



#ADMINSROCK CONFERENCE 2024

PRE-CONFERENCE MASTERY WORKSHOP

10
MAY 2024

1:00 to
4:00 PM ET
Toronto
Time

CONFERENCE

13-15
MAY 2024

2:00 to
4:00 PM ET
Toronto
Time

14
MAY 2024

2024 CANADIAN
ADMINISTRATIVE
PROFESSIONAL OF
THE YEAR AWARDS

A 2-day Online Conference exclusively for Administrative Professionals and Executive Assistants who want to learn, celebrate, and network.

An ALL ACCESS PASS includes:

- Live Conference Sessions
- Conference Session Recordings
- Speaker's Learning Library
- Community Facebook Group
- #ADMINSROCK Gift Box
- 1 Free Webinar Training in 2024
- MORE BONUSES!

Nominate yourself or another deserving admin for the **2024 Canadian Administrative Professional of the Year Award!**

www.AdminsRock.com/Admin-of-the-Year

SUPER EARLY BIRD

SAVE 25%!

Combo

Pre-Conference + Conference

~~\$1195~~ **\$895**

Pre-Conference Only

~~\$395~~ **\$295**

Conference Only

~~\$895~~ **\$695**

**Only Available
Till Feb 29th!**

CONFERENCE PLATFORM

This won't be your typical conference experience!

- ✓ It won't be held in a Zoom or Teams room.
- ✓ You'll be able to network throughout in our lounge or #AdminsRock bar (anytime of the day).
- ✓ You can network using our attendee directory and jump into a Networking Room and have a live video conversation anytime.
- ✓ You can snap photos in our photobooth and see them throughout the week (maybe you'll make it to the wall of fame!).
- ✓ You'll receive ALL the recordings for 60 days following our #AdminsRock Conference to review all the amazing education.
- ✓ You'll be part of a closed Facebook group for a month leading up to the Conference to learn, network, and get excited.
- ✓ Prior to our #ADMINSROCK Conference you will receive a branded swag box shipped with all kinds of great things to make your life as an administrative professional in 2024 easier (and way more fun!) because, as we know, ADMINSROCK!

PRE-CONFERENCE

Strategies for Becoming an Office Rockstar - Recognized and Indispensable

In this workshop, Debbie will share with you simple yet effective strategies and techniques that she has learned and used over her 26 years as an executive assistant, which helped the CEO she supported build a multibillion-dollar company. These strategies will help you differentiate yourself from an average administrative professional to one of an "Office Rockstar" who is recognized and indispensable to their leader and their organization. You will discover how to expand your existing administrative skills and develop new ways of thinking about your role and the profession.



Presented by: Debbie Gross



MAY 10TH, 2024



1:00 - 4:00 PM (ET)

#AGENDA

DAY 1 -
MONDAY



MAY 13TH, 2024



2:00 - 4:00 PM (ET)



Jenn Drummond

OPENING KEYNOTE

Listen in to our remarkable Keynote Speaker who survived a terrifying car accident and emerged with a new lease on life. Jenn Drummond is a mother of seven who transformed her life after a catastrophic car accident, embraced challenges, and dared to dream again. Her inspiring story of resilience and courage will motivate you to conquer your fears and pursue your own dreams with renewed vigor. Learn how to set ambitious goals, overcome obstacles, and celebrate every victory on your path. Take advantage of this life-changing opportunity to be empowered and inspired!

Running Professional Teams Meetings

From scheduling to settings and options, to roles and responsibilities, to integrations, there are dozens of tweaks, hacks, and best practices when setting up and running a Teams meeting. Now, there's even a new version of Teams with a special Meet app embedded! In this session, we'll give you a checklist of essential options and powerful tools to control your meeting effectively.



Neil Malek

2023 CANADIAN ADMINISTRATIVE PROFESSIONAL OF THE YEAR

My Year And The Lessons I Learned

Listen in to Anik's experience after winning the 2023 Canadian Administrative Professional of The Year! It's been a terrific experience, and she's here to share her wisdom and journey with you. Prepare to be inspired to nominate or be nominated next year.



Anik Stark

SPONSOR TIME!



Association of
Administrative
Professionals

Thinking about becoming a member of the AAP? Be sure to listen in and learn about the member benefits and perks that you'll receive as a member!

#AGENDA

DAY 2 -
TUESDAY



MAY 14TH, 2024



2:00 - 4:00 PM (ET)



Melissa Peoples

Revolutionizing Admin Roles with AI + Tech

Join us for an exhilarating workshop focused on AI and tech innovation, designed specifically for administrative professionals. Dive deep into the art of harnessing the latest AI and tech advancements to revolutionize your problem-solving skills. This session will immerse you in a world brimming with untapped potential, showcasing how the newest tech tools can turn everyday administrative challenges into avenues for efficiency and professional growth. You'll leave not only equipped but also inspired to integrate these avant-garde solutions, transforming your approach to technology in problem-solving and elevating your workflow to new heights of productivity.

Tools & Tricks to Manage Meetings & Events like a Pro

In 2024 we work smarter, not harder. In 2024 there's no gate-keeping. Everybody needs some tricks up their sleeves, Heidi will be sharing hers. This session will be your secret weapon for managing today's crazy world of meetings and events. Get ready to enhance your operational excellence and make your life easier! What this is: A review of supremely useful apps, tools, software, websites and insider resources to streamline the way you manage your meetings & events. What this isn't: A rundown or review of conference/event apps for attendees (this is about YOU not them!)



Heidi Souerwine



This could be YOU!

2024 CANADIAN ADMINISTRATIVE PROFESSIONAL OF THE YEAR

Your commitment to your profession, skills, and professionalism will be recognized by an expert panel of judges comprising industry experts and your peers. Our Canadian Administrative Professional Of The Year will receive a prestigious trophy, various prizes, and certificates of achievement, and the recognition of being recognized as our country's BEST Administrative Professional! Join us as we recognize our winner live and virtually at our 2024 event on May 14, 2024.

#AGENDA

DAY 3 -



MAY 15TH, 2024

WEDNESDAY



2:00 - 4:00 PM (ET)



Diana Brandt

The Customer-Centric Assistant

Service orientation and customer service are the skills on the rise named by the World Economic Forum. A core field where assistants have served in for decades. Assistants nowadays are not just gatekeepers or schedulers; they are pivotal in shaping the customer experience, often from behind the scenes. But what does it truly mean to be a customer-centric assistant? How can assistants, in their unique positions, become the champions of customer satisfaction? Through this talk, we will uncover the essence of a customer-first approach and explore how the subtleties of your role can make a substantial impact on client relationships and, ultimately, our company's success.

Twenty Tech Tips in Twenty Minutes

Transform your tech with practical tips you can implement immediately! Gain actionable insights to transform your daily tech experience and improve workflows. From time-saving shortcuts to must-have apps, this quick-paced session packs practical tips you can implement instantly. Elevate your productivity and efficiency with these tech-savvy strategies. Don't miss out on unlocking the full potential of your tools - tune in for a tech transformation!



Dawn Monroe

CLOSING KEYNOTE

Strategic Visibility & Influence for EAs

Life beyond 2023 is not the same as it was before. The rules have changed. Being invisible or behind the scenes is not in your best interest. Others can't value what they don't see. We need to step up and step forward into our own future. Are we operating as business partners? Are we valued and valuable to our organizations? The world of work has changed, and we need to change with it. Now is the time for us to embrace all the opportunities this new world of work offers and step into our future. By being strategic, you can guarantee your own success. By taking control of how others see you and what you offer, you can step into the role you were meant to have. You can control your destiny, but only if you know how. Rhonda will share the secrets to strategically changing your visibility and strategically influencing your executives and coworkers.



Rhonda Scharf

SHAPE UP YOUR ADMIN GAME



Gain Strategic Insights

Dive into top-notch insights and the freshest industry trends that will give your administrative prowess a serious upgrade.



Amplify Your Confidence

Whether it's admin tools and strategies, tackling tough conversations, or embracing leadership roles, our conference is designed to sprinkle confidence into every aspect of your admin journey.



Forge a Lasting Network

Connect with a community that speaks your language. Swap stories, share battle scars – build a support system you can turn to when the going gets tough in the admin industry.



Join the Tech-Savvy Wave

Discover the latest admin tech used globally. Dive into cool tools and tailored tech solutions that fit your admin groove. Get the chance to spice up your daily grind with some savvy tech moves.

SAVE YOUR SPOT

PRE-CONFERENCE MASTERY WORKSHOP

May 10th, 2024
1:00 – 4:00 pm (ET)

Become a Recognized and
Indispensable Office Rockstar with
Debbie Gross
3-hour LIVE ONLINE session

[REGISTER HERE](#)

CONFERENCE ALL ACCESS PASS

May 13th to 15th, 2024
2:00 – 4:00 pm (ET)



Your ALL ACCESS PASS Includes:

- ✓ **Live Conference Sessions**
2-hour LIVE sessions on May 13, 14, and 15 FULL of education, celebration, and networking for Admins
- ✓ **Conference Session Recordings**
All conference sessions recorded and accessible after the event
- ✓ **Speaker's Learning Library**
60 days of access to speaker's exclusive learning library with 10+ hours of additional training from our speakers
- ✓ **Community Facebook Group**
Meet and communicate with speakers and attendees, available April 15 to May 25, 2024
- ✓ **#ADMINSROCK Gift Box**
Get an #ADMINSROCK box couriered to you filled with cool swag, stickers, and bonuses!
- ✓ **1 Free Webinar Training in 2024**
Receive 1 free webinar of your choice from Rhonda's ON THE RIGHT TRACK webinars in 2024
- ✓ **BONUS**
Get an additional \$100 off the next #ADMINSROCK conference or any of Rhonda's ON THE RIGHT TRACK six-hour online workshops

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Only Available Till Feb 29th!

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Pre-Conference
+ Conference

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\$695

EARLY BIRD RATE
Available March 1 to April 15

Combo
Pre-Conference
+ Conference

\$1049

Pre-Conference Only

\$349

Conference Only

\$795

REGULAR RATE
Available April 16 to May 13

Combo
Pre-Conference
+ Conference

\$1195

Pre-Conference Only

\$395

Conference Only

\$895

[REGISTER HERE](#)