

## PD Day 2017 - Emerging Trends for Administrative Professionals



As the role of the office Admin is forever changing, we decided to focus our PD Day this year on ***Emerging Trends of the Administrative Professional*** and provide some interactive sessions on some of the most current, leading edge tools. This was met with much success. Our morning session focused on Social Media (mainly LinkedIn), and Personal Branding. Our afternoon session demonstrated some free on-line tools to assist with making flyers, event/ meeting planning and communications. The interactive sessions were on Canva, MailChimp and Eventbrite. As an added bonus, we brought in a professional photographer to take a professional picture of each attendee which they will be able to share in their personal and business networks.

There was lots of networking throughout the day. We ended the day with a presentation of a certificate and a rose for each attendee and they shared what they found the best aspect of the day for them. Throughout the day, we also had some draws and door prizes, donated by our local sponsors.