

**apc** | 18th ANNUAL  
**Administrative  
Professionals  
Conference**

**May 28-31, 2017**  
HARBOUR CASTLE WESTIN HOTEL | TORONTO, ON

# Make <sup>the</sup> Leap <sup>to</sup> Extraordinary

EDUCATION THAT EMPOWERS

## KEYNOTE SPEAKERS

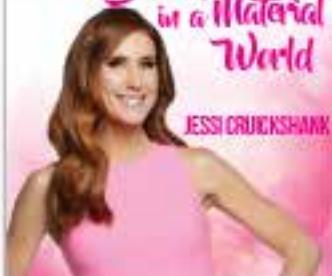
*Life is Good!*

TOMMY EUROPE



*Finding Happiness  
in a Material  
World*

JESSI CRUCKSHANK



*Choosing a Vibrant  
Future*

MARGARET  
TRUDEAU



*Designing <sup>your</sup> Life*

COLIN AND JUSTIN



# DID YOU KNOW MOST ORGANIZATIONS HAVE AN EMPLOYEE DEVELOPMENT BUDGET?

Talk to your manager or human resources department about the training options available.

## Why Attend?

- Information sessions of current professional knowledge
- Dynamic keynote speakers
- You and your colleagues are invited to attend this educational conference
- Oversee budget? All employers should have a budget line within their department/division to encourage professional growth
- Understand what your options are when preparing for your annual performance review
- Know that you will be taking valuable professional information back to share with other colleagues within your organization
- Number of workshops and symposiums available to you are extensive - choose what works for you and your team
- Outstanding avenue to increase networking opportunities
- The tools and techniques that today's valued administration needs to achieve optimal productivity
- New skills, best practices, and strategies that you will use right away and share with your colleagues
- Fresh ideas and insights gained from peer-to-peer networking with high level admins from around the world



RETURN TO  
YOUR CAREER  
REFRESHED,  
MOTIVATED,  
ENERGIZED,  
AND FEELING  
VALUED BY YOUR  
ORGANIZATION.

## BUILD A CASE TO ATTEND APC 2017

A three-year study of 2,500 firms by the American Society of Training and Development found definitive evidence linking increased training investments to more favorable financial results for companies. **Firms that increased training investment saw higher shareholder returns and enjoyed higher profit margins.**

Research from Hackett Benchmarking and Research revealed companies that increased spending on training averaged voluntary employee turnover rates of 7% compared to 16% for those companies that spent less.

Let your manager know that an investment in your training is an investment for the success of your organization. Visit: [www.apccanada.com/need-help-getting-to-administrative-professionals-conference.html](http://www.apccanada.com/need-help-getting-to-administrative-professionals-conference.html) to download a justification letter template you can customize to build your case for attending APC 2017.

## WELCOME TO THE ADMINISTRATIVE PROFESSIONALS CONFERENCE OF CANADA!



For 18 years now, APC Canada has set the standard for excellence in AA and EA training. Recognized as the event where corporate Canada sends their admins to learn, network, and engage, this conference provides all-inclusive educational opportunities in a wide range of carefully designed formats.

APC truly is YOUR event and we dedicate ourselves to providing you with relevant training and tools in a motivating environment.

I would like to thank and recognize the 2017 Advisory Board for lending their insight to the development of this program. I would also like to thank all those who participated in the first annual Create the APC Theme Contest – the response was overwhelming! Congratulations to the winners: Tanya Laschuk from Veridian and Joy Chartier from the Bank of Canada for their entry “Make the Leap to Extraordinary.”

The theme resonated with our Advisory Board for several reasons, but none more important than the idea that this event is about taking action and control. In fact, the APC strives to provide moments when admins begin to realize their potential – and career goals – in the workplace.

We are also very excited to announce the launch of the dedicated peer-to-peer learning track, where active admins have the opportunity to share best practices and more within the community.

I hope you will see the value in joining us. As always, if you have any questions or require additional information, please do not hesitate to contact me directly.

I look forward to seeing you at APC 2017!

Amy Ruddell  
Senior Group Director  
Administrative Professionals Conference of Canada

## THANK YOU TO THE 2017 APC ADVISORY BOARD

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University of Ontario Institute of Technology Laurier University



# KEYNOTE PRESENTATIONS



**Opening Keynote: Monday, May 29, 2017 | 8:30am - 9:30am**

## FINDING HAPPINESS IN A MATERIAL WORLD

Jessi talks candidly about navigating a material and pop-culture obsessed world. She opens up about her own experiences working in an industry where quite often how you look is more important than how you think, where your net worth is more relevant than your self worth, and where success is measured by what you have instead of what you have to give. Revealing a new side of herself, Jessi will empower you to discover that happiness is not about what you have in your life, but what you choose to do with it.



**Monday, May 29, 2017 | 3:00pm - 4:15pm**

## CHOOSING A VIBRANT FUTURE

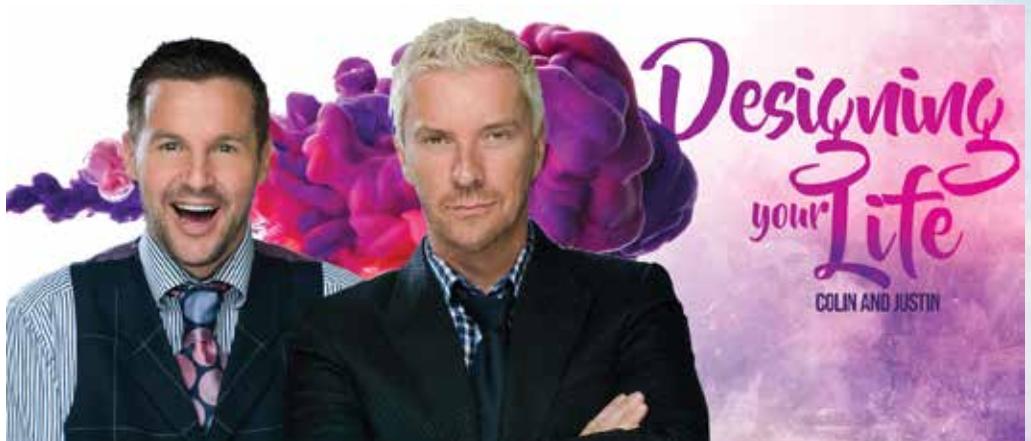
Canadian Icon Margaret Trudeau offers audiences an inspirational and practical approach to choosing a healthy, happy, and secure future. Using stories from her own life, as well as those of others, Margaret with the remarkable empathy and warmth she's known for brings attention to what people need to make their later years meaningful and fulfilling.



**Tuesday, May 30, 2017 | 8:30am - 9:30am**

**LIFE IS GOOD – HOW TO STAY BALANCED, FOCUSED, ENGAGED, AND ENERGIZED – EVERY DAY!**

It's easy to make excuses and put your health last, when your life is busy. Instead of investing in small changes, you tell yourself "As soon as I have more time. ..." Athlete, author, and award-winning coach Tommy Europe overcame his own excuses to achieve success on the field and in life. Discover how you can overcome being "busy" and rebuild your health and fitness lifestyle with the SHRED philosophy. Tommy's practical advice and insights are for anyone who wants to be more focused, engaged, and energized – every day.



**Closing Keynote: Tuesday, May 30, 2017 | 4:00pm - 5:00pm**

**DESIGNING YOUR LIFE**

Designing your life is like designing a home. You need a good foundation, a clear plan, a rewarding end product and mechanisms and expertise to make your dreams a reality. Foundation: We all start somewhere, and just like renovators all across the globe who finish one home and move onto another, we can restart our life plans at any point. Clear planning: Much like an architect's drawing, "to fail to plan is to plan to fail." At every stage we set life goals, map out our journey and envisage what we hope to build in the short term. We'll discuss the importance of ticking of successes and evaluating failures. Learn along the way: Every home has its own issues and challenges. In our world, negatives have to become positives or else we'd just give up. Positive Power: We'll discuss the importance of surrounding ourselves with positive people. There's a sea of opportunity out there, it's up to us to sail the boat. We are looking for other captains, not passengers. It's an exciting voyage. Come with us!

# CONFERENCE AT-A-GLANCE

## SUNDAY, MAY 28 - WORKSHOPS

10:00am-1:00pm	<b>Excel FUNDamentals: What Every Administrative Professional Needs to Know</b> Greg Creech, Techedutainment Services, Inc.	<b>Applying Critical Thinking to Administrative Problem-Solving</b> Dr. Gail Levitt, Levitt Communications Inc.	<b>Skills to Position the Assistant as an Influential Leader</b> Lucy Brazier, Marcham Publishing (specialist publishers of Executive Secretary Magazine)	<b>Control Freaks, Queen Bees &amp; Workplace Terrorists: Preventing, Managing &amp; Eliminating Your Workplace Bully</b> Paul Pelletier, Paul Pelletier Consulting (PPC)	<b>Communication Confusion at Work: Do You Communicate Like Socrates or Trump?</b> Pam Paquet, Pam Paquet & Associates Corporate Training
2:00pm-5:00pm	<b>PowerPoint Pizzazz</b> Greg Creech, Techedutainment Services, Inc.	<b>Influencing Toolkit for EA's</b> Dr. Gail Levitt, Levitt Communications Inc.	<b>How to Manage More Than One Executive</b> Lucy Brazier, Marcham Publishing (specialist publishers of Executive Secretary Magazine)	<b>Diversity Intelligence: Inspiring by Including</b> Paul Pelletier, Paul Pelletier Consulting (PPC)	<b>Stress is Serious . . . Stop Just Applying Band-Aids!!!</b> Pam Paquet, Pam Paquet & Associates Corporate Training

## MONDAY, MAY 29 - TRACK SESSIONS

8:30am-9:45am	<b>OPENING KEYNOTE - Finding Happiness in a Material World</b> Jessi Cruickshank				
<b>Jessi Cruickshank Meet &amp; Greet</b>					
	<b>CAREER ADVANCEMENT</b>	<b>COMMUNICATION</b>	<b>PEER TO PEER</b>	<b>TECHNOLOGY</b>	<b>BALANCE</b>
10:15am-11:15am	<b>The Modern Day Assistant – becoming a Centre of Excellence, and Stature</b> Lucy Brazier, Executive Secretary Magazine	<b>Networking Strategies for Reluctant Networkers</b> Helen Latimer, 925 Resources Inc	<b>There's Power in Teamwork! Build an Administrative Professionals Team in your Organization and Elevate the Value of your Work</b> Jennifer Dunbar & Ellen Palmer, The Bishop Strachan School	<b>Time and Contact Management Using Outlook</b> Greg Creech, Techedutainment Services, Inc.	<b>Stress: How to manage it Effectively and Effortlessly</b> Dr. Enzo Diana, Markham Natural Health Centre
11:30am-12:30pm	<b>Introduction to Project Management for Admins</b> Rhonda Scharf, On the Right Track	<b>Control Freaks, Queen Bees and Workplace Saboteurs: Preventing, Managing and Eliminating your Workplace Bully</b> Paul Pelletier, Paul Pelletier Consulting (PPC)	<b>From Sidelines to Centre Stage: The Value of Learning to Stand Up and Speak</b> Carmelita Dela Cruz, RBC Capital Markets	<b>Communicating Correctly with Technology</b> Julie Blais Comeau, etiquettejulie.com	<b>OMG! I Can't Make it into Work Today! (Also Known as Emergency Absence Preparation)</b> Arleen Stone, Association of Administrative Assistants
<b>Lunch</b>					
1:45pm-2:45pm	<b>5 Specific Risks When Planning Events...And They Are ALL In The Venue Contract!</b> Heather Reid, PlannerProtect	<b>What If Your Boss Was Hosting Justin, Sophie And The Queen, Would You Be Ready?</b> Julie Blais Comeau, etiquettejulie.com	<b>Learn How to Access "the Keys" to the C-Suite ... Shifting to a Service Excellence Mindset</b> Janice Vilaca, Wilfrid Laurier University & Sunset Gourmet	<b>Millennium Management: Administrative Supervision and Management in the Digital Age</b> Greg Creech, Techedutainment Services, Inc.	<b>The Assistants' Guide to Self Awareness</b> Lucy Brazier, Executive Secretary Magazine
3:00pm-4:15pm	<b>Keynote - Choosing A Vibrant Future</b> Margaret Trudeau				
4:15pm-6:00pm	<b>Margaret Trudeau Book Signing &amp; Networking Reception</b>				

## TUESDAY, MAY 30 - TRACK SESSIONS

8:30am-9:45am	<b>KEYNOTE - LIFE IS GOOD – How to Stay Focused, Engaged, and Energized – Every Day!</b> Tommy Europe				
9:30am-10:00am	Tommy Europe Meet & Greet				
	<b>CAREER ADVANCEMENT</b>	<b>COMMUNICATION</b>	<b>PEER TO PEER</b>	<b>TECHNOLOGY</b>	<b>BALANCE</b>
10:15am-11:15am	<b>Secrets of a Thoroughbred Leader... Are you One?</b> Dana Brownlee, Professionalism Matters	<b>Delivering Effective Feedback and Accepting Criticism</b> Bob Prentiss, Bob the BA	<b>Proactively Preparing for the Unexpected Job Search or Job Opportunity</b> Katherine Margard, OhioHealth	<b>Hot Technologies 2016: It's Augmented &amp; Wearable... But Are You Secure?</b> James Spellos, Meeting U	<b>Coping with Change Like a Champ</b> Susan Lamb Out In Front Speakers
11:30am-12:30pm	<b>Build Your Personal Brand: Showcase Your Best Professional Self To Launch Your Career And Reach Your Professional Goals</b> Helen Latimer, 925 Resources Inc	<b>Communication Confusion at Work: Do You Communicate Like Socrates or Trump?</b> Pam Paquet, Pam Paquet & Associates Performance Management	<b>Moving From AA To "Anywhere" – How To Get There?</b> Desiree D'Souza, Workplace Safety & Prevention Services	<b>What's New and Trending in Social Media for 2017</b> Chantal Bechervaise, take It Personel-ly	<b>Catering to the Diversified Workplace</b> Amanda Li, Wellness Simplified
<b>LUNCH</b>					
1:45pm-2:45pm	<b>Why is my "But" so Big? How to Minimize Excuses and Maximize your Potential</b> Susan Lamb, Out In Front Speakers	<b>Facilitation Skills for Those Tricky Meeting Situations</b> Dana Brownlee, Professionalism Matters	<b>Winning at Losing</b> Patricia Lachowsky, Sault Area Hospital	<b>It's App-tastic: 60 Productivity Apps in 60 Minutes</b> James Spellos Meeting U	<b>Stop Being "On Demand": How to Take Off the Cape</b> Pam Paquet, Pam Paquet & Associates Performance Management
3:00pm-4:15pm	<b>CLOSING KEYNOTE - Designing Your Like</b> Colin & Justin				
4:15pm-5:00pm	Colin & Justin Meet & Greet				
6:00pm	Optional Activities / Free Night				

## WEDNESDAY, MAY 31 - WORKSHOPS

9:00am-12:00pm	<b>Introduction to Minute Taking</b> Rhonda Scharf, ON THE RIGHT TRACK - Training & Consulting Inc	<b>Excel for Admins: A Really Deep Dive</b> James Spellos, Meeting U.	<b>Project Management Skills Every Administrative Professional Needs</b> Dana Brownlee, Professionalism Matters, Inc.	<b>Beyond Confidence: Developing Yourself as a Strong and Resilient Professional</b> Sarah Neville, Open Line	<b>Professional Negotiation Skills</b> Bob Prentiss, Bob the BA
1:00pm-4:00pm	<b>Advanced Minute Taking - for Experienced Only!</b> Rhonda Scharf, ON THE RIGHT TRACK - Training & Consulting Inc	<b>Presenting to Inspire and Engage</b> Sarah Neville, Open Line	<b>The NEW Time Management Model</b> Dana Brownlee, Professionalism Matters, Inc.	<b>Google-licious: Everything you wanted to know about Search... And More!</b> James Spellos, Meeting U	<b>Influencing Without Authority</b> Bob Prentiss, Consultant, Bob the BA

\*\* Program subject to change, please visit our website for the most current schedule.

# WORKSHOP DESCRIPTIONS

Sunday, May 28, 2017

10:00 am - 1:00 pm

## Excel FUNDamentals: What Every Administrative Professional Needs to Know



*Greg Creech, Techedutainment Services, Inc.*

The Microsoft Excel FUNDamentals workshop concentrates on five important areas that Administrative Professionals need to know: the areas this session will focus are formatting, fills, formulas, functions, and filters/sorts. With formatting the class will create attractive and functional worksheets using styles, conditional formatting, and text/number custom formats. Attendees will learn the power of using AutoFill for text, numbers, dates, and formulas/functions.

10:00 am - 1:00 pm

## Applying Critical Thinking to Administrative Problem-Solving



*Dr. Gail Levitt, Levitt Communications Inc.*

This advanced workshop challenges participants to go beyond the tactical approach when they problem-solve in their roles. It focuses on four critical thinking methods that executives expect their senior staff to apply for more effective and efficient outcomes. These include: 1. Visionary 2. Analytical 3. Innovative 4. Impactful...Participants will explore in a team setting a few administrative problems they face in their work as experienced professionals and view them from each of these four lenses. They will be provided with a problem-solving checklist as a resource to use to make their problem-solving and decision-making process more comprehensive and meaningful for the organization, their bosses, and their peer group.

**“A GREAT ACCOMPLISHMENT  
SHOULDN'T BE THE END OF THE ROAD,  
JUST THE STARTING POINT FOR THE  
NEXT LEAP FORWARD.”**

*- Harvey Mackay*

10:00 am - 1:00 pm

## Skills to Position the Assistant as an Influential Leader



*Lucy Brazier, Marcham Publishing (specialist publishers of Executive Secretary Magazine)*

Becoming a leader at work can be a challenge, especially for an Assistant, but with today's CEOs increasingly listing leadership skills as one of the key qualities that they want from their Assistant, Lucy Brazier will examine how personal leadership is the key to establishing yourself as a leader in the workplace. For example, which skill sets you will need to cultivate in order to position yourself as an influential leader within your business.

10:00 am - 1:00 pm

## Control Freaks, Queen Bees & Workplace Terrorists: Preventing, Managing & Eliminating Your Workplace Bully



*Paul Pelletier, Paul Pelletier Consulting (PPC)*

Workplace bullying causes costly and wide-ranging impacts to your organization – if there is a bully in your workplace, your staff, teams and culture are dysfunctional. Learn proactive and preventative measures to prevent, manage and eliminate workplace bullies.

10:00 am - 1:00 pm

## Communication Confusion at Work: Do You Communicate Like Socrates or Trump?



*Pam Paquet, Pam Paquet & Associates Corporate Training*

Communication in the workplace is often a crap shoot. Some employees are able to do it well while others struggle and create problems for everyone. Regardless of position or title, the ability to converse well with others is not always easy. It's hard to figure out if the problem is the speaker or the listener. Communication challenges arise in the workplace because some people do not differentiate between the kind of talk used at home with family or friends and the talk appropriate for the workplace with colleagues and supervisors. Good communication skills are not automatic and learning the distinction between “home talk” versus “work talk” is not always obvious.

Sunday, May 28, 2017

2:00 pm - 5:00 pm

### PowerPoint Pizzazz



*Greg Creech, President/Owner,  
Techedutainment Services, Inc.*

PowerPoint Pizzazz focuses on the technical aspect of creating a professional and memorable PowerPoint presentation, as well as the soft skills of presenting with PowerPoint. This workshop teaches how to enhance, design, and create powerful PowerPoint presentations through multimedia, custom animation, and incorporating branding elements into PowerPoint presentations. It also covers intermediate and advanced areas of using PowerPoint's graphic and design elements for creating and reusing Themes and custom animation with multimedia. This session will demonstrate effective presentation techniques with using PowerPoint as our tool.

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2:00 pm - 5:00 pm

### Influencing Toolkit for EA's



*Dr. Gail Levitt, President, Levitt Communications  
Inc.*

This highly-interactive workshop challenges Executive Assistants at an intermediate level and up to reach the next level of fluency influencing others, especially those with more authority. Participants will gain insights and acquire tools and tips to enable them to influence more strategically using a proven planning process. They will also review and practice wording techniques for gaining others' commitment and accountability for project and task priorities.

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2:00 pm - 5:00 pm

### How to Manage More Than One Executive



*Lucy Brazier, Marcham Publishing (specialist  
publishers of Executive Secretary Magazine)*

Most people find it challenging enough to work well with ONE Executive, but if you're working for two - or MORE - the challenge is stressful at best. Are you dealing with two or more workloads, managing multiple communications and schedules, multiple projects and more? This session will explore practical tips for productivity and time management that will ensure this one you can prioritize, juggle and support your numerous executives effectively and without stress.

2:00 pm - 5:00 pm

### Diversity Intelligence: Inspiring By Including



*Paul Pelletier, Paul Pelletier Consulting (PPC)*

Diversity extends beyond race or ethnicity, religion, culture or newcomer status to include factors such as geography, language, politics, gender, beliefs, economic status, abilities, skills and interests. A diverse workplace reflects our communities. Leaders who develop, motivate and empower people to achieve extraordinary results aren't acting randomly. By aligning diversity intelligence with leadership values, strategies and communication practices to ensure a truly collaborative, inclusive and engaging work culture environment, we can inspire our high performance teams to manage the change that is inevitable with innovation in the 21st century. This workshop will enable participants to understand how diversity intelligence can be used to create a culture where people and performance thrive, drive and innovate.

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2:00 pm - 5:00 pm

### Stress is Serious . . . Stop Just Applying Band-Aids!!!



*Pam Paquet, Pam Paquet & Associates  
Corporate Training*

Let's be honest, stress is a normal part of life. It can be measured on a continuum from little to lots or occasional to constant. The measure can change regularly – hopefully going downward as well as upwards in good proportion. People get into serious stress trouble when their measures gradually increase and they don't recognize it, don't pay close attention and underestimate the impact. Instead, they apply a band aid and expect things to change or improve. Unfortunately, quick fixes don't stop stress from escalating or the effects from intensifying, even if they are great or expensive band aids.

**“THAT'S ONE SMALL STEP FOR MAN,  
ONE GIANT LEAP FOR MANKIND.”**  
- Neil Armstrong

# SESSION DESCRIPTIONS

All symposium sessions are 60 minutes in length.

Monday, May 29, 2017

## KEYNOTE

8:30 am - 9:45 am

### Finding Happiness in a Material World

*Jessi Cruickshank*



Jessi talks candidly about navigating a material and pop-culture obsessed world. She opens up about her own experiences working in an industry where quite often how you look is more important than how you think, where your net worth is more relevant than your self worth, and where success is measured by what you have instead of what you have to give. Revealing a new side of herself, Jessi will empower you to discover that happiness is not about what you have in your life, but what you choose to do with it.

10:15 am - 11:15 am

### The Modern Day Assistant – Becoming a Centre of Excellence

*Lucy Brazier, Marcham Publishing*



The role past, present and future - Maslow Theory - Personal Development – how and why it's personal - Addams Theory - Resources for Personal Development - Creating a Personal Development plan.

10:15 am - 11:15 am

### Networking Strategies for Reluctant Networkers

*Helen Latimer, 925 Resources Inc: Making You a Better Office Professional*



Do business gatherings fill you with anxiety? Business today is built on relationships and successful careers depend on them. You can't afford to run away from networking opportunities. In this session, former reluctant networker Helen Latimer will share great tips that will help you conquer your fear of networking and establish solid workplace connections that can last your whole career. Not only that, but you'll meet interesting people and be on track to attain your professional goals. Like many practical skills, networking is best learned and strengthened by doing. By offering a safe setting for practice during the session, we can learn from and support one another.

10:15 am - 11:15 am

### There's power in teamwork! Build an Administrative Professionals Team in your organization and elevate the value of your work

*Ellen Palmer & Jennifer Dunbar, The Bishop Strachan School*

No one will argue that communication between departments is important to keeping any organization efficient and productive. Why is it then that most administrative professionals still work in isolation from each other and have little or no opportunity to meet other than in the lunchroom? Imagine the benefits to meeting regularly with all of the administrative professionals in your organization to share and work together as one team!



Monday, May 29, 2017

10:15 am - 11:15 am

**Time and Contact Management Using Outlook**



*Greg Creech, Techedutainment Services, Inc.*

Manage your time and contacts more efficiently with Outlook in this symposium. This interactive session covers best practices and shortcuts in using Outlook to manage time and contacts effectively. We will focus on organizing our calendars, emails, and tasks using categories, Quick Steps, and different views. Universal principles of time and contact management incorporate well with Outlook's follow-up, to-do lists, and categories. An important aspect of this class is to customize Outlook for ease of navigation, integrating with other applications (including Word, Excel, and OneNote), and having Outlook proofread your important messages.

11:30 am - 12:30 pm

**Back by Popular Demand: Introduction to Project Management for Admins**



*Rhonda Scharf, ON THE RIGHT TRACK - Training & Consulting Inc*

Have you been an administrative professional for a long time and wonder what is the next logical step? Do you feel that you can do more, but you know what it is? Project Management is the next logical step for the senior admin professional. Come to our session and learn: • What is project management, and what do I need to learn? • What is required to be a project manager? • What types of jobs are available to me, and what do I need to do to get one? • What skills do I need to have? • Explanations of key terms and understandings required. This may just be the step you have been looking for. Come and explore the possibilities.

10:15 am - 11:15 am

**Stress : How to manage it Effectively and Effortlessly**



*Enzo Diana, Markham Natural Health Centre*

The effects of stress in our modern day society has led to many physical ailments manifesting in people's lives including insomnia, weight fluctuations, anxiety, depression, headaches, aches and pains to name a select few. Join Dr Diana for an informative and interactive discussion on how to recognize the signs and symptoms of stress and how to take control of this once it arises. The lecture will focus on the treatment using specific relaxation techniques, nutritional, botanical and food based choices to combat the rise in stress hormones such as cortisol. You will walk away from this lecture having a greater understanding of the chronic effects of stress and how you can control it instead of it controlling you.

11:30 am - 12:30 pm

**Control Freaks, Queen Bees and Workplace Terrorists: Preventing Managing and Eliminating your Workplace Bully**



*Paul Pelletier, Paul Pelletier Consulting (PPC)*

Workplace bullying causes costly and wide-ranging impacts to your organization – if there is a bully in your workplace, your staff, teams and culture are dysfunctional. Learn proactive and preventative measures to prevent, manage and eliminate workplace bullies

11:30 am - 12:30 pm

**From Sidelines to Centre Stage: The Value of Learning to Stand Up and Speak**



*Carmelita Dela Cruz, RBC Capital Markets*

Most Administrators don't seek the Centre Stage. They miss out on opportunities, not only to have their voice heard, but also to have their ideas recognized. Just like the average person, most people have a great fear around public speaking. In fact, Jerry Seinfeld always jokes that most people would rather be in a casket than give the eulogy. Join Carmelita to learn how to lessen this fear and find your voice.

**“SECURITY IS MOSTLY A SUPERSTITION.  
LIFE IS EITHER A DARING ADVENTURE  
OR NOTHING.”**  
- Helen Keller

# SESSION DESCRIPTIONS

All symposium sessions are 60 minutes in length.

## Monday, May 29, 2017

11:30 am - 12:30 pm

### Communicating Correctly with Technology



*Julie Blais Comeau, Etiquette Julie*

*"I fear the day that technology will surpass our human interaction. The world will have a generation of idiots." -Albert Einstein*

Ask any team member, client, supplier, friend and family member what their current challenges are and you are sure to hear "Communication" over and over again. We live in the era of technology and there are more communication modes than ever. Yet, there seems to be a lot of miscommunication and misinterpretation. Make sure that your messages promptly get the attention they deserve. Join business etiquette and international protocol expert Julie Blais Comeau and learn the best practices for email, telephone, cell phone, social media, and in person communications.

1:45 pm - 2:45 pm

### 5 Specific Risks When Planning Events....and they are ALL in the Venue Contract!



*Heather Reid, Planner Protect*

This session, presented by a 22+ year professional meeting planner and venue contract expert, will identify the five risks found in venue contracts that your organization WILL be liable for - if you or your boss do not understand clearly and negotiate strategically. Topics covered in this session will include the Big 5 in venue contracts: cancellation, attrition/down-sizing, Force Majeure, indemnification and the concept of profit replacement. Together we will explore what these contract clauses mean, how they affect your event and organization, and how you can negotiate a more balanced contract. Case studies, storytelling and group discussion will provide participants with an opportunity to learn – and resources will be shared for further learning outside the session.

11:30 am - 12:30 pm

### OMG! I Can't Make it into Work Today! (Also Known as Emergency Absence Preparation)



*Arlene Stone, Association of Administrative Assistants*

What would happen in your office if suddenly, unexpectedly YOU didn't show up to work! This is not about a planned absence (like attending a conference!), but a sudden, "OMG I can't make it into work today!" inability to get to your office. Emergencies DO happen and sometimes one isn't even available to serve as a remote resource. This workshop will involve the participants by identifying potential problems, needs of the organization/manager, current resources, gaps and take-away action plans to "emergency-proof" your desk/workstation. It also serves as an organizational effectiveness tool.

1:45 pm - 2:45 pm

### What if your Boss was Hosting Justin, Sophie and the Queen, Would you be Ready?



*Julie Blais Comeau, Etiquette Julie*

Bing! You get a text from your boss, who's on business in Ottawa. "Clear the calendar for next Wednesday. The PM, his wife and the Queen, are coming to HQ for lunch." Are you happy dancing or frozen? Will you introduce the PM to your boss or your boss to the PM? What about the Queen, what should you call her? Do you "air kiss" Sophie, or shake hands? Whom will sit where? How should the flags be displayed? Whom should toast and how? What about gifts, etc. Whether you are hosting royalty, politicians or international delegations, the considerations are all the same. But, you know this all too well, a simple faux-pas can create a diplomatic disaster, or a severe business blunder. Join business etiquette and international protocol expert Julie Blais Comeau and learn how to host, dine and shine at event planning, with international guests.

# Monday, May 29, 2017

1:45 pm - 2:45 pm

## Learn How to Access “The Keys” to the C-Suite ...Shifting to a Service Excellence Mindset



*Janice Vilaca, Wilfrid Laurier University*

Service excellence in the workplace can be part of the multitude of online, phone and in-person connections we have every day.

Whether new to an organization or having five years in your role, service excellence requires a heightened focus for “securing the keys” to the position you see in your future. Together, in this 60 minute session we will dive into the service elements required for supporting a C-Level Executive. Participants will explore the reasoning behind coming from a place of service and how this will positively impact your daily interactions in the office. If participants are considering climbing the corporate ladder, a service oriented mindset may hold “the keys” to the next promotion. Together we will discuss the importance of implementing the values of service excellence so it becomes the norm in your office.

1:45 pm - 2:45 pm

## The Assistants’ Guide to Self Awareness



*Lucy Brazier, Marcham Publishing (specialist publishers of Executive Secretary Magazine)*

TBA

# KEYNOTE

3:00 pm - 4:15 pm

## Choosing A Vibrant Future



*Margaret Trudeau*

Canadian Icon Margaret Trudeau offers audiences an inspirational and practical approach to choosing a healthy, happy, and secure future. Using stories from her own life, as well as those of others,

Margaret—with the remarkable empathy and warmth she’s known for—brings attention to what people need to make their later years meaningful and fulfilling.

1:45 pm - 2:45 pm

## Millennium Management: Administrative Supervision and Management in the Digital Age



*Greg Creech, Techedutainment Services, Inc.*

Millennium Management teaches how to supervise and manage an administrative team in the digital age. Attendees will learn from an Administrative Professional that went from a Steno Clerk to an Operations Manager. This session will educate on moving from non-management to supervisory/management in administration and operations. Supervisory and management skills of delegation, associate engagement, mentoring, and career pathing are covered and how to manage moving from being on a team to supervising the team. This workshop incorporates managing across generations (baby boomers to the millennials) and how to be an effective leader and manager for everyone. Current administrative supervisors and managers are encouraged to participate and advise those administrative professionals wishing to progress their career into management or supervisory roles.



# SESSION DESCRIPTIONS

All symposium sessions are 60 minutes in length.

Tuesday, May 30, 2017

## KEYNOTE

8:30 am - 9:45 am

**LIFE IS GOOD – How to Stay Balanced, Focused, Engaged, and Energized – Every Day!**



*Tommy Europe*

It's easy to make excuses and put your health last, when your life is busy. Instead of investing in small changes, you tell yourself "As soon as I have more time..." Athlete, author, and award-winning coach Tommy Europe overcame his own excuses to achieve success on the field and in life. Discover how you can overcome being "busy" and rebuild your health and fitness lifestyle with the SHRED philosophy. Tommy's practical advice and insights are for anyone who want to be more focused, engaged, and energized – every day.

10:15 am - 11:15 am

**Secrets of the Thoroughbred Leader... Are You One?**



*Dana Brownlee, Professionalism Matters, Inc.*

Think back to the best leader you ever had. Did they have a magical quality that made you want to walk on hot coals if they asked? Do you have those same leadership qualities?

Oftentimes, we assume that being that "great leader" is out of reach for us because we don't have that charismatic personality, but that's not true! Most of us can dramatically improve our leadership abilities and become the leaders that teams love by rebalancing our task/relationship focus. This presentation explains why the "Thoroughbred Leader" is not only respected but embraced. We will share characteristics that define the "Thoroughbred Leader" and explain how their approach differs from other leadership styles. You will learn intervention techniques that leaders can use to manage delicate conflict situations and also learn why it's critical to establish team charters. You will leave with specific tools and techniques that you can implement immediately to enhance your leadership skills!

10:15 am - 11:15 am

**Delivering Effective Feedback and Accepting Criticism**



*Bob Prentiss, Bob the BA*

TBA

10:15 am - 11:15 am

**Proactively Preparing for the Unexpected Job Search or Job Opportunity**



*Katherine Margard, OhioHealth*

Administrative professionals must proactively manage their careers to be confidently ready for an unexpected job search or opportunity. Ideally, admins are happily partnered with the executives they support and are key contributors to their manager's success. However, it's also essential that admins cultivate their own professional reputation and growth. The fact is assistants have to be prepared for the possibility of job changes. They need to answer questions like: If their boss leaves the company, what happens to them? In the face of organizational change, how does the admin ensure her/his company wants to keep them? On the positive side, what does one do if a recruiter reaches out because they've seen the admin's social media profile on LinkedIn? Even if the admin isn't actively searching, she/he should be ready to discuss new opportunities. If nothing else, being open to an impromptu phone interview is good practice. And there may be an unknown dream job waiting!

**"GO OUT ON A LIMB. THAT'S WHERE THE FRUIT IS."**

**- Jimmy Carter**

Tuesday, May 30, 2017

10:15 am - 11:15 am

**Hot Technologies 2016: It's Augmented & Wearable... But Are You Secure?**



*James Spellos, Owner, Meeting U*

How are you keeping up with the technological advancements that impact your job and career? As an Administrative Professional, you need to keep up with the latest tech developments, but can you find the time? This session reviews what's new and way cool in technology in this fun, fast-paced look at what's here for us to use now and what's coming in the near future, including the latest information about virtual & augmented reality, artificial intelligence, and other important tech trends.

10:15 am - 11:15 am

**Coping with Change like a Champ**



*Susan Lamb, Out In Front Speakers*

Why is change the source of so much pain and discomfort for most people? Why do we resist it so intensely? And more than that, why if change is the only constant in our life and in our work and as we grow and as we age – do we long so much for things to stay the same? Because we respond to change the same way we respond to everything we perceive as a threat: – by flight or by fight. But what if we could change that and stop fighting change and start inviting change? Stop dreading change and start embracing it and facing it like a Champ!

11:30 am - 12:30 pm

**Build your Personal Brand: Showcase your Best Professional Self to Launch your Career and Reach your Professional Goals**



*Helen Latimer, 925 Resources Inc: Making You a Better Office Professional*

Everyone is familiar with the way businesses build, support and invest in their brands. But your personal brand is just as important. You need to make sure your personal brand is as robust as it can possibly be. But what is your brand, and how can you protect and build it to achieve your business goals? In this session, learn from branding expert Helen Latimer how to: \* Identify and focus your unique value proposition \* Showcase your best professional self \* Share your business expertise \* Leverage social media to raise your profile.

11:30 am - 12:30 pm

**Communication Confusion at Work: Do You Communicate Like Socrates or Trump?**



*Pam Paquet, Pam Paquet & Associates Corporate Training*

Communication in the workplace is often a crap shoot. Some employees are able to do it well while others struggle and create problems for everyone. Regardless of position or title, the ability to converse well with others is not always easy. It's hard to figure out if the problem is the speaker or the listener. Communication challenges arise in the workplace because some people do not differentiate between the kind of talk used at home with family or friends and the talk appropriate for the workplace with colleagues and supervisors. Good communication skills are not automatic and learning the distinction between "home talk" versus "work talk" is not always obvious.

11:30 am - 12:30 pm

**Moving From AA To "Anywhere" – How To Get There?**

*Desiree D'Souza, Workplace Safety & Prevention Services*

**PURPOSE:** Identify habits and attitudes of individuals who started their careers as AAs or Secretaries and have since moved up in various positions. Present different perspectives on how to succeed and share some success stories.

**OVERVIEW:** This session will provide an opportunity for new and experienced AA to look at tried and tested behaviour that worked for successful people. This is especially designed for individuals who are hoping to move out of their current roles into more challenging positions within their own company or outside.

**"YOU'LL ALWAYS MISS 100% OF THE SHOTS YOU DON'T TAKE."**  
-Wayne Gretzky

# SESSION DESCRIPTIONS

All symposium sessions are 60 minutes in length.

## Tuesday, May 30, 2017

11:30 am - 12:30 pm

### What's New and Trending in Social Media for 2017



*Chantal Bechervaise, Take It Personal-ly*

It can be a full time job to keep up with all the latest changes and what is new with social media. From new social media platforms to the constant changes at Facebook, Twitter, LinkedIn, etc., who has time to keep track? This session will arm you with all the latest changes, trends and what's hot in the social media realm so that you are armed and better prepared to handle your company's and your boss's social media needs. You will be ahead of the curve and your colleagues with all the latest news and information about the social media world.

11:30 am - 12:30 pm

### Catering to the Diversified Workplace



*Amanda Li, Wellness Simplified*

The food is often what people remember most about an event and can often break or make an event. Ordering food for a corporate event presents some unique challenges now-a-days in terms of food allergies, food safety, lifestyle and cultural habits, and unique dietary preferences. As well, there is now an expectation by many for healthier food options that actually taste delicious, not to mention the challenges of ordering just the right amount of food. In order to ensure that the food and beverage planning is done efficiently and accurately, it's important to understand the different dietary terminologies and labels. Amanda Li, registered dietitian and chef will share with you the landscape of today's modern palate, both in terms of cultural food-ways and food allergies/sensitivities.

1:45 pm - 2:45 pm

### Why is my "But" so Big? How to Minimize Excuses and Maximize your Potential



*Susan Lamb, Out In Front Speakers*

An entertaining and educational session that gets to the bottom of why most people don't achieve their goals and dreams and how your biggest obstacle is sometimes you. Through stories, insights and interactivity, Susan examines what's behind most peoples big regrets and how so many people make themselves small even though they have big dreams. By examining some of the successes of some famous achievers along with a couple just regular people, Susan attempts to show that success comes not just from how much confidence and healthy self esteem you have but also from rejecting other people's dreams for you and replacing them with those of hearts desire.



Tuesday, May 30, 2017

1:45 pm - 2:45 pm

### Facilitation Skills for Those Tricky Meeting Situations



*Dana Brownlee, Professionalism Matters, Inc.*

As businesswomen, we're constantly leading meetings and charged with guiding a team towards a common goal. But what do you do when you've got a group of difficult personalities to contend with in your session? This can be a particular challenge for women leaders who constantly balance the need to address issues firmly and confidently with the desire to remain poised and tactful. If you're frequently flustered with difficult personalities in your meetings and not quite sure how to manage them effectively, this presentation is for YOU!

1:45 pm - 2:45 pm

### Winning at Losing



*Patricia Lachowsky, Sault Area Hospital*

Learning how to "win at losing" is not as hard as you might think. Without a doubt, our professional careers (and personal lives) have highs and lows. The highs are fantastic; however the lows can often be demoralizing, leaving us feeling lonely, angry and frightened. Finding a way to manage the "lows" is ultimately what will define us. Learning to understand that your initial reaction to these experiences is normal and that finding a positive way to move forward will be the key to your success. Together we will learn how to stop playing the "blame game", to stop saying "there is nothing I can do", but to rather turn obstacles into opportunities, and to start the process to move from a place of despair to a place of growth and development.

1:45 pm - 2:45 pm

### The Ultimate Tech Hackathon: 30 Tools & Shortcuts To Use Technology More Effectively



*James Spellos, Meeting U*

So you're at your computer, or on your mobile device all day long. But did you know that there are dozens of ways to save you time using the tools that dominate your computer day...as well as new tools that you need to know about? From Windows and MS Office tips & tricks to information portals, social media shortcuts to the latest time saving applications, this session will save you and your organization valuable time & money.

1:45 pm - 2:45 pm

### Stop Being "On Demand": How to Take Off the Cape



*Pam Paquet, Pam Paquet & Associates  
Corporate Training*

Does it ever feel like you never have a moment to yourself? Whether you are at home, at work or with your family, it seems that someone always needs something from you . . . and right now!! The phone is always ringing, your inbox is never empty, the texts are always binging and someone calls your name out to locate you. Women of today can sometimes feel they need to be all things, to all people, all the time. This assumption is dangerous and in therapy, I refer to it as the Superwoman Syndrome. It can get in the way and does not allow women to define balance . . . much less achieve it.

## KEYNOTE

3:00 pm - 4:15 pm

### Designing Your Life



*Colin & Justin*

Designing your life is like designing a home: you need a good foundation, a clear plan, a rewarding end product and mechanisms and expertise to make your dreams a reality. Foundation: We all start somewhere, and just like renovators all across the globe who finish one home and move onto another, we can restart our life plans at any point. Clear planning: Much like an architect's drawing, "to fail to plan is to plan to fail". At every stage we set life goals, map out our journey and envisage what we hope to build in the short term. We'll discuss the importance of ticking of successes and evaluating failures. Learn along the way: Every home has its own issues and challenges. In our world, negatives have to become positives or else we'd just give up. Positive Power: We'll discuss the importance of surrounding ourselves with positive people. There's a sea of opportunity out there, it's up to us to sail the boat. We are looking for other captains, not passengers. It's an exciting voyage. Come with us!

# WORKSHOP DESCRIPTIONS

Wednesday, May 31, 2017

## 9:00 am - 12:00 pm Introduction to Minute Taking



*Rhonda Scharf, ON THE RIGHT TRACK - Training & Consulting Inc.*

Does the thought of taking minutes cause your heart to sink? Do you want to take the next step on the ladder but can't because you'll be expected to take minutes and you don't know how? Are you intimidated, scared and feel like a deer in the headlights when you are asked to take minutes? Relax, those days are over. Minute taking is one of those skills very few people have ever learned to do properly. Here is your chance to shine!

## 9:00 am - 12:00 pm Excel for Admins: A Really Deep Dive



*James Spellos, Owner, Meeting U*

So you know a few formulas and can sort and filter a worksheet in seconds. But what about those hundreds of additional functions that Excel has? How about the dozens of built-in tools that you may never have heard about? And how do you build a macro from scratch? This interactive workshop is your opportunity to deeply dive into the functionality that Excel has to offer, and take home with you tools to save you and your organization time and money.

**“DON'T AIM FOR SUCCESS IF YOU WANT IT; JUST DO WHAT YOU LOVE AND BELIEVE IN, AND IT WILL COME NATURALLY.”**  
- David Frost

## 9:00 am - 12:00 pm Project Management Skills Every Administrative Professional Needs



*Dana Brownlee, Professionalism Matters, Inc.*

Project management isn't just for project managers anymore! Indeed, virtually everyone is leading projects at some point (whether large or small) and needs these critical skills to manage them effectively. This workshop is targeted to the non project manager – equipping them with powerful project management fundamentals that don't just enhance project results but oftentimes create organizational superstars in the process. This workshop will explore common challenges like managing/engaging diverse (often unruly) stakeholders, minimizing risks for those “projects from hell”, proactively exposing and mitigating project risks, and encouraging candid critique from key stakeholders. Don't miss this opportunity to build your skill set by folding in some critical project management skills that will increase both effectiveness and efficiency for many projects to come throughout your career (and your life)!

## 9:00 am - 12:00 pm Beyond Confidence: Developing Yourself as a Strong and Resilient Professional



*Sarah Neville, Open Line*

In any industry, resilience and self-assurance go hand in hand. In this session, participants will gain an understanding of the so-called “confidence gap” for women, and gain insight into how mind-set can be shaped and re-shaped to build resilience and manage self-doubt. Women will examine where confidence is important in their careers – and where it's overrated. We'll build skills to foster courage, determination and endurance – qualities needed to become resilient and emotionally intelligent professionals able to navigate complex change, ride out challenges, and achieve success.

## 9:00 am - 12:00 pm Professional Negotiation Skills



*Bob Prentiss, Bob the BA*

You negotiate every day. It may be with your boss, your co-workers, your children or your spouse. In successful negotiations, everyone's needs are met. However, conflict often occurs by differences in values, goals, needs, expectations, personalities, attitudes and perceptions. This workshop is designed to improve your skills in handling and resolving conflicts to increase the effectiveness of negotiations and a more productive office environment.

Wednesday, May 31, 2017

1:00 pm - 4:00 pm

### Advanced Minute Taking - for Experienced Only!



*Rhonda Scharf, ON THE RIGHT TRACK - Training & Consulting Inc*

Have you been taking Minutes for years now, but are looking for those time saving techniques? Have you ever questioned if you are doing them correctly? Should your meeting end up in court, do you know what you need to do? Have you ever had any formal training on minute taking? Do you know what has changed in the last 10 years? In a very interactive workshop setting (and a small group), we are going to dig into the deeper (and more complicated) minute taking situations.

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1:00 pm - 4:00 pm

### Presenting to Inspire and Engage



*Sarah Neville, Open Line*

As you rise through the organization, your increasing profile means that you are called on more and more to present, persuade others and get buy-in for your ideas. Do you feel nervous about speaking in front of a room? Do you feel like your great ideas are not being heard? That audiences might be missing your point? That they are not taking the action you'd hoped for? This session will help you to get organized, clarify your ideas, and persuade your audience. Clear messages + effective body language and voice = confidence. We bring together performance theory, proven structures and exercises, and one on one coaching that is laser-focused but supportive. And did we mention that you'll have fun? That's right. Promise.

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1:00 pm - 4:00 pm

### The NEW Time Management Model



*Dana Brownlee, Professionalism Matters, Inc.*

If you feel like your "to do" list is proof that you're losing the time management battle on a daily basis, you may be stressed but you're certainly NOT alone! Most of us struggle with how to get it all done each day and feel exasperated when we realize that WE JUST CAN'T DO IT ALL!!! The bad news is that most people run around like a hamster in a wheel trying to find ways to check off their tasks as quickly as possible. The good news is that there is another way – a totally different way – to approach time management. The NEW time management model introduces 4 key steps that focus the individual on effectiveness more than efficiency.

1:00 pm - 4:00 pm

### Google-licious Everything you Wanted to Know About Search...And More!



*James Spellos, Meeting U*

Everyone knows that if they want to find out about...anything...all they have to do is ask Google. But how we interfaced with Google in the past years has greatly changed, due to the impact of new technologies and devices. As Google continue to add services and tools to its platform, most people are just still using the basic functionality...if that much at all. Additionally, this interactive workshop will showcase other search engines and approaches to finding information quickly and accurately.

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1:00 pm - 4:00 pm

### Influencing Without Authority



*Bob Prentiss, Bob the BA*

Do you get what you want at work? Do you feel like you have exhausted every possible option to get your team or your boss to listen to your ideas? Sometimes it feels like no matter what you do they will never listen. The key to getting work done is political and collaborative skills: influencing without authority. How do you get the cooperation of those that you have no authority over? In this class we won't just talk about the science of influencing without authority – we will discuss practical application. Bob the BA will share his insider's guide to influence and how to move the mountain closer to your goals. You will learn powerful concepts, techniques, approaches and models to cut through the barriers and develop stronger relationships so you can do the right thing for your projects, the people and the organization.

**“DOING THE BEST AT THIS MOMENT  
PUTS YOU IN THE BEST PLACE FOR THE  
NEXT MOMENT.”**  
- Oprah Winfrey

# LOCATION, ACCOMMODATION & TRAVEL



## THE WESTIN HARBOUR CASTLE

1 Harbour Square  
Toronto, Ontario  
M5J 1A6

The hotel is located on the vibrant waterfront of Lake Ontario, just steps away from the Downtown Core via the PATH, Toronto's underground covered walkway. We invite you to revel in the season as you walk through Toronto's theatre and entertainment districts and discover delight in all the seasonal fun that the nearby Harbourfront Centre has to offer. This CAA/AAA Four Diamond property

features refreshing accommodations in Canada's largest city and is a landmark downtown Toronto hotel and your haven for personal well-being in Toronto.

ROOMS	SINGLE RATE	DOUBLE RATE
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Traditional Room	\$219.00	\$239.00
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### BOOK EARLY TO RECEIVE SPECIAL APC CANADA DISCOUNTED PRICING.

For reservations, please call 1-416-869-1600 and quote: "Administrative Professionals Conference".

Visit the Hotel website at: [www.westinharbourcastletoronto.com](http://www.westinharbourcastletoronto.com)



# 2017 APC AMBASSADOR PROGRAM

The Administrative Professionals Conference would like to partner with you to reach other like-minded professionals so they too can enjoy the same experiences that you have had as a result of attending this conference. The APC Ambassador Program offers incentives to delegates who participate by helping us recruit five or more new\* attendees to register for the 2017 Administrative Professionals Conference in Canada.

## Here's HOW IT WORKS:

- 1 Sign up for the program on the APC website  
[www.apccanada.com/ambassador-program.html](http://www.apccanada.com/ambassador-program.html)
- 2 Once you've signed up, you will receive an email that includes a "VIP Promo Code" that is unique to you and your guests.
- 3 When sharing your experience about the event please ensure that you ask your guests to register using your assigned "VIP Promo Code". This way we can track your activity and also give them a special discount of up to \$185 during Early Bird pricing. Registrations received without this "VIP Promo Code" are not eligible. There are no limitations, please feel free to share with colleagues across any organization.
- 4 APC will send you an "Ambassador Kit", including brochures and highlights about the 2017 Conference so that you can easily share this information with your colleagues.

## Onsite Perks Include:

- Front row seating for all keynotes presentations
- Private meet and greet with keynote speakers
- Special on-site thank you gift

## Terms & Conditions:

In order to receive the Ambassador rewards you MUST be registered as an ambassador. To be eligible for onsite perks you must be registered for the 2017 APC event and have at least 1 other \*new delegate registered with your VIP Promo Code.

Gift cards and prizes will be awarded up to 4 weeks after the 2017 APC Conference has ended. \*New attendees are identified as not having attended the APC Conference in the last 2 years (2016, 2015) and must be registering for any full conference pass – **workshop a-la-carte excluded**. \*New attendee account must be in good standing and they must register using your "VIP Promo Code" at the time of registering.

## AMBASSADOR PROGRAM REWARDS:

You will be rewarded for every five new\* APC attendees that register using your Invitation Code for one of our conference pass options.

Five new\* attendees – You will receive a \$200 Visa gift card.

Ten new\* attendees – You will be rewarded with a complimentary conference pass of your choice.

Every Additional Five – You will be rewarded with a \$200 Visa gift card

# NETWORKING

## APC NETWORKING RECEPTION

**MONDAY, MAY 29 | 4:15PM – 5:30PM**

Mix and mingle with fellow APC attendees, sponsors and speakers (including Margaret Trudeau!) at the annual APC Networking Reception. Enjoy a glass of wine and Hors d'oeuvres while you catch up with old friends and make some new ones! No charge to attend!



## SWEAT & SHRED® WITH TOMMY EUROPE

**MONDAY, MAY 29 | 6:00PM – 8:00PM**

**\$20.00**

Toronto... I'll be making a special appearance at the 18th annual Administrative Professionals Conference of Canada May 28-31, 2017 at the Harbour Castle Westin Hotel in Toronto, Ontario. If you're attending, then you will want to join my Group Training class on Monday May 29th, to get you ready for an amazing conference.

You can expect to burn a lot of calories and have a blast with me & your fellow conference attendees.

SHRED® Group Training is a FUN filled, fitness class that incorporates Body Weight Resistance Exercises, Core Training, Metabolic and Full-Body conditioning. You will leave SHRED® BOOTCAMP energized, and armed with practical steps to effectively lose weight, get toned, burn fat + calories, and break through any plateau!

Register at: [www.tommyeurope.tv/apc-toronto/](http://www.tommyeurope.tv/apc-toronto/)  
(attendance limited to 100 persons)



## BOAT CRUISE

MONDAY, MAY 29 | 7:30PM – 10:30PM

**\$48.67**

(Costs include appetizers upon boarding, sit-down dinner, DJ and dancing.)

Set sail with APC attendees and their guests aboard the Obsession III, a 78' beautiful motor yacht. This two-deck ship boasts an elegant dining room with scenic windows. The real treat here is the upper deck -- Obsession III has a fully retractable roof!

Enjoy the largest dance deck in any weather. Your captain will pilot the Obsession III through the Toronto island lagoons, allowing you to experience the intrinsic beauty of this special area.

Discover Toronto Harbour and capture spectacular views of Toronto's magnificent panoramic skyline.



## STRICTLY BALLROOM THE MUSICAL

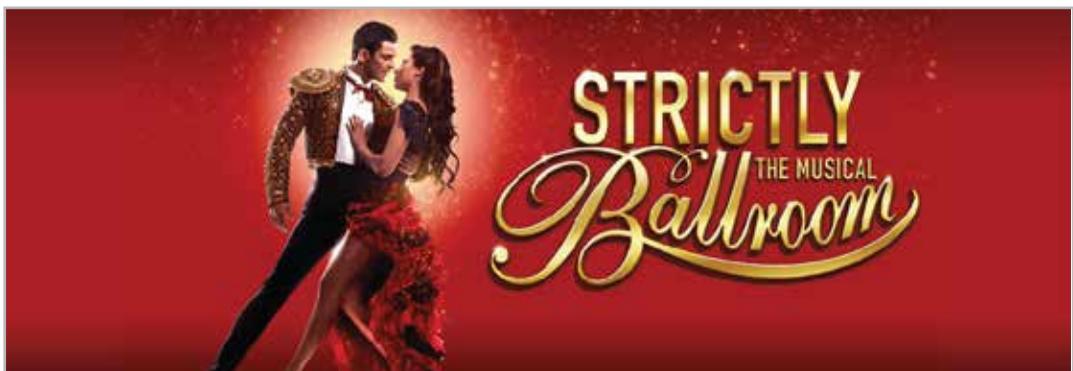
TUESDAY MAY 30 | CREATED BY BAZ LUHRMANN

Mirvish Entertainment is once again offering discounted ticket prices to APC delegates. Information will be available very shortly.

Get ready to fall in love with STRICTLY BALLROOM THE MUSICAL, the dazzling new show based on the much-loved hit Australian film. This joyous musical has audiences dancing in the aisles in a kaleidoscope of colour and fun — and now it's Toronto's turn!

This brand new stage production is brought to life by an international team including the original creative duo behind the classic 1992 film, Baz Luhrmann and Academy Award®-winning designer Catherine Martin. STRICTLY BALLROOM THE MUSICAL is the inspiring story of a championship ballroom dancer who defies all the rules to follow his heart. It features classic songs from the film including Love is in the Air, Perhaps Perhaps Perhaps and Time After Time, as well as wonderful new songs from internationally acclaimed artists such as Sia.

Get ready to Cha Cha Cha and experience this feel-good story that inspired the world to dance



## 2017 CONFERENCE PACKAGES

Register Online Today  
[WWW.APCCANADA.COM](http://WWW.APCCANADA.COM)

	EARLY BIRD Ends March 10, 2017		REGULAR PRICING March 11 - May 31, 2017	
	Individual	Group 3+	Individual	Group 3+
<b>Conference Pass 1 Day</b> (Choose symposia day only)	\$709. <sup>20</sup>	\$652. <sup>46</sup>	\$788. <sup>00</sup>	\$724. <sup>96</sup>
<b>Conference Pass 2 Days</b> (Choose symposia days only)	\$1,323. <sup>00</sup>	\$1,217. <sup>16</sup>	\$1,470. <sup>00</sup>	\$1,352. <sup>40</sup>
<b>Conference Pass 3 Days</b> (Includes 2 workshops)	\$1,890. <sup>00</sup>	\$1,738. <sup>80</sup>	\$2,100. <sup>00</sup>	\$1,932. <sup>00</sup>
<b>Conference Pass 4 Days</b> (Includes 4 workshops)	\$2,268. <sup>00</sup>	\$2,086. <sup>56</sup>	\$2,520. <sup>00</sup>	\$2,318. <sup>40</sup>
<b>Workshops Only</b>	\$472. <sup>50</sup> /ea	\$434. <sup>70</sup> /ea	\$525. <sup>00</sup> /ea	\$483. <sup>00</sup> /ea
<b>Boat Cruise</b>	\$48. <sup>67</sup> plus tax			

For questions or group rate inquiries, please contact Ilana Pluchik at [ipluchik@divcomevents.com](mailto:ipluchik@divcomevents.com)



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