

Advanced PA Masterclass

Getting organized, on time and on track:
Moving PAs to the next level

28th & 29th September 2017
Kuala Lumpur, Malaysia

Free Takeaway

Delegates will be taking away, for free, the following items:

- Executive Secretary Magazine
- Book Give Away

Major benefits of attending – you will be able to:

- **LEARN** how to develop a strategic partnership with your executive
- **UNDERSTAND** Emotional Intelligence and the importance thereof in the workplace
- **DISCOVER** time saving techniques to manage your workload
- **LEARN** the essentials to planning a project or event
- **IMPLEMENT** communication skills and discover the power of your influence
- **ENHANCE** your negotiation and problem-solving skills
- **IMPROVE** your writing skills
- **DISCOVER** strategies to manage your personal brand and career progression

WHY YOU SHOULD ATTEND

A PA should always be on point, on track and extremely organized. The Advanced PA Masterclass will effectively update PA skills and bring them in line with the Best PA Practice. PA training is an investment in personal growth and experience.

It is therefore important that companies give priority to training for the PAs if they intend to keep them. By attending this course, PAs will certainly stretch themselves and build their skills set. By end of this course, delegates will be organized, on time and on track, and definitely move up higher to another level.

WHO SHOULD ATTEND

This workshop is specifically designed for:

- ✓ Executive PAs
- ✓ Office Managers
- ✓ Executive Secretaries
- ✓ Personal Assistants
- ✓ Executive Assistants
- ✓ Confidential Secretaries
- ✓ Senior and Junior Secretaries
- ✓ Administrative Assistants

Organized by: _____



WE SOLVE YOUR PUZZLE

▶ Workshop Overview

Generally, a personal assistant (PA) helps with time and daily management, scheduling of meetings, correspondence, and note taking. The role of a personal assistant can be varied depending on the scope of the PA's boss. In business or personal context, PA are people who provide services that relieve his or her employer from the stress of tasks that are associated with managing one's personal and/or business life. They assist with a variety of life management tasks, including running errands, arranging travel, financing and more. Overall, a PA is someone that completes tasks the boss require whether personal or professional. They ensure everything runs smoothly.

These make a boss or executive to be highly-dependant on their PA. As such, a PA should always be on point, on track and extremely organized. This course is designed to help with developing the PA in becoming more of a strategic business partner to their executives. PAs will learn how to develop strategic skills in partnering with their boss and learn to take on more responsibility and manager their time and work productivity more effectively and efficiently.

This 2-day course is interesting and challenging for all PAs, Senior Administrators and Administrative Assistants. They will encounter realistic case studies, problem solving exercise and practical skills to develop their skills.

Outline

DAY 1

SESSION 1: Strategic Skills for Partnering with the Boss

- Defining the Strategic Partners and Developing a Trusting Relationship with the Boss
- Planning Skills to Anticipate and Proactively Support the Boss
- Extending the Partnership
- Aligning and Expanding Partnering Relationships

SESSION 2: EMOTIONAL INTELLIGENCE AND THE PA

- Characteristics of EQ
- Strategies to Improve your Self-Awareness
- EI vs IQ
- The Importance of EI in the Workplace

SESSION 3: TIME MANAGEMENT FOR YOU AND YOUR TEAM

- Identifying Time Wasters and Prioritising your Workload
- Overcoming Procrastination
- The Art of Delegation
- Organising your Workspace

SESSION 4: PROJECT MANAGEMENT ESSENTIALS

- Understanding the Project Management Process
- Using a Work Breakdown Schedule (WBS)
- Creating a Timeline Event Plan
- Effective Event Management Tips and Techniques

DAY 2

SESSION 5: COMMUNICATION SKILLS

- Interpersonal Communication Skills
- Learn the Formula and Power of your Influence Skills
- Clear and Effective Writing Skills
- Developing your Personal Skills

SESSION 6: WIN-WIN NEGOTIATION AND PROBLEM SOLVING SKILLS

- Understanding the Purpose of Negotiation
- How to Communicate through Conflict
- Enhancing your Critical Thinking Skills
- Practical Problem-Solving Techniques

SESSION 7: EFFECTIVE WRITING SKILLS

- Tips and Techniques to Help you Improve your Writing Skills
- Understanding your Audiences and Adapting to your Readers
- Email Etiquette and to Write Emails that Convince, influence and Persuade
- Writing Pitfalls and how to Avoid them

SESSION 8: EFFECTIVE STRATEGIES FOR CAREER PROGRESSION

- Maintaining your Continuous Professional Development
- Exploring the Virtual Assistant Role
- Understanding Internet Tools
- Using LinkedIn to Promote your Personal Brand

▶ Course Facilitator



MICHELE THWAITS

Facilitator, Trainer, Speaker, Writer, Coach, Mentor, Virtual Assistant
Chief Executive, Empowered 4 Success

PUBLICATION

- Good Boss! Bad Boss!
- Empowered to be an Effective Leader
- Empowered to Influence
- You are a Star
- Empowered to Grow your Career
- Watch How You react to Praise and Criticism
- Know How To Manage Office Politics

ORGANIZATIONS

- PAN-SA
- PAFSA

Michele is the owner of Empowered 4 Success and an experienced and a sought after facilitator and trainer specializing in EA, PA and administrative skills. Since 2006 she has had the privilege of working with audiences through training and speaking engagements worldwide.

Michele has over 32 years' experience in the PA profession and started her company in 2010. She has worked for HSBC Investment Bank (PA/Office Manager to Head of Corporate Finance and Advisory), NUPD Pharmaceuticals (EA to CEO), Edu-Loan (Pty) Ltd (EA to CEO and Chief Governance Officer) and Novartis Pharmaceuticals (EA to the Head of Africa).

She received her certification as a Life Coach and completed training as an NLP Practitioner in 2010 and is became a certified Facilitator, NOF Level 5 in 2016.

Michele is a Director of PAN-SA (Platinum Assistant Network, South Africa), a member PAFSA, (Professional Association for Secretaries and Administrative Assistants), member of Isipho Bursary Admin, member of the IYOTSA 2014 task team, member of Academy of Excellence and served as President of PAFSA 2015/2016.

She has published many articles in the A-Z of PAs and Office Managers magazine, Career Success, InTouch newsletter (PAFSA), Executive Secretary Magazine (UK), EDPA (UK) and African PA Magazine (Kenya) and has been profiled by Exceptional EA (Vancouver).

She is currently in the process of writing her first book "Executive Secretary guide to Communication".

Michele makes use of every opportunity to share her experiences and knowledge with others who have a want and desire to enhance their personal development and ultimately empower themselves for success.

▶ Partial List of Clients

- ✓ ABMC International
- ✓ AKI
- ✓ Alkhorayef Commercial
- ✓ Amabubhesi Conference and Training
- ✓ Citizens Development Business Finance
- ✓ DATACARD Asia Pacific
- ✓ Dimension Data Asia Pacific
- ✓ Discovery Health
- ✓ Emirates Firstgroup
- ✓ Fullerton Fund Management
- ✓ Hatton National Bank
- ✓ Ibdar Bank
- ✓ International Labour Organization Regional Office for Arab States
- ✓ ISKAN Oman Investment Company
- ✓ ITC – Intelligence Transfer Centre
- ✓ Nestle Products
- ✓ Phoon Huat
- ✓ Quickbiz Group, Pakistan
- ✓ RECAAP Information Centre
- ✓ Secolo
- ✓ Soonest Global Express Corporation
- ✓ TATA Communications
- ✓ Temic Automotive Philippines
- ✓ UTS – Ultimate Training Consultants
- ✓ VUT – Vaal University

"An inspirational, knowledgeable and humble woman, Michele is always ready to share her skills and experiences spanning over 30 years. Michele is a passionate professional and energetic coach, trainer and facilitator. She is a true ambassador for the secretarial profession; well organized, proficient and committed. She is authentic and sincere and has a "can do" attitude to every challenge she is confronted with. Michele is highly recommended as a speaker and workshop facilitator both in South Africa and abroad."

- Cathy Harris, Director, Office Professionals of South Africa, Executive PA to CEO Discovery Invest

"Michele is a friendly and helpful individual who are extremely committed to whatever she undertakes. Her dedication to her work - whether it is for her own company or as President of PAFSA, is commendable. She conducts herself in a very professional manner and is meticulous about her responsibilities. She is a true example to all of us in the secretarial profession and a role model for many."

- Susan Engelbrecht, President Academy of Excellence

"Michele Thwait's was a guest speaker and also presented on planning career development during the 2015 Personal Assistant of the year Award™- Africa and symposium. Her workshop was very well received and participants observed that she was knowledgeable, well-prepared, responsive to their questions and able to hold their interest. Her own career experiences and those of others she has coached provide wonderful learning examples that the audience could connect with. She has excellent listening skills and was very capable integrating participant's comments into a productive and rewarding discussion."

- Winnie Kamuya, CEO International Renaissance Centre, Kenya

"Michele Thwait's is an exceptional, highly experienced and motivational trainer for Executive Personal Assistants and Secretaries across the globe. She's held high level positions and roles at the highest level and this gives her a cutting edge in experience in the Executive Personal Assistant industry, where ABMC International has worked with Michele in our various conferences in East Africa and we highly recommend her expertise and delivery in subject matter as an authority expert as we continuously looking forward to work with upcoming modules and training programs."

- Joseph Mathenge, CEO ABMC International Limited

program schedule

08:30	Registration
09:00	Morning Session Begins
10:40 - 11:00	Refreshments & Networking Break
12:45	Luncheon
14:00	Afternoon Session begins
15:30 - 15:50	Refreshments & Networking Break
17:00	Course Ends

Registration Form

Contact Willy Kwan (SGA 01003)
Direct Line: (65) 6825 9555
General Line: (65) 6825 9579
General Fax: (65) 6774 0124
Email: Willy.k@fdb.sg

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Registration Fees

	Early Bird (Register before 28/08/2017)	Standard Fee (Register after 28/08/2017)
1 delegate	<input type="checkbox"/> SGD 2,195	<input type="checkbox"/> SGD 2,495
2 or more delegate		<input type="checkbox"/> SGD 2,295

- Fee inclusive of course documentation, luncheons, refreshments and 15% services charge.
- The above amount payable is net withholding taxes or any other taxes, if any, will be borne by the customer

DELEGATES' DETAILS

Code FDB873

Name: _____

Position: _____

Email: _____

Name: _____

Position: _____

Email: _____

Name: _____

Position: _____

Email: _____

*Company Details

Organisation: _____

Address: _____

Postcode: _____ Tel: () _____ Fax: () _____

Nature of Business: _____ Company Size _____

Accounts Payable Name: _____

*Authorisation

Signatory must be authorised to sign on behalf of contracting organisation.

Name: _____

Position: _____

Signature: _____

**This registration form is invalid without signature & company stamp*

*Mandatory field

Hotel Accommodation

Accommodation is not included in the training fee. To make a reservation for accommodation at the training venue at our corporate rate, please contact the respective hotel.

Kuala Lumpur, Malaysia

Payment Method

Credit Card:

Please debit my AMEX
 VISA
 MASTERCARD

Card Holder's Name

Card Number:

Security Code:

Signature:

Expiry Date:

_____/_____
mth / year

Cancellations/Substitutions

If you are unable to attend, a substitute delegate is always welcome at no additional charge. All bookings carry a 50% liability immediately after a fully completed registration form has been received by the FDB. Please note that a written notice of the cancellation must be received via mail or fax 3 weeks prior to the event date in order to obtain the balance of the event fee as a credit to be applied against another FDB course. All fees are inclusive of a 15% service charge, which is completely non-refundable and non-creditable. Cancellation of any event with less than 3 weeks notice prior to the event date carry a 100% liability; however the delegate will still be entitled to a complete set of course documentation. If payment is not received by the mutually agreed payment date, 10% penalty will be charged to the bill. FDB will not be able to mitigate its losses for less than 50% of the contract value in case of dispute with the client or cancellation of this contract by any one party. In the event that FDB cancel the event, FDB reserves the right to transfer this booking to another event or to provide a credit of an equivalent amount to another event to be held within the following twelve months.

INDEMNITY: Should for any reason outside the control of FDB, the venue or speakers change, or the event be cancelled due to an act of terrorism, extreme weather conditions or industrial action, FDB shall endeavor to reschedule but the client hereby indemnifies and holds FDB harmless from and against any and all costs, damages and expenses, including attorney fees, which are incurred by the client.