

Your professional future starts here.

The Premier Training Event for Administrative Professionals & Executive Assistants

25

apc
Administrative
Professionals
Conference
2017



**SAVE UP
TO \$300**

Limited-Time
Early Bird
Offer

Register Today!

Celebrating 25 Years of
Training Excellence

apc
Executive
Assistants'
SUMMIT

GOLD SPONSORS:



September 17 - 20, 2017 | The Venetian Las Vegas | Las Vegas, NV

BRONZE SPONSORS:



APCevent.com/reg17



New for 2017!

75+ EMPOWERING SESSIONS, keynotes, Workshops and more!

ENGAGE! Active learning sessions

EXCLUSIVE INTERVIEW with a top secret guest

PEER TRAINING led by expert assistants

GLOBAL PERSPECTIVES from international speakers

INTERACTIVE TRAINING in Pre- and Post-Conference Workshops

EA SUMMIT: More exclusive, targeted learning than ever before

PRE-EVENT PACE Certification prep course and exam

MORE ADVANCED tech sessions and accelerated content, both for EAs and seasoned admins

EXCITING (and affordable) venue – The Venetian Las Vegas!



REGISTER FOR THE VALUE PASS FOR THE BEST SAVINGS!

Get the entire APC conference **PLUS**, up to 3 workshops, and *Thrive*, by Arianna Huffington.



Get Value Pass
Conference and Workshops
at best savings.

SAVE UP TO \$300

on your Conference Registration.

EARLY BIRD DISCOUNT ENDS APRIL 30, 2017

Register today!

Go to:
APCevent.com/reg17



“The amount of training provided at this Conference far exceeds any other conference I’ve attended. The keynote speakers are second to none. Great Conference!”

– **DEBBIE ADAMS**
Executive Assistant, Blue Cross
and Blue Shield of LA

Engage!

Active Learning Sessions

Interactive learning! Choose one of these energetic, participatory and revealing sessions:

Confessions of a Hollywood Assistant: Bring your curiosity and questions to this interview with Steve Martin’s (yes, that Steve Martin) Personal Assistant.

Gladiator Olympics: Have fun competing with your peers! You’ll better understand different work styles – all while sharpening your problem-solving and team skills.

Push the Envelope! Get Cozy Outside Your

Comfort Zone: Practice working in uncharted territory to get comfortable with change!

Dealing with Miscommunication and Disrespect

Gracefully: Do you handle yourself under duress as well as you’d like? Guided conversations, role-playing, and active learning show how to succeed in difficult situations.



**Professional
Administrative
Certification
of Excellence**

**Take the next
step forward in
your career!**

Get PACE Certified on-site at the APC! A full-day review and optional exam is offered on **Saturday, September 16.**

Choose “PACE Certification” on the Conference menu at:
APCevent.com/reg17

Keynotes to Inspire



APC PREMIER KEYNOTE

Allison Massari

Inspirational TED Speaker, Entrepreneur, Executive Coach, and Artist, named one of the "Best Keynote Speakers" by Meetings & Conventions Magazine

"The Fire Within: Burn Bright and Blaze Your Trail"

Through the power of storytelling, Allison shares her personal journey from absolute loss, to forgiveness and understanding, and finally to success and a life beyond anything she could have imagined. She will take you on a moving voyage, weaving humor, empathy, and potent life lessons to teach you to find peace, purpose, and happiness, and give you the tools you need to rise above any obstacle.



Tyler Hayden

Author and Team Building Expert

"Living Life Large: Simple Actions to Create Success"



Carla Harris

Author and Vice Chairman/Wealth Management, Managing Director and Senior Client Advisor at Morgan Stanley

"Expect to Win: Show Up With Your Best Self Every Day"



Vinh Giang

Entrepreneur and Magician

"The Power of Perspective: Success Through Collaboration"



"The Keynote Speakers were awesome... I have implemented many of the tools I learned at APC and have already seen an improvement in my productivity."

- KEVIN BUTLER
Program Analyst/Assistant
National Science Foundation





See the full APC
Conference Program with
session and Workshop
descriptions at:

APCevent.com/reg17

Pre-/Post Workshops

Take a deeper dive into your training when you choose from the Workshop topics most consistently requested by YOU! This year's Workshops are designed to provide more interaction and participation from attendees.

- The Highly Effective Administrative Leader
- Project Management Simplified: Master the Methods and Control the Chaos!
- Dynamic Excel: Advanced Tools to Make it Work Harder for You (Hands-on, limited seating)
- Speak With Power: Using Your Words for Positive Results
- Proof It: Strategies to Become the Proofreading and Editing Expert
- Automate Your "Office" with No Code Involved (Hands-on, limited seating)
- On the Hunt on the Las Vegas Strip: Lessons in Team Development and Leadership (Off-site)



Get Value Pass
Conference and Workshops
at best savings.

Conference Tracks

Arm yourself with new tools, ideas, skills, strategies and connections that will provide immediate ROI and prepare you to meet your future. Tailor your learning by choosing from 56 concurrent sessions organized into these 5 tracks:

1. Adapt to Change and Shifting Priorities
2. Leverage Connections, Communication and Collaboration
3. Develop Skills to Meet New Challenges
4. Keep Up with Tech: Tools, Tips and Techniques
5. Thrive Personally and Professionally 24/7

And lots more!

See the full program with session titles and descriptions at: APCevent.com/reg17



EA Summit:

New content/sessions
and workshops

apc
Executive
Assistants'
SUMMIT

This exceptional program delivers more vigorous and targeted EA-focused training than ever before:

- 4 days of interactive sessions and Workshops presented by accomplished EAs and subject matter experts who focus on practical skills, strategies, and information you can take back to work and use right away
- Exclusive networking opportunities with other high-level EAs
- The flexibility to attend any of the APC's rich programs including keynotes, activities, exhibits and more!

Exclusive EA Summit workshops include:

- **Become the Outlook Authority:** Advanced Email, Calendar, and Task List (Hands-on, limited seating)
- **Powerful Presentation Skills for Executive Assistants:** Confident and Effective Public Speaking
- **Strategic Success Tools for Today's Top Assistants:** Taking Control of Your Career
- **How to Think On Your Feet:** Getting to Better Solutions and Decisions Faster

See more EA Summit sessions and apply now at:

APCevent.com/ea-summit



**Apply now to reserve your
seat in the EA Summit:
APCevent.com/ea-summit**



“I was pumped, eager, motivated. I felt important, validated and most of all, I felt like somebody. It was truly inspiring. I feel like I can conquer all. Best conference EVER!”

— SIMONE MOORE
Executive Assistant to the
Executive Director/CEO
Virgin Islands Water and
Power Authority

Register Now and Save!

The Premier Training Event for Administrative Professionals & Executive Assistants



**\$100
EARLY BIRD
DISCOUNT**

ENDS APRIL 30, 2017

ASAP members get
an additional discount.

JOIN ASAP TO GET THE ASAP ADVANTAGE

Members save an additional \$200 on their APC registration!

JOIN AT ASAPORG.COM • MEMBERSHIP IS FREE

ASAP

American Society of
Administrative Professionals

ASAPorg.com

REGISTER TODAY AT: APCevent.com/reg17

The Venetian Las Vegas

An extraordinary venue



SPECIAL APC RATES!

Book early to
take advantage of
the APC attendee
room discounts.

SPECTACULAR HOTEL, AMAZING SAVINGS!

With incredible facilities and meeting spaces, the Venetian Las Vegas is a world-class event destination.



After full days of learning at the APC, relax with your new friends exploring dining, shopping, and show options.

Get complete travel and hotel information at:

APCevent.com/reg17

Sponsors

Assistants have the power to influence purchasing decisions every day. The Exhibits at APC provide a unique opportunity to explore new solutions, products, and services offered by leading companies such as:

GOLD SPONSORS:



BRONZE SPONSORS:



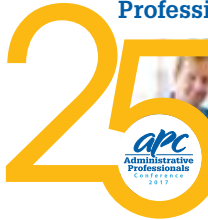
EXHIBITORS*:

4imprint
All Suites
Brands by Hilton
The Charter Store
ezCater
GroundLink
LimoLink
Madison Area
Technical College
Master
Manufacturing
Omaha Steaks
OmniCard

** Partial list as of
press time.*



The Premier Training Event for Administrative Professionals & Executive Assistants



apc
Executive Assistants'
SUMMIT

Celebrating 25 Years of Training Excellence

PRODUCED BY



PROFESSIONAL ADMINISTRATIVE CERTIFICATION OF EXCELLENCE

A **diversified** event



VIP Code

APCevent.com/reg17

 #apc17vegas