

DEVELOP YOUR EFFECTIVENESS AND EFFICIENCY AND IMPROVE YOUR CAREER PROSPECTS BY BECOMING A FIRST CLASS EXECUTIVE SECRETARY

# EXECUTIVE SECRETARIES & PERSONAL ASSISTANTS

6-7 December 2007 \* Holiday Inn Golden Mile, Hong Kong

CONFERENCE 2007

**GAIN NEW IDEAS FROM LEADING EXPERTS:**



**Angela Spaxman**  
Director  
**SPAXMAN**



**Carol Yip**  
CEO  
**ABACUS ADVISORY,**  
MALAYSIA



**Cheryl Liew-Chng**  
Director  
**LIFEWORXZ,**  
SINGAPORE



**Gloria Soo**  
Image Consultant  
and Founder  
**GLORIOUS**  
**IMPRESSIONS,**  
SINGAPORE



**Dr Melanie Bryan**  
Psychologist & Life  
Coach  
**MIND MATTERS**



**Janine Broekhuizen**  
Regional Training  
& Development  
Manager  
**OGILVY & MATHER**  
ASIA PACIFIC



**Jeff Tan**  
Peak Performance  
Pilot  
**REVJ TRAINING AND**  
**COACHING, CHINA**



**Susan B. Sadler**  
Director  
**SADLER**  
**COMMUNICATIONS,**  
SINGAPORE



**Sonia Samtani**  
Image & Lifestyle  
Consultant  
**SONIA SAMTANI**  
**CONSULTING**



**Dr Tan Khian Seng**  
CEO  
**GROWTH TRAINING**  
**INTERNATIONAL,**  
SINGAPORE



**Yeo Tian Seong**  
Managing Director  
**APCOT**  
**INTERNATIONAL,**  
SINGAPORE



**Pia Muggerud**  
Director  
**COPIA COACHING**



**Michelle Gabbe**  
Development Coach/  
Wellness Writer  
**GUIDED ENERGY**  
**COACHING**



**Yvonne Yam**  
Corporate Coach and  
Trainer  
**PEOPLEPLUS TRAINING**  
**AND CONSULTING**



**SEPARATELY BOOKABLE! 1-DAY PRE-CONFERENCE WORKSHOP** (5 December 2007 \* Wednesday)

**"THINK, ACT, SPEAK, LISTEN: THE POWER OF EFFECTIVE POSITIVE COMMUNICATION IN 4 DIMENSIONS"**

Led by **Leonardo Talpo**, Associate, **InsideOutYou Coaching & Training, Singapore**

## ACQUIRE THE CRITICAL INSIGHTS ESSENTIAL TO EXCEL IN YOUR ROLE AS AN EXECUTIVE SECRETARY

- Understand how to project confidence and professionalism with renewed assertiveness
- Discover how Emotional Intelligence can improve your professional relationship and enhance your career
- Gain an effective professional edge by accentuating a professional image
- Learn how to successfully manage and overcome difficult role specific situations
- Manage conflicting demands of multiple bosses and understand key priorities
- Achieve work/life balance through effective stress management
- Know the power of effective communication and use these skills to your advantage
- Re-balance your life by learning and applying effective Neuro Linguistic Programming(NLP) techniques
- Develop your business writing skills in an era where email is a predominant tool of communication
- Enhance your interpersonal skills and become a better communicator



ORGANISED BY:

**The Asia**  
**BUSINESS**  
**FORUM**

# ACQUIRE THE ESSENTIAL TOOLS AND INSIGHTS THAT WILL HELP YOU MEET TODAY'S DEMANDS AS AN EXECUTIVE SECRETARY!

DAY ONE | 6 DECEMBER 2007 | THURSDAY

8.00 REGISTRATION AND MORNING COFFEE

9.00 **CHAIRPERSON'S OPENING ADDRESS**

**Dr Tan Khian Seng, CEO**

**Growth Training International, Singapore**

9.15 **INCREASE YOUR CHARISMA AT WORK**

Objectives: At the end of the talk, participants would know how their CHARISMA can help them communicate more effectively and influence those around them. (And yes, you can increase your CHARISMA!)

The key elements in increasing your CHARISMA are your language and communications skills as well as knowing your personal identity and using this to good effect.

- Find your identity, i.e., who is the real person behind the face
- How to speak to influence
- How to listen to influence
- Words to use and words to lose when you want to influence
- How to look professional even when under stress and duress

**Jeff Tan, Peak Performance Pilot**

**REV| Training and Coaching, China**

10.00 MORNING REFRESHMENT

10.30 **MEETING THE DEMANDS AND CONFLICTING PRIORITIES OF WORKING WITH MORE THAN ONE MANAGER**

- Communicating effectively with your managers
- The balancing act of working with multiple managers and supporting management teams
- Identifying opportunities to support your manager's goals
- Developing creative problem solving skills

**Dr Tan Khian Seng, CEO**

**Growth Training International, Singapore**

11.15 **ACHIEVING WORK/LIFE BALANCE: FINDING BALANCE AS YOUR ROLE AS AN EXECUTIVE SECRETARY CHANGES**

- Drawing the line between work life and private time

- How to juggle changes in your role as an executive secretary
- Combating the obsession of working overtime
- Practical tools and advice for work/life balance management

**Yeo Tian Seong, Managing Director**  
**Apcot International, Singapore**

12.00 LUNCH

1.30 **PROJECTING A PROFESSIONAL IMAGE TO SUCCEED AS AN EXECUTIVE SECRETARY**

- Have you tweaked your current image to capitalize on your current strengths?
- Do you feel people underestimate your abilities?
- Do you feel uncomfortable in social situations and uneasy making conversations?
- Do you find that people often misunderstand you?

**Gloria Soo, Image Consultant and Founder**  
**Glorious Impressions, Singapore**

2.15 **FUNDAMENTALS IN PRACTICAL BUDGETING AND FINANCE FOR THE EXECUTIVE SECRETARY**

- Making sense of numbers: Learn critical financial skills that boosts your competency
- Acquire vital money management skills

**Carol Yip, CEO**

**Abacus Advisory, Malaysia**

3.00 AFTERNOON REFRESHMENT

3.30 **MANAGING TIME EFFECTIVELY AND COPING WITH ESCALATING WORKLOADS**

- Overcoming time management challenges while working with other people
- Setting priorities to work effectively
- Using your intuition to make right decisions quickly
- How to manage and minimize disruption

**Janine Broekhuizen**

**Regional Training & Development Manager**  
**Ogilvy & Mather Asia Pacific**

4.15 **UNDERSTANDING CULTURAL DIFFERENCES AND EMBRACING THE OPPORTUNITY TO WORK IN A MULTICULTURAL ENVIRONMENT**

- Changing needs and demands at a global workplace

**For enquiries and registration: CALL (852) 2804 1901 or FAX (852) 2528 1167**

- Appreciating different working styles
- Using cultural differences to your advantage
- Anticipating the agenda of others - the key to effective communication

**Dr Melanie Bryan, Psychologist & Life Coach**  
**Mind Matters**

5.00 **END OF DAY ONE**

**DAY TWO | 7 DECEMBER 2007 | FRIDAY**

8.30 MORNING COFFEE

9.00 **CHAIRPERSON'S OPENING ADDRESS**

**Jeff Tan, Peak Performance Pilot**

**REV| Training and Coaching, China**

9.15 **DIFFERENCES AT THE WORKPLACE:  
PERSUADING DECISION MAKERS, EMPLOYEES  
AND COLLEAGUES**

Your success depends on your ability to win the support of staff, colleagues and management. Learn strategies and techniques for enhancing your influence and persuasive abilities. You can influence and shape outcomes in your workplace, even if you're not in a position of authority.

- Do you sometimes deal with difficult people?
- Are you frustrated when you try and convince people that your way is the right way?
- Would you like to build trust and respect with your colleagues and management?

**Susan B. Sadler, Director**

**Sadler Communications, Singapore**

10.00 MORNING REFRESHMENT

10.30 **LEVERAGING ON YOUR EMOTIONAL  
INTELLIGENCE – YOUR OTHER KIND OF SMART**

Most of us have the resources to help us reach greater heights. But for some reason or other, we are not able to do so, becoming instead frustrated and stagnant in life.

This session is for individuals who wish to better leverage their emotional intelligence in any working environment. Join us in this session to boost your working performance and enhance relationships.

**Cheryl Liew-Chng, Director**

**LifeWorkz, Singapore**

11.15 **LEARN TO ATTAIN ALL-ROUNDED WELLNESS**

- Maintain a positive outlook in life even as you face skeptics

- Learn practical tools and skills to restore personal balance

- Acquire self-help tips to sustain wellness

**Yvonne Yam, Corporate Coach and Trainer**  
**PeoplePlus Training and Consulting**

12.00 LUNCH

1.30 **ENHANCE YOUR PERSONAL AND  
PROFESSIONAL BRAND TO CREATE A  
DYNAMIC IMAGE**

It takes only 2 seconds to create a first impression. Sonia will demonstrate the importance of image, and how you can maximize its various components to shape your personal and professional brand. You will get the opportunity to discover your dream image; have a look at where you are, where you want to be and how to bridge that gap.

- Recognize your ideal image (both personal and professional) and discover any roadblocks that are preventing you from projecting that image
- Understand the role of color and style for presenting your best image
- Look taller and slimmer instantly through effective camouflaging techniques
- Identify postures, gestures and habits that empower you
- Imbue yourself with the spirit of positive energy that will show up in all areas of your life
- Create a dynamic plan to achieve your desired image
- Master the verbal and non-verbal repertoire of a professional and project a desirable image

**Sonia Samtani, Image & Lifestyle Consultant**

**Sonia Samtani Consulting**

2.15 **LEARN HOW TO DEVELOP YOUR  
INTERPERSONAL SKILLS AND EXCEL IN YOUR  
ROLE AS AN EXECUTIVE SECRETARY**

- Add value to your organization by applying proactive relationship building and networking skills
- Build professional relationships with both internal and external partners
- Improve your confidence by developing a good verbal communication style: Enhance your conversational skills and telephone etiquette

**Pia Muggerud, Director**

**COPIA Coaching**

3.00 AFTERNOON REFRESHMENT

**For enquiries and registration: CALL (852) 2804 1901 or FAX (852) 2528 1167**

### 3.30 **NEURO LINGUISTIC PROGRAMMING (NLP) AND HOW IT CAN HELP TO TRANSFORM YOUR WORK LIFE**

- Introduction to NLP and identifying how it affects your work
- Learning NLP techniques and how it will help you rebalance your life
- Using these techniques at your workplace and how it will improve your work life

**Michelle Gabbe,**

*Development Coach/Wellness Writer*

#### **Guided Energy Coaching**

### 4.15 **OPEN FORUM: THE REALITIES OF BEING AN EXECUTIVE SECRETARY**

This open forum gives executive secretaries an opportunity to discuss the challenges of being a professional in today's demanding work environment. This forum offers a platform for you to:

- Discuss the day's stimulating presentations
- Exchange job and career experiences
- Network with peers who understand the challenges you are facing
- Identify how you want to excel in your professional life

Moderator:

**Jeff Tan,** *Peak Performance Pilot*

**REV| Training and Coaching, China**

### 5.00 **END OF CONFERENCE**

#### **KEY BENEFITS OF ATTENDING**

- ✓ **INCREASE** your resilience to perform under pressure
- ✓ **GAIN** insights on career development opportunities
- ✓ **ENHANCE** your interpersonal skills
- ✓ **DISCOVER** ways to resolve conflict
- ✓ **LEARN** to project a professional image
- ✓ **IMPROVE** your time management skills
- ✓ **BOOST** your productivity and effectively manage stress

#### **WHO SHOULD ATTEND**

- **Executive Secretaries** ● **Personal Assistants** ● **Executive Assistants** ● **Administrative Assistants** ● **Secretaries** ● **Office Managers and Administrators** ● **Confidential Secretaries**
- **Departmental Secretaries** ● **HR Managers/Assistants**
- **Legal Secretaries** ● **Training/Department Managers**

#### **SPONSORSHIP AND EXHIBITION OPPORTUNITIES**

This high profile event provides your company with the unique opportunity to capture the interest and influence the decisions of a highly targeted audience. Capitalise on this ideal platform to market your services and form strategic relationships through networking. Sponsorship and Exhibition options include:

- Luncheon ■ Cocktail Reception
- Documentation ■ Table-top Display ■ Promotional Materials

**For enquiries, call Scott Nonis**

**Tel: (65) 6536 8676 or Email: scott.n@abf.com.sg**

Separately  
Bookable

## **1-DAY PRE-CONFERENCE WORKSHOP**

5 December 2007 \* Wednesday

### **"THINK, ACT, SPEAK, LISTEN: THE POWER OF EFFECTIVE POSITIVE COMMUNICATION IN 4 DIMENSIONS"**

Led by **Leonardo Talpo**, *Associate, InsideOutYou Coaching & Training, Singapore*

#### **WORKSHOP OBJECTIVES**

Effective and positive communication is more than merely delivering information, convincing others of your ideas, getting your voice heard and commanding the attention of your audience. It is a connection that ensures successful growth and results both at work and in your personal life.

As a secretary you need to effectively interact and stimulate cooperation in the work force with peers and management within the organization. It is essential for you to maintain a positive communication style to nurture a more enriching and effective work environment.

Enriching, fun and interactive, this workshop will enable you to enhance your interpersonal skills, improve your work attitude, increase productivity and above all develop your communication skills.

#### **WORKSHOP OUTLINES**

- ◆ Introducing communication in 4 Dimensions™
- ◆ Think positive: The power of effective positive thinking
- ◆ Act with confidence: The power of effective positive body language
- ◆ Speak with attitude: The power of effective positive words/ message
- ◆ Listen with intent: The power of effective positive listening

#### **ABOUT THE WORKSHOP LEADER**



**Leonardo Talpo**, *Associate*  
**InsideOutYou Coaching & Training**

With 30 years of work experience in four continents, Leonardo has not only a broad spectrum of expertise and skills, but is also multicultural in thinking and managing. The holder of a Master in Social Science (major in Counseling) and of a Certificate in Applied Counseling is also a certified NLP Master Practitioner (with address to Personal coaching). Leonardo worked for many years as MD, Director of Sales and Regional Manager, for Italian, American and Swiss companies up to 2001. In 1998, Leonardo started new studies in the area of Human Development. His remarkable professionalism and his open, creative and trustworthy personality make Leonardo today probably the most recognized expert in the field of Healthy Relationships in Singapore where he runs his own practice in coaching and counseling. Due to his ability to motivate people and his sensitiveness for cultural differences and business practices he is a sought after consultant for coaching and training for private people as well as for companies. In 2004 he has joined, as an associate, InsideOutYou – Coaching & Training, company owned by his wife Elisabetta. Under the umbrella of InsideOutYou, he coaches and trains people in the area of Effective Communication and Powerful Presentation. In 2007 he has started his own company of Coaching & Training.

#### **WORKSHOP TIMETABLE**

Registration starts at 8.30am; Workshop commences at 9:00am and concludes at 5.00pm. Workshop materials, lunch and refreshments will be provided.

# MAXIMIZE YOUR EFFICIENCY AND BECOME A VALUABLE ASSET TO YOUR ORGANIZATION WHILST IMPROVING YOUR CAREER PROSPECTS

Working today as an executive secretary, you take on multi-faceted roles which require diverse skill sets. On top of performing basic clerical tasks and coordinating schedules, you also have to collate information, write reports, attend meetings, host presentations and many more! And with growing expectations and reliance heaped on you, your role as an executive secretary becomes even more complex and challenging.

For 12 successive years, *Asia Business Forum's* **EXECUTIVE SECRETARIES AND PERSONAL ASSISTANTS CONFERENCE** has helped thousands of executive secretaries like yourself develop and optimize the specific skills and knowledge, essential to shine in your role as an outstanding executive assistant. We are once again very pleased to bring you this top selling event specially designed to hone your professional needs and equip you with essential tools and insights that will help you stay one step ahead of job demands.

Look forward to 2 days of exciting and interactive Conferences that will feature a panel of leading experts and trainers from a wide array of disciplines to help you strengthen your communication skills, overcome the difficulties of working with more than one boss, provide insights on how to achieve work/life balance and understand the importance of projecting a professional image. In addition, gain tips to enhance your business writing skills and learn essential finance and budgeting fundamentals to excel in your role as an executive secretary.

*Dear Boss,*

Your personal assistant is counting on you to help reach his or her maximum potential. An investment in this conference will have mutual benefits for both your personal assistant and your organization.

Do you want your personal assistant to have:

- |   |   |
|---|---|
| <input checked="" type="checkbox"/> Better time management skills | <input checked="" type="checkbox"/> Great interpersonal skills          |
| <input checked="" type="checkbox"/> Effective multitasking skills | <input checked="" type="checkbox"/> Positive and productive work values |
| <input checked="" type="checkbox"/> Enhanced business skills      | <input checked="" type="checkbox"/> A Clear communication style         |
| <input checked="" type="checkbox"/> Good negotiations skills      | <input checked="" type="checkbox"/> Excellent business etiquette        |

If your answer is **YES** to all of the above questions, then, **DO NOT MISS** this invaluable opportunity to send your executive assistant to this conference. Bring out the personal best of your executive secretary, so that he or she can add value to your organization.

**PLUS**

**SEPARATELY BOOKABLE! 1-DAY PRE-CONFERENCE WORKSHOP** (5 December 2007 \* Wednesday)

**“THINK, ACT, SPEAK, LISTEN: THE POWER OF EFFECTIVE POSITIVE COMMUNICATION IN 4 DIMENSIONS”**

Led by **Leonardo Talpo**, Associate, InsideOutYou Coaching & Training, Singapore

**REGISTER EARLY TO ENJOY EARLY BIRD SAVINGS & GROUP DISCOUNTS! SIGN UP TODAY TO RESERVE YOUR PLACE!**  
CALL (852) 2804 1901 or EMAIL to [abfhk@biznetvigator.com](mailto:abfhk@biznetvigator.com)

# REGISTRATION FORM

## EXECUTIVE SECRETARIES AND PERSONAL ASSISTANTS CONFERENCE 2007

(6-7 DECEMBER 2007) & **WORKSHOP** (5 DECEMBER 2007)  
Holiday Inn Golden Mile, Hong Kong

- Yes! Please register the following delegate(s) for this Conference  
(Please photocopy for more delegates)

Please tick (✓) your choice session(s)

- 2-Day Conference + 1-Day Workshop [ Dec 5-7, 2007 ]  
 2-Day Conference only [ Dec 6-7, 2007 ]  
 1-Day Workshop [ Dec 5, 2007 ]

- I am unable to attend but please put me on your mailing list

- I am interested in Sponsorship/Exhibition Opportunities

Name:(Dr/Mr/Mrs/Ms): \_\_\_\_\_

Job Title: \_\_\_\_\_

Email: \_\_\_\_\_

Approving Manager: \_\_\_\_\_

Job Title: \_\_\_\_\_

Email: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

Booking Contact: \_\_\_\_\_

Email: \_\_\_\_\_

Nature of Business: \_\_\_\_\_

Company Web site: \_\_\_\_\_

### CONFERENCE VENUE & ACCOMMODATION INFORMATION

#### Holiday Inn Golden Mile, Hong Kong

50 Nathan Road, Tsim Sha Tsui, Kowloon, Hong Kong

Tel: (852) 2369 3111 Fax: (852) 2369 8016

Website: [www.holiday-inn.com/hongkong-gldn](http://www.holiday-inn.com/hongkong-gldn)

Attn: Room Reservation Department

For reservations, please make your bookings directly with the hotel. To enjoy the special room rates, please quote Asia Business Forum's "Executive Secretaries and Personal Assistants Conference 2007". Hotel bills are to be settled by delegates directly with the hotel. Hotel reservations and travel arrangements are the responsibilities of the registrant. Please note that hotel rooms are available on a first-come-first-served basis.

### INCORRECT MAILING INFORMATION

It is possible that you may receive multiple mailings of this event or incorrect company details on the labels, for which we apologise. If this happens, please let us know so that we can update our database immediately. If you do not wish to have your name on our mailing list, please let us know and we will remove it from our listing.

# 5 EASY WAYS TO REGISTER



Telephone: (852) 2804 1901



Fax: complete and send this registration form to:  
(852) 2528 1167



Mail: this completed form together with payment to Hong Kong:

**Rachel**  
**Room 102, 1st Floor, Chung Nam Building,**  
**1 Lockhart Road Wanchai, Hong Kong**



Email: [abfhk@biznetvigator.com](mailto:abfhk@biznetvigator.com)



WEB: <http://www.abf-asia.com>

Your investment for attending this Conference is:

	Regular Fee	Early Bird Fee (If Payment & registration are received by 5 Nov 2007)
Conference Only	HK\$9,995	HK\$9,400
Workshop Only	HK\$5,990	HK\$5,990
Conference + Workshop	HK\$14,500	HK\$13,990

The fee includes lunch, refreshments and conference documentation.

**Group Discount:** Enjoy a group discount of **10% for 3 or more delegates** registered at the same time from the same organisation and of the same billing source.

### METHODS OF PAYMENT

- Please cross cheque or bank draft made payable to **ASIA BUSINESS FORUM (HK) LTD** and mail your payment together with this registration to **Room 102, 1st Floor Chung Nam Building, 1 Lockhart Road, Wanchai, Hong Kong**. Enclosed is our cheque/draft for HK\$ \_\_\_\_\_

- Overseas delegates may pay by telegraphic transfer into the account of Asia Business Forum (HK) Ltd which is:  
**Account No. 600-733869-001, The Hongkong and Shanghai Banking Corporation Ltd, Head Office, 1 Queen's Road Central, Hong Kong**. Please quote our reference no. **1886H** and your Company's name in your payment instructions.

**Important Notice:** Payments are required with registration and must be received prior to the Conference to guarantee your place. Walk-in delegates will only be admitted on the basis of space availability at the Conference and with immediate full payment.

### CANCELLATIONS & TRANSFERS

If you are unable to attend, a substitute delegate is welcomed at no extra charge. Please provide the name and the title of the substitute delegate at least 2 working days prior to the Conference. A refund less HK\$1500 administration charge will be made for cancellation received in writing on or before **15 November 2007**. Regrettably, no refund can be made for cancellation received after this date. A complete set of documentation will however be sent to you.

The organiser reserves the right to make any amendments and/or changes to the programme, venue, speaker replacements and/or topics if warranted by circumstances beyond its control.

### FOR OFFICIAL USE

FEE RECEIVED	ADMISSION FORM SENT <b>1886H/HS/AW</b>
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z EQ	