excellence
- create powerful relationships with yourself and others with a unique personal brand
- discover strategies to stay motivated and deliver excellence
- enhance your working life through effective use of technology
- create a roadmap for your own professional development

0800 Registration

0900 Introduction by your MC Suzanne Walker

0905 Official Welcome and Keynote Address

Managing Change and Creating Excellence

- Evolution of the office
- Office of the future: 2020
- What are the main challenges?
- It's time to take ACTION
- The key to creating excellence

Shirley Taylor



1000 Morning Tea-Break

1030 Making IT Work For You – Using Technology to Enhance your Working Life

- Discover quick and hassle-free ways to transfer important documents and presentation slides (Hint: Not via e-mail)
- Use IT to communicate more effectively with executives on the move
- Create impactful and visually attractive business proposals and presentations - within minutes.
- Online demo - past, present and future

Amit Kumar



1115 Accessing your Creativity and Unleashing your Potential

- What holds back our creativity?
- Turning on the creativity tap
- Challenging our brains – with laughter
- Removing fear and increasing confidence
- Games that work at work – and help build team spirit

Alison Lester



1200 Lunch (including entertainment)

1400 Expressing You – Presenting Yourself Powerfully

- How to warm up for work
- Bringing your messages to life
- Establishing instant telephone rapport
- 5 easy steps to confident communication



Deborah Torres Patel

1445 Creating Powerful Relationships with Yourself and Others with a Unique Personal Brand

- Learn what personal branding is and why it's the hottest new topic
- Get to know yourself from the inside out
- Discover your unique attributes and celebrate your individuality
- Gain insights into your value for others
- Consciously create how you want to be perceived by others



Alexandra Yung

1530 Afternoon Tea-Break

1600 Building Strong Partnerships at Work

- Building and enhancing relationships at work
- Dealing with challenging situations and people
- Creating partnerships with customers and colleagues
- Developing a strong service culture



Ricky Lien

1645 Panel Discussion and Open Forum – Achieving Work/Life Balance and Embracing Excellence Shirley Taylor and all ASSAP 2006 Speakers

1715 Special Performance by ASSAP 2006 Presenters

1730 Closing Remarks - Shirley Taylor

Lucky Draw and Presentation of Awards



As a special thank you, ASSAP 2006 includes some special surprises and unique features to make this power-packed event all the more exciting, including:

- Attractive goodie bag and door gifts for everyone – worth over \$350!
- Fabulous lucky draw and spot prizes – worth over \$5,000!
- Lunch-time entertainment
- A unique on-site exhibition

Sponsors for goodie bag, door gifts and lucky draw prizes include



Day Two – Workshop (19 May 2006) - **SOLD OUT!**

Extra Date! 26 May 2006

THE A-Z OF EFFECTIVE COMMUNICATION WITH SHIRLEY TAYLOR & RICKY LIEN

The way you speak to people, and the way you write to them, gives an impression of you ... but what kind of an impression? We all communicate all day every day – whether orally or in writing – so it's important to make sure you give the right impression. Especially in this global age, speed is often the key to successful negotiations, so communicating effectively under these circumstances is often very demanding.

This workshop concentrates on developing your communication skills. Two of the most crucial skills that employers look for in hiring new staff and in training current staff are the ability to think critically and to express themselves clearly, both orally and in writing.

In this interactive workshop, **Shirley Taylor** and **Ricky Lien** join forces to bring you a fast-paced, fun and exciting day of discovery and enlightenment. In their own inimitable style, Shirley and Ricky will walk you through their A-Z of Bloopers, Blunders, Common Errors and Clichés. You will learn some essential tools to help you to communicate clearly and confidently both orally and in writing. Using these simple guidelines, you will learn a set of practical skills that will be useful to you every day for the rest of your life – and you'll have a lot of fun in the process!

OBJECTIVES

- 1 **Appreciate** some of the main problems in today's oral and written communication
- 2 **Recognise** the features and benefits of effective communication
- 3 **Build** better relationships with clients and colleagues
- 4 **Use** good communication skills to influence and persuade
- 5 **Identify** old-fashioned jargon and standard overused clichés
- 6 **Use** modern business language in written communications
- 7 **Apply** the main rules of good business writing
- 8 **Structure** documents logically using a pre-arranged plan
- 9 **Enhance** your e-mail communication skills
- 10 **Project** a professional image through effective communications

HIGHLIGHTS

- **A-Z of bloopers, blunders, common errors and clichés**
A fun look at some common oral and written communication errors - from A to Z
- **Effective communication skills**
Internal and external communications
How do misunderstandings happen?
Why the need to improve communication skills?
Key features of effective communication
Benefits of successful communication
- **Don't let e-mail be your weakest link!**
The good, the bad and the ugly of e-mail
E-mail protocols and netiquette
How to use e-mail more efficiently
Enhance online communications and improve relationships
- **Steps to success in business writing**
Seven deadly sins of business writing
Six steps to effective writing for the 21st Century
The Four Point Plan to structure documents logically
How to project a professional image through effective writing
What's wrong and what's right? Analysis of messages

Communication is and always will be the lifeblood of any organisation, and just like any other endeavour, the more you put into it, the more you'll get back!



ASSAP 2006

Asian Summit for Secretaries and Admin Professionals

SPEAKERS' PROFILES



SHIRLEY TAYLOR

Shirley has established herself as a leading authority in business writing. The 4th edition of her popular book *Communication for Business* was published in August 2005. Shirley now runs her own business in Singapore, and she conducts regular public workshops on business writing, e-mail and communication skills as well as in-house training for corporate clients throughout Asia Pacific. Shirley puts a lot of passion and energy into her workshops to make sure they are practical and informative, as well as entertaining and fun.



DEBORAH TORRES PATEL

Deborah is Asia's leading voice and presentation coach. She has over 20 years experience, working in over 60 countries teaching personal and professional clients to speak, sing and communicate with more confidence and full self-expression using a unique communication training system she has created called *Expressing You!*® Deborah began her professional singing, dancing and acting career at age 4 and shared the stage with celebrities like Whitney Houston, Herbie Hancock and the late Sammy Davis Jr. & Milton Berle.



RICKY LIEN

Ricky, Managing Director of Mindset Media from Australia, is an international speaker and trainer on communications, leadership, motivation and self-confidence. Ricky specialises in programmes for individuals and organisations on communication skills. Ricky has breakthrough practices for creativity in all human enterprises. He enters into a high energy dynamic partnership with his participants. His genius for creating innovative paradigms for personal and professional fulfillment is unexcelled.



ALISON LESTER

Alison is an international communications coach and improvisational comedian. She moved to Singapore from Tokyo in 1999, and thoroughly enjoys developing communication skills and creativity training programmes for her regional clients. The services she provides range from one-on-one communication and presentation consulting for managers to team building, presentation, confidence and creativity workshops for groups. She performs in Singapore with The Madhatters Comedy Company.



SUZANNE WALKER

Suzanne is a well-known celebrity in Singapore. She has acted in many TV drama series, with her most recent performance being on Channel 5's popular "First Mums". Suzanne's fun and lively personality shines through in her radio shows on WKRZ 91.3. The multi-talented Suzanne is also a scriptwriter for several TV shows, a popular MC at many special live events, and if that's not enough, she's got a great singing voice too.



ALEXANDRA YUNG

Alexandra, founder of Creasians, is an international brand consultant who has been creating distinctive brands around the world for over 20 years. Alexandra has successfully created integrated brand solutions for companies, individuals, products, organisations and even cities. Her recent projects include branding Harbin, a city in North China, and she is currently in the process of branding some new entertainers in Hong Kong. Her unique holistic approach integrates the heart and mind, facilitating clients to get in touch with who they are at a deep soul level.



AMIT KUMAR

Amit believes in transforming normal IT users into Power users by eliminating the fear of IT jargon and processes. With his real life experience in IT fields, he simplifies every process and illustrates how IT can be used as a tool for efficiency and productivity. Amit demonstrates a good grasp of IT-related adult-learning theories and techniques in facilitating his workshops and seminars.

REGISTRATION

To register, please contact
Partners Conference & Event Management Pte Ltd
(Reg. No. 200210370R)
Tel: 65-6288 1273 Fax: 65-6288 1293
Email: enquiries@partners-conference.com

ASSAP 2006

Standard Fees*
(nett per person)

Conference only, 18 May 2006	S\$695
Workshop only, 19 May 2006 (Sold Out!) - Extra Date 26 May 2006	S\$495
Conference & Workshop, 18-19 May 2006	S\$995 (save S\$195)

* Members and subscribers of our supporting organisations will receive a special discount of S\$100 off the standard fees. To qualify, please give us your priority code below. Group discounts are applicable when you send a team of 3 people and above. Only one discount is applicable at any one time.

Yes, please register me / us

Name of Delegates	Designation	Email	Please tick to indicate choice of event(s)		
1. _____	_____	_____	<input type="checkbox"/> Both	<input type="checkbox"/> CF only	<input type="checkbox"/> WS only
2. _____	_____	_____	<input type="checkbox"/> Both	<input type="checkbox"/> CF only	<input type="checkbox"/> WS only
3. _____	_____	_____	<input type="checkbox"/> Both	<input type="checkbox"/> CF only	<input type="checkbox"/> WS only

Approving Manager

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