



ADMINISTRATIVE PROFESSIONALS OF KENYA

EXECUTIVE ASSISTANTS/ OFFICE ADMINISTRATORS/ SECRETARIES CONFERENCE

OVERVIEW

The tide has turned in today's administrative world. In this modern era characterized by constant technological revolutions, the role of Executive Assistants/ Office Administrators/ Secretaries, has seen a paradigm shift as well. Presently, their role has more to do with strategic alignment of organizations. Their role has become more pronounced than ever before, more so at the executive management level. At this level, the Executive Assistant is key in driving strategic decisions.

HOW IS THE ROLE OF OFFICE ADMINS IN TODAY'S CORPORATE WORLD

Traditionally, Executive Assistants/ Office Administrators/ Secretaries, undertook routine administrative tasks. In today's corporate world, the case is different. The Executive Assistants/ Office Administrators/ Secretaries' role is perceived more as that of a manager and a leader in equal measure. Their role now is more complex and comprehensive than ever before. It is centered in strategic thinking, problem solving and decision making, building the corporate culture and change management.

IN TODAY'S CORPORATE WORLD, AN EXECUTIVE ASSISTANT/ SECRETARY/ ADMINISTRATIVE ASSISTANT IS SEEN AS;

- A communication expert endowed with great oratory, persuasion, diplomatic and active listening skills.
- A business partner endowed with creative and innovative ideas and focused on partnering with an organization for long term success.
- A support specialist who executes tasks with diligence, keenness to detail and timeliness.
- A leader and manager who acts as a role model to others by overseeing the planning and execution of operations.
- A technology specialist who can integrate technology to process, store and retrieve information to aid in day to day operations of an organization.

IN THE FACE OF THE CHANGING ROLES OF EXECUTIVE ASSISTANTS/ OFFICE ADMINISTRATORS/ SECRETARIES

In light of the changing roles of Executive Assistants/ Office Administrators/ Secretaries, it demands a combination of a diverse skill set that ranges from personal standards, interpersonal standards, to ethical standards. It is therefore crucial to have a mastery of;

- How to leverage technology
- Effective communication skills (oral and written), conflict management and negotiation skills.
- Official protocol, diplomacy and etiquette.
- A collaborative business partnership attitude.
- Mature decision making through accurate judgement and utmost discretion.
- Strategic competence.
- Role of project management for the administrative assistants.

In essence, Executive Assistants/Administrators are the greatest heroes in every organization. It is through their unwavering support that the management is able to advance the organization's vision. As their role continuously evolves in line with the changing corporate world, they must also re-skill to keep up with the changes. Sharpening core skills - excellent interpersonal skills, oral and written communication, flexibility, adaptability, emotional intelligence, and innovation will be key in enabling Executive Assistants to adapt to the changing corporate world. **To this end therefore, APK has organized a three-day conference with a view to re-skill the Executive Assistants/ Office Administrators and Secretaries.**

TOPICS TO BE COVERED;

- The active role of an Executive Assistant/ Office Admins in building an organization's brand image
- Developing strong corporate ethics to build long lasting relationships with stakeholders
- Strategically positioning oneself for a managerial role in the organization
- An Executive Assistant/ Secretary as a change agent through creativity and innovation.
- The role of an Executive Assistant in crisis management – problem solving skills
- Improving on self-awareness for enhanced performance
- How to build mental and emotional wellness in the workplace, time & stress management
- Developing interpersonal and human relations skills in the workplace
- Mastering excellent public speaking skills
- Leveraging on modern technology
- Emerging best practices in the modern personal executives/administrators industry
- Coping with a global recession.
- Navigation of online platforms for virtual meetings.

BENEFITS TO THE PARTICIPANTS / DELEGATES

- Interact and share experiences with international speakers
- Build professional networks with other executive assistants and administrators
- Enhance interpersonal and organizational communication skills
- Understand the dynamics of crisis management
- Acquire top notch digital skills for the modern corporate world
- Gain knowledge on best trends in the Executive Assistants/ Secretaries industry
- Exposure to practical case studies and examples
- Award of a certificate upon completion of the training

WHO SHOULD ATTEND/ TARGET GROUP

- Office Administrators
- Executive Secretaries
- Administrative Assistants
- Executive Assistants
- Personal Assistants
- Office Managers
- Project Managers
- Customer Relations Officers
- Communications Officers

CONFERENCE DATES

24TH – 26TH MAY 2023

VENUE:

SAROVA WOODLANDS, NAKURU

INVESTMENT/ CHARGES

KES. 48, 950/= (Tax Inclusive)

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