Shirley Taylor is proud to present

ASSAP 2007 - The premier annual event for PAs, secretaries, admin executives and support staff!

Theme: “Shaping your Future”

25-27 April 2007 - Meritus Mandarin Hotel, Orchard Road, Singapore

Dear Employer

Admin Professionals Day is 25 April 2007. If you are always stuck for ideas on how to treat your staff on this special day, why not register them for ASSAP 2007? You will be rewarded by motivated, energised, confident, happier staff – and that’s a promise!

Go on, show your appreciation for your admin and support staff today – register them for ASSAP 2007! It will be the best and most effective investment you have ever made!

Shirley Taylor

ASSAP 2007 has been specially designed for all the men and women who work so hard in today’s changing office environment. Today’s teams are full of these ‘support staff’ whose contributions to their teams and their companies are of supreme importance. ASSAP 2007 is particularly suitable for:

- Administrative Managers, Office Managers, Co-ordinators, Supervisors
- Secretaries, PAs and Executive Assistants
- Customer Service Executives
- Clerical and Support Executives
- Any other support staff wishing to develop their skills

ASSAP 2007 - the Asian Summit for Secretaries and Admin Professionals - is the event of the year for everyone who works in a secretarial, administrative or clerical role. In this era of dramatic change in the business world, you have never been more challenged than you are today. You are expected to keep the ball moving constantly in a highly-charged, technology-driven, often-changing business world, and you’re expected to cope with all the challenges and the stress that this fast-paced environment brings.

That’s where ASSAP 2007 comes in. We are proud to bring you a programme that will help you to embrace change and unlock your true potential. The inspiring presentations will arm you with valuable tools and techniques that will increase your confidence and enhance your skills. You will ultimately be able to manage your job and career with new control, new authority and new success.

ASSAP 2007 is designed with a ‘whole team’ approach. Get to know the presenters during breaks and lunch, and ask questions during the open forum session. In between presentations, you can network with others who face the same challenges as you, and maybe make some new friends too.

Who should attend ASSAP 2007?

Be inspired
Be energised
Be motivated
Be transformed
Be empowered

Be at

ASSAP 2007

Official website: www.ASSAP2007.com
Our fabulous presenters at ASSAP 2007 will give high-impact, interactive presentations that will equip you with success strategies so that you can:

- embrace change and unlock your true potential
- adapt your communication style to be more effective with others
- build winning relationships in your personal and professional life
- make the right impression when dealing with your bosses, clients and colleagues
- increase your influence and enhance your impact through image
- be less stressed, more in control and more productive at work
- develop greater team synergy so that everyone works more effectively
- boost your energy, be more dynamic and ultimately more successful

0845 Welcome by your MC - Communication Coach and Improvisational Comedian, Alison Lester, Director of AJ Lester Communication, Singapore

0900 Keynote Address by Shirley Taylor: “Shaping your Future!”

1000 Tea Break

1030 Use the ACE up your Sleeve to Improve Your Communication and Interpersonal Skills
Presenter: MJ Jennings, Director of Active Communication, Hong Kong

1115 Make the Right Impact when Dealing with Your Boss, Your Colleagues and Your Clients
Presenter: Lily Koh, Senior Associate of Imageworks Asia, Singapore

1200 International Buffet Lunch – including presentation on the work of Singapore Red Cross

1315 STIX – Motivation Through Music
Presenter: Duncan James McKee, Managing Director of McKee Productions Pte Ltd, Singapore

1400 Reach your True Potential by Shaping the STAR in you!
Presenter: Ricky Lien, Managing Director of Mindset Media, Australia

1445 Tea Break

1515 Do You Want Less Stress and More Control? The Secret Lies Within
Presenter: Jennifer Norris, Founder of Grey Matter Network, Singapore

1600 Understand Teamwork and Be the Glue that Holds your Team Together
Presenter: Gabriel Suppiah, Head Coach of Gabriel Suppiah Coaching, Singapore

1645 Open Forum and Q&A Session with Shirley Taylor and all ASSAP 2007 Presenters

1715 Lucky Draw and Close
Successful Business Communication Skills
- The Ultimate Key to your Success!

with Shirley Taylor and Alison Lester

In today's highly-interactive, team-based working environment, excellent communication skills are probably the most potent career and personal skills you can possess. Don't miss Shirley Taylor and Alison Lester in this practical, fun workshop that has been carefully designed to meet the unique concerns and challenges of today's administrative, clerical and secretarial staff. Shirley and Alison will share with you some powerful tools that will help you build better relationships with bosses, colleagues, clients and friends. You will be able to use these skills immediately to create a more supportive and co-operative working environment, as well as propel you along the path to career success.

Objectives

1. Appreciate the limitations of poor communication skills.
2. Identify the main problems that damage our communication.
3. Discover the 10 habits of confident communicators.
4. Sharpen your active listening skills.
5. Improve your impact through careful speech habits.
6. Appreciate the importance of organising your thoughts.
7. Increase your creativity in your communication.
8. Deal effectively with difficult situations and conflict.
9. Interact successfully with bosses, colleagues and friends.
10. Cultivate productive relationships both at work and home.

Workshop Highlights (see website for full outline)

Understanding your role in team communication
- How do you communicate? Try our confidence quiz
- Major communication mistakes
- How to correct these mistakes – and what stops us?
- 10 habits of highly effective communicators
- Benefits of successful communication

How good are your listening skills?
- ‘Tell me a story’: A fun exercise to test your listening skills
- The 6 keys to attentive and productive listening
- Build good rapport through effective listening
- The power of empathy and assertiveness
- Practical steps to improve your listening skills

Speaking with confidence
- Master your nerves and use adrenalin effectively
- Top 10 tips for fighting fear at work
- Don’t be a slave to your emotions
- The importance of being assertive
- Step-by-step approach to organising your thoughts
- Recognise poor speech habits that reduce your impact

Pepping your communication with creativity and humour
- Are confidence and creativity issues in the office?
- Practice the art of being spontaneous
- New approaches to brainstorming and team-building
- The 3 T’s of humour in the office

Emotional Intelligence (EQ) in the Office
- How to Bring out the Best in Yourself and Others

with Shirley Taylor and Ricky Lien

In this experiential workshop, Shirley Taylor and Ricky Lien will walk you through our most common inhibitive emotions and get you to look at them from a different perspective. Shirley and Ricky will highlight the six key modules of Emotional Intelligence, and show you some essential fundamental skills that will help you to understand yourself and others better. You will be able to put these techniques to good use in your daily work routines so that you bring out the best in yourself as well as everyone else!

Objectives

1. Know the vital emotional competencies needed in today's office.
2. Increase self-awareness and awareness of the needs of others.
3. Enhance personal effectiveness as an individual and team member.
4. Compare and contrast the 4 major domains of EQ.
5. Create pathways to EQ mastery.
6. Manage your emotions and behaviour better.
7. Enhance your leadership potential with EQ.
8. Demonstrate methods to handle conflict and reduce angry emotions.
9. Create the potential for you to be indispensable at work.
10. Develop an EQ self-development programme

Workshop Highlights (see the website for a full outline)

1. Introduction to Emotional Intelligence (EQ)
   - We will examine the premise of EQ, and why this counts for more than just having a high intellectual intelligence.

2. Self Awareness
   - Knowing your own emotions, your strengths and weaknesses and how to compensate for them.

3. Social awareness
   - Developing empathy – this involves a suite of skills in reading the thoughts and feelings of others, being able to anticipate their needs, being service-oriented and understanding organisational needs.

4. Self Management
   - Having self-control of your own anger and impulses such as acting without thinking, taking initiative, achievement drive or motivation, adaptability – knowing when to be flexible and change, being conscientious about work and having a trustworthy character.

5. Relationship Management
   - Using the ability to develop others, influence others and get along with bosses, colleagues and subordinates.

6. Practising Emotional Excellence
   - Putting everything together, the role of practice, visioning and affirmations, looking for the light within yourself and others, creating support groups for honest feedback, and creating personal power.

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Official Website: www.ASSAP2007.com
Shirley Taylor (www.shirleytaylor.com)
Shirley Taylor has established herself as a leading authority in business writing. Author of 6 successful books on communication skills and business writing, Shirley is the mastermind behind ASSAP 2007. She conducts regular public workshops on business writing, e-mail and communication skills as well as in-house training for corporate clients.

MJ Jennings (www.activecommunication.net)
MJ Jennings is Director of Active Communication, Hong Kong. She specialises in spoken communication and applies her business acumen, leadership and facilitation skills, mentoring both teams and individuals in the art of effective presentation and communication skills. MJ has considerable experience in the Executive Coaching arena, working with people at all levels of an organisation.

Alison Lester (www.ajlestercommunication.com)
Alison Lester has her own company in Singapore, AJ Lester Communication Training, and she works as a communication coach and improvisational comedian. She thoroughly enjoys developing communication skills and creativity training programmes for her regional clients. She also performs in Singapore with The Madhatters Comedy Company.

Lily Koh (www.imageworksasia.com)
Lily Koh is a Senior Associate Consultant of Imageworks Asia. She brings a wealth of local and international experience to her image services. Coached and mentored by Christina Ong, founder of Imageworks Asia, Lily has accelerated her corporate and individual services with recent clients such as Ministry of Foreign Affairs, M1, OCBC and UBS Investment Bank.

Ricky Lien (www.mindsetmedia.com.sg)
Ricky Lien is Managing Director of Mindset Media from Australia. He is a speaker and trainer on communication, leadership, motivation and self-confidence. Ricky always enters into a high energy dynamic partnership with his participants. His genius for creating innovative paradigms for personal and professional fulfilment is unexcelled.

Duncan McKee (www.stix.tv)
Duncan McKee is Managing Director of McKee Productions Pte Ltd, Singapore. He is the Creator of the STIX - Motivation Through Music process. By transforming audiences into a symphony orchestra, Duncan highlights the importance of effective teamwork in exciting and powerful performances.

Jennifer Norris (www.greymatternetwork.com)
Jennifer Norris is founder of Grey Matter Network, a Hypnotherapeutic and Subconscious Excellence Centre based in Singapore. Tapping into the power of the mind, Jennifer helps individuals, groups and companies make positive changes, quickly and successfully.

Gabriel Suppiah (www.coach-gabe.com)
Gabriel Suppiah is an inspirational speaker and transformational coach on personal excellence, leadership and peak performance. He specialises in bringing the best out of people. His mind-blowing break through exercises stretch participants’ physical and mental limits making them believe they are capable of much more than what you give yourself credit for.
## REGISTRATION FORM

Fax to: +65 6399 2710  
Mail to: ASSAP 2007  
10 Holland Hill  
#02-03 Holland Hill Mansions  
Singapore 278733  

Enquiries: +65 6838 1069  
Website: www.ASSAP2007.com  
E-mail: info@ASSAP2007.com

25-27 April 2007  Meritus Mandarin Hotel, Singapore

All fees are in Singapore Dollars (S$)

<table>
<thead>
<tr>
<th>EVENT CODE</th>
<th>Description</th>
<th>Standard fees* (nett per person)</th>
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<tr>
<td>CN</td>
<td>25 April conference only</td>
<td>$745</td>
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<tr>
<td>WA</td>
<td>Workshop A only</td>
<td>$525</td>
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<tr>
<td>WB</td>
<td>Workshop B only</td>
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<tr>
<td>CNWA</td>
<td>25 April conference Plus Workshop A</td>
<td>$1170 (save $100)</td>
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<td>25 April conference Plus Workshop B</td>
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<tr>
<td>CNWAB</td>
<td>25 April conference Plus both workshops A &amp; B</td>
<td>$1645 (save $150)</td>
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* Members or subscribers of supporting organisations, please quote Discount Code to receive S$100 discount.

Yes please, I/we want to attend ASSAP 2007

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**CONTACT PERSON**

Name ___________________________ Designation _________________________ E-mail __________________________

Company ___________________________________________________________  Tel _____________________________

Address _______________________________________________________________  Fax ____________________________

Country ___________________________ Postal Code _______________________   Discount Code* ________________

**METHODS OF PAYMENT**

1. **Cheque or Bank Draft**
   Please make your crossed cheque or bank draft payable to **ST Training Solutions Pte Ltd**, and mail to: ASSAP 2007, 10 Holland Hill, #02-03 Holland Hill Mansions, Singapore 278733

2. **Bank Transfer (all overseas delegates should choose this option, except Indonesia)**
   Please quote reference ASSAP and your company’s name in payment instructions.

   Account Name: ST Training Solutions Pte Ltd
   Account Number: 3413009020
   Bank: United Overseas Bank
   SWIFT Code: UOVBSGSG

3. **Delegates in Indonesia**
   Please contact Sukses Regional Indonesia, who will inform you how to make payment to them in Indonesian Rupiah.

   Tel: (021) 392 6807  Fax: (021) 392 6809
   E-mail: suksesbisnis@cbn.net.id

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