

ASSAP 2018

Asian Summit for Secretaries and Admin Professionals

SINGAPORE'S PREMIER ANNUAL EVENT
FOR PAs, SECRETARIES, ADMIN EXECUTIVES
AND SUPPORT STAFF



Essential Skills In A Digital Age

25-26 April 2018

Sheraton Towers Singapore
39 Scotts Road

In this constantly changing, increasingly technological world, most people feel pressed for time, pushed for results and stressed to succeed. Is transactional excellence enough in our new digital world, or will our future success depend on something more?

Our world of work has changed considerably. Using digital devices is now an integral part of your role. Technology is changing at a very fast pace, and all these changes affect every one of us. So how do we make sure that we keep up with this fast-paced world? What skills are essential in this digital age?

At ASSAP 2018, our speakers will share how you can transform your life and your work by embracing not only our high-tech world but also a high-touch, high-trust mindset. They will share best practices and latest research to help you keep up with the skills you need. You will leave the day feeling refreshed, revived and rejuvenated.

With this fabulous, all-new masterclass programme, you will learn ways to add value to your boss, make your job easier, and help you manage the many tasks you need to take care of so that you feel one step ahead.

ASSAP 2018 will be a superb day of learning, sharing, inspiration and fun. We can guarantee that you'll be motivated and inspired.

Organised by



"It is an amazing event of getting together all personal assistants and admin professionals."

Grace Teo
Personal Assistant
Ministry of National
Development



"ASSAP is excellent! I enjoyed making new friends. I would love to be back next year."

Ranuka Menon
Executive Assistant
Defense Science &
Technology Agency



"A valuable session to help me adapt to the ever changing workplace and step out of my comfort zone, and 'up' my game."

Sharon Kow
Team Administrator
Energy Market
Company

Essential Skills In A Digital Age

Wednesday, 25 April 2018

An Inspirational One-Day Masterclass
With Leading Experts And Award-Winning Secretaries

0900 Essential Skills For Our Digital Future with Shirley Taylor

- ◆ The digital world – what difference does it make to you?
- ◆ What are the most satisfying and challenging parts of your job?
- ◆ What essential skills will assistants need for a successful future?
- ◆ What do bosses want from assistants?
- ◆ What does your future look like?

1030 Morning Break

1100 Breaking Through To Excellence with Joanna Barclay

- ◆ The importance of building effective relationships for the success of individuals and the whole organisation
- ◆ Recognising people's strengths
- ◆ Making people feel valued by understanding their motivations
- ◆ Managing conflict for positive results
- ◆ Empowering people to choose their behaviour based on the results they want

1230 Lunch

1330 Panel Session: Real Talk In Real Time Shirley Taylor Interviews 3 Award-Winning Executive Assistants

- ◆ Angeline Goh, PA, Grey Group, Winner of PA of the Year 2017
- ◆ Chan Ai Wah, Senior Administrative Specialist, Halliburton, Runner-up of PA of the Year 2017
- ◆ Jemma Norton, Senior Manager, Global Admin, Surbana Jurong Pte Ltd

1415 Collaborating Your Way To Success with Marianna Pascal

- ◆ Working together in a game of creativity
- ◆ Communicating to make the whole team successful
- ◆ Collaboration and fun with your new friends

1500 Afternoon Break

1530 Personal Lessons Of An 800km Walk with Joerg Kuehn

- ◆ Key lessons Joerg learned from his journey on the Camino De Santiago
- ◆ How this experience gave Joerg the courage to change his life
- ◆ What do you need and want in your life? What's weighing you down?
- ◆ Using your ultimate destination to propel you towards your goals
- ◆ Gaining focus and control by implementing key productivity habits

1700 Lucky Draw And Close

SHIRLEY TAYLOR, CSP

Shirley Taylor has established herself as a leading authority on communication and business writing skills. She has written 12 successful books, including the seventh edition of the international best-selling book *Model Business Letters, Emails and Other Business Documents*, which has sold over half a million copies worldwide and has been translated into several languages.



With over 30 years' experience in teaching and training, Shirley is passionate about helping people to learn in practical, interactive and fun learning environments. ASSAP is very special to Shirley because of her roots as a secretary and her recognition as *Super Secretary* 1981 in her home town of Sheffield, UK.

Shirley runs many popular workshops on business writing, email, communication and success skills for corporate clients. She was President of Asia Professional Speakers Singapore 2011-12, and currently serves as President of the Global Speakers Federation 2017-18.

Shirley has recently worked on one of the biggest projects of her life — her all-in-one, wonderfully interactive, online virtual training program *Business Writing That Works*.

JOANNA BARCLAY

Joanna Barclay is a global speaker, published author, contributor to the *Business Times*, *Today's Manager*, and a radio guest thought-leader on leading change, building high performing workplace cultures, and values-based leadership. She is also an award winning consultant with over 3 decades of success facilitating the transformation of leadership teams and organisations. With 15 years teaching yoga and meditation, and an Art of Happiness teacher, she is also passionate about self-mastery, mindfulness, and personal development, empowering people to bring happiness into their lives and the workplace.



Joanna has facilitated numerous organisational transformations with a wide variety of clients including large Canadian federal government departments, private corporations and non-profits associations. Joanna moved to Singapore from Canada in 2014 and loves sharing new approaches to leadership development. In Southeast she has been successful working with leadership in both large organisations and smaller SMEs.

Joanna is a Management of Information Systems graduate from the University of Ottawa, and has studied widely in the areas of organisational development, facilitation, leadership and learning. She has earned her certificate in Organisation Development from the NTL Institute of Applied Behavioral Science, is a Barrett Values Centre Certified Cultural Transformation Consultant and Trainer, an International Association of Facilitators Certified Professional Facilitator, Institute of Cultural Affairs Certified Technology of Participation Facilitator, and a Personal Strengths Certified Strengths Deployment Inventory® Consultant Level 1 & 2.

MARIANNA PASCAL

Marianna Pascal is a trainer, award-winning speaker, and best-selling author of four books. She helps people to communicate clearly, confidently and charismatically. She has held lively, interactive workshops for groups ranging from 2 to 1000.



Marianna began her career in Canada as a professional actor where she honed her communication skills on television and stage. Now, living in Asia for nearly 20 years and a certified English language teacher, Marianna's special ability is in raising the confidence of Asian speakers of English, enabling them to make a better impression, garner more respect, and attract greater success.

Marianna works closely with STTS as Senior Trainer. She is also Licensed Trainer of Shirley Taylor's proprietary training programmes.

JOERG KUEHN

Joerg Kuehn has established himself as a leading coach and speaker who successfully works with senior executives and their teams to refine leadership styles and create high performance organisations.

Crossing the magic "40" in his life, he decided to step out of his comfort zone and walk 800km on the Camino De Santiago in Spain.



This tough but enriching personal journey changed his life and gave him the courage to leave his successful career in Procter & Gamble and follow his passion to help people and teams achieve their best.

Widely regarded as an expert in leadership development and organisational effectiveness, Joerg is an engaging, light-hearted speaker and coach who encourages, trains and enables individuals to be successful in their careers while balancing job demands with personal and family commitments.

With his friendly, down-to-earth approach, he has a unique way of engaging with the audience, and is passionate about helping people to "live the life they deserve".

Participants quickly realise and share his passion and successfully leverage his intuitive strategies at work as well as at home.

Originally from Germany, Joerg has worked 20 years in high-profile leadership roles across Europe and Asia with multinational corporations such as P&G, WELLA and AIR LIQUIDE. He is now a full-time executive coach, motivational speaker and leadership development facilitator based in Singapore.

Think Smart, Work Smarter

Thursday, 26 April 2018

A One-Day Workshop Designed By Tremaine Du Preez
And Conducted By Her Licensed Trainer, Marianna Pascal

- ◆ Understand the importance of effective decision making
- ◆ Appreciate how we process information and learn how to be better at it
- ◆ Identify common mistakes we make when evaluating problems
- ◆ Create a decision-making process that will help you make the smart choice, every time
- ◆ Use models to simplify tricky problems and get to the heart of challenges
- ◆ Analyse alternatives with proven problem-solving and decision-making strategies
- ◆ Gain confidence and enhance efficiency in decision making