



Centre for
Management
Technology®
into our 25th year

2 day program on

Transcending The Role Of The
**EXECUTIVE ASSISTANT/
PERSONAL ASSISTANT**

23 & 24 April 2008 ■ JW Marriott Hotel, Kuala Lumpur

Focusing on

- Re-inventing Yourself
- Developing Your Business Relationship with Those You Support
- Breaking Barriers to Efficiency & Effectiveness
- Managing Multiple Work Priorities
- Managing Yourself & Self-Empowerment
- Your Role & Influence in the Organization
- The Power of Communication
- Reaching Your Peak Performance & Potential



Administrative Learning Activities & Action Plan

WHY YOU CAN'T MISS THIS

Assistants to Managing Directors, General Manager, Heads of Departments perform a myriad of challenging duties far beyond the world of mundane administration. They act as the forerunner for the executive / executives they support and they strive daily to achieve corporate success in a smooth and orderly manner.

It is NOT a role that should be underestimated or undermined by anyone. It is ordinary people handling extraordinary tasks and accomplishing those tasks with ingenuity, confidence and pride.

*This is the paradigm shift that executive assistants, PAs and the like need to embrace and empower themselves with. **By exceeding expectations and performing at peak efficiency and effectiveness, these assistants can leverage their skills to go the extra mile and move forward in their personal and professional lives.***

Program topics, speakers and schedules published herein are confirmed as at printing time. Please refer to the event's timetable page at www.cmtevents.com for the most up-to-date information.

Day 1

Wednesday, 23rd April 2008

9.00 INTRODUCTION

- Ice-breaker
- Contextual Perspective

RE-INVENTING YOURSELF

- Scope of an administrator's responsibilities
- Uniqueness of administration
- The Administrator's Challenge

10:30 Morning Break

10:45 TAKING THE EXECUTIVE ASSISTANT / PA TO THE NEXT STAGE

- Change and growth
- Strategies to enhance performance
- Developing yourself and the business relationship with those you support

1.00 Lunch

2.00 BREAKING BARRIERS TO EFFICIENCY & EFFECTIVENESS

- Managing time and multiple work priorities
- Managing yourself and self-empowerment
- Managing other key relationships in your role

ADMINISTRATIVE LEARNING ACTIVITY

- The Change Challenge
- Time and work management strategy
- Joyousness @ Work

5.00 Tea Break & End of Day 1

OUTLINE

Day 2

Thursday, 24th April 2008

9.00 **Recap of Day 1**
YOUR ROLE AND INFLUENCE IN THE ORGANIZATION

- Interpersonal skills
- Key business relationships and service functions
- Understanding personalities
- Assertiveness

10:30 Morning Break

10:45 **FOCUS ON COMMUNICATION**

- The communication process
- Verbal and written communication
- Active listening skills
- Non-verbal communication

ADMINISTRATIVE LEARNING ACTIVITY

- Listening practice
- The Communication & Relationship Game

1.00 Lunch

2.00 **REACHING YOUR PEAK PERFORMANCE AND POTENTIAL**

- Self branding
- Transcending administrative limitations
- New tools and models for growth

THE ADMINISTRATIVE ACTION PLAN

5.00 Tea Break & End of Program

BY THE END OF THIS PROGRAM, PARTICIPANTS WILL BE ABLE TO:

- Understand and appreciate the administrative function and how it adds value to a business
- Understand the various areas of responsibility within the administrative scope and the skills to transcend these functions to higher levels of achievement and accomplishment
- Improve skills in office management, as well as other aspects of the administrative function
- Increase the ability to support management and staff in the organization in delivering products and services
- Increase the ability to achieve organizational goals and objectives

METHODOLOGY

This program is a balanced combination of theoretical knowledge and practical exercises. It is comprised of sessions where knowledge is imparted, followed by role-play sessions and exercises. Every main point is illustrated with various examples and analogies in the form of sample cases, video clips and various other supporting materials. Ample time is provided to ensure that participants are able to practice what they have learnt during the sessions.

Emphasis is put on assessment and understanding of the participants' ingrained habits, with focus on those areas that would be immediately usable by the participants in their daily work. This includes personal assessments, scenario exploration and practical discussion of real-life situations. Participants are constantly encouraged to use real-life work situations as their source of material for exercises and practice sessions conducted.

REGISTRATION

Transcending The Role Of The EXECUTIVE ASSISTANT / PERSONAL ASSISTANT

Name _____
 Position _____
 Email _____
 Name _____
 Position _____
 Email _____
 Tel _____ Fax _____

Company _____
 Address _____
 City/Postcode _____ Country _____
 Approving Manager's Name _____
 Position _____
 E-mail _____

Fees: The full Registration Fee includes cost of all sessions, luncheon, coffee/tea & documentation.

	1 Person	Group fee for 3 or more* (from the same company)
Regular Fee	RM1,695	RM1,395 (MIN SAVINGS OF RM900)

* Terms and conditions apply.

Cancellations, Refunds & Transfers: A full refund will be promptly made for all written cancellations 3 weeks before the meeting. Thereafter, cancellations are not refundable. A substitute may be made at any time.

Cheques : Crossed & payable to
"Centre for Management Technology Sdn Bhd"

Photocopy Registration Form to Preserve Brochure Copy. April 2008

TELEGRAPHIC TRANSFER

Account Name: **Centre for Management Technology Sdn Bhd**
 A/C No: **3 - 0903390 - 12**
 Bank: Public Bank Berhad
 Branch: Grd Floor, Menara Public Bank Jalan Ampang
 Swift Code: PBBEMYKL
TT must include additional RM10 for Beneficiary's Bank charges. Delegates must bear all bank charges and local taxes (if applicable). Fees must be NETT of ALL charges.

CMT into our 25th year is a global conference organizer HQ in Singapore. CMT's dedicated team works closely with market leaders to analyze the latest industry trends and provide information supporting your decision making. Our annual 60 events encircle the globe from Asia Pacific to the Middle East to New Europe/Russia and Latin America.

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TO REGISTER

Online: **www.cmtevents.com**
 Email: **adminkl@cmtsp.com.sg**
 Fax: **(603) 2162 6393**
 Tel: **(603) 2162 7322**
 Post to: Lot 7.03, 7th Floor, North Block, The Ampwalk,
 218 Jalan Ampang, 50450 Kuala Lumpur

CERTIFICATE OF COMPLETION

A Certificate of Completion will be awarded upon successful completion of each course. This serves as evidence of your personal and professional commitment to you career.

COURSE TIMING

Registration: 8.30 am, Course Begins: 9.00 am,
 Morning Coffee: 10.30 am, Lunch: 1.00 pm to 2.00 pm,
 Tea Break: 3:30 pm, Course Ends: 5.00 pm

Register online ~ www.cmtevents.com

COURSE FACILITATOR

MS JALINI ALIAS brings with her more than 15 years of corporate experience with international and local companies such as Shell, Canon, Perwaja Steel, Maju Holdings, KL Linear City and various colleges, hotels and other manufacturing and service-oriented organizations. She has also been featured in 3 sessions of RTM2's Morning Glory program.

She is presently Principal Consultant of PurpleTrack Solutions and Operations Director of APLE (Asia Pacific Link of Enrichment Sdn Bhd.)

Her past appointments include Vice President of Marketing & Communication with Strategy College and Senior Consultant and Trainer with Global Management Technology Training. She is also a translator certified with the National Translation Institute. Since 2006, she has been a Subject Matter Expert in Leadership, English as well as Education & Knowledge Excellence for Yayasan Pelajaran MARA.

Jalini's passion for training is reflected in her fully interactive and fun training programs such as development programs for managers, supervisors, administrators and secretaries, human resource management, success mindsets, business communication, social and office etiquette and motivation for all levels in various industries.

She achieves her objectives and mission through challenging sessions, simulations, role plays and case studies, thus consistently receiving excellent feedback from participants.

She holds a Masters in Business Administration and is currently preparing herself for her Doctorate in Communication.