

2025 ONLINE BROCHURE



APRIL 27-30, 2025 • TORONTO, ON

The Future is AI – Administrative Intelligence

April 27-30, 2025, Toronto, ON | The Westin Harbour Castle Hotel



Contents

Advisory Board	2
Welcome Letter	3
Keynote Speakers.....	4 - 5
Symposium Sessions At-A-Glance	6 - 7
Workshops At-A-Glance	8 - 9
Workshop Descriptions	10-16
Networking Events	17
Sponsors	18

Thank You to the 2025 APC Advisory Board



VICTORIA BARKS
Executive Assistant to the
Director of Education
Nipissing-Parry Sound
Catholic District School
Board

KALEIGH DEMEO
Confederation College
Danielle Dickenson
Executive Assistant to
Michael Gold, President,
Tefron

DANIELLE DICKENSON
Executive Assistant to
Michael Gold, President,
Tefron

ERIKA GIESL
Executive Assistant

JESSIE GILL
Executive Administrator to
the President & CEO, Metro
Toronto Convention Centre

DIONNE GRANT
Administrative Assistant,
Public Works Services,
Town of Newmarket

BRENDA MAIN
Executive Assistant

VICKI MCKENZIE
Executive Coordinator –
DGO, Policy and Results,
Economic Analysis
& Results Housing,
Infrastructure and
Communities Canada,
Government of Canada

ROSANNA MELATTI
Executive Assistant
City Manager’s Office,
City of Hamilton

TERRY ROY
Executive Assistant to
James Wallace,
Exponential Ventures

DONNA VENDITTI
Executive Assistant to
Mark Basciano,
MountainView Homes

Welcome to the 2025 edition of the Administrative Professionals Conference of Canada!



What's New at APC?

We are thrilled to announce the theme for APC 2025:

"The Future is AI: Administrative Intelligence."

Why this theme? The world of administration is evolving faster than ever, and AI is at the heart of that transformation. From streamlining workflows to unlocking new levels of productivity, AI is reshaping how Administrative Professionals work. This year's theme celebrates your pivotal role in harnessing these

innovations and prepares you for what's next in your career.

We've Listened to You!

Based on your feedback, APC 2025 is packed with sessions dedicated to tech tools and AI-driven solutions—practical insights you can implement right away. We're doubling down on the tech and skills you've asked for!

Attend Every Session—On Your Terms

Wish you could attend multiple sessions at once? Now you can! For the first time, all track sessions will be recorded and available **on-demand** exclusively for APC attendees after the event. You'll never have to choose between sessions again.

Get ready for an experience like no other—APC 2025 is your gateway to the future of administrative excellence.

Warmest regards,

Amy Ruddell

Vice President, Macgregor Communications

aruddell@macgregorcom.com

2025 Keynote Speakers



KEYNOTE

BETTER TOGETHER IN THE CHANGING WORKPLACE

TINA VARUGHESE

CROSS-CULTURAL COMMUNICATION AND DIVERSITY EXPERT

Monday, April 28 | 8:30am to 9:45am

Are issues like these causing stress, conflict, and confusion in the workplace? · Trevor is always on his iPhone? How does he get any work done!? · I wish Mei-Wen would contribute more in meetings. · Jacqueline is so shy. How can she take on the role of VP of Marketing? Who would respect and listen to her? · George is always in my office. We have Outlook for a reason. He's seriously wasting my time. Successful organizations understand today's increasingly multigenerational, multicultural, and multifaceted workforce brings both opportunities and challenges if not managed effectively. To create trust, collaboration, and creative work environments, inclusive leaders need to effectively communicate, understand, and listen to their fellow employees. Everybody wants to be seen, wants to be heard, and wants to be acknowledged. Learning how to communicate and cooperate in the workplace leads to a healthier, happier, motivating, and inspiring workplace where everybody benefits. Key takeaways: · Are you generationally "savvy"? · Play nice in the sandbox — team building through collaboration and understanding. · Empowering introverts in the workplace. · Individualistic and collectivist cultures: how values change the way we communicate. · What time is it? The difference between monochronic and polychronic cultures and why it matters to the workplace.



KEYNOTE

HOW GRATITUDE & CELEBRATION CAN CONNECT YOU BACK TO YOUR WHY

JEFF HARRY

INTERNATIONAL POSITIVE PSYCHOLOGY PLAY SPEAKER

Monday, April 28 | 3:00pm to 4:00pm

Have you ever stopped to reflect on the immense value you bring to your organization? As Administrative Professionals, you are often the backbone of your teams—keeping everything running smoothly, supporting others, and solving problems before they arise. But how often do you feel seen, heard, and truly appreciated for all that you do? In this inspiring session, we'll flip the focus and celebrate you. Discover how recognition and gratitude are more than just nice gestures—they're powerful tools that boost productivity, create meaningful connections, and build a positive workplace culture. Learn how celebrating your own wins (and encouraging others to do the same) can energize your role, foster collaboration, and improve your work environment. Together, we'll explore the science behind gratitude and how it creates ripple effects across teams and organizations. You'll leave this session empowered with simple but impactful strategies to recognize your own contributions and advocate for appreciation in ways that resonate with you and your colleagues.

2025 Keynote Speakers



KEYNOTE

BE FUTURE READY: THE EVOLUTION OF THE ADMIN PROFESSIONAL IN THE AGE OF AI

GREGG BROWN

CHANGE AND FUTURE OF WORK STRATEGIST

Tuesday, April 29 | 8:30am to 9:45am

As AI continues to reshape the workplace and the future of work, the administrative professional is having to evolve to meet new demands and rising expectations. With knowledge workers shifting away from routine, repetitive tasks, the very nature of our work is changing. Amidst talent shortages, multiple generations in the workplace, and concerns about AI replacing jobs, administrative professionals are now challenged to enhance their abilities and envision a future where the value they provide will be key to driving innovation and empowering teams they work with. We all want to know what the future of work holds. Here's a better option: Instead of worrying about the future of work, let's figure out how to make yourself more future ready to not only handle whatever comes up, but to be strategic and step into the future quickly. In this engaging, inspiring and story filled keynote, Gregg will share research based insights combined with actionable strategies so the audience will: · Discover the critical skills required for the future of work · Explore how to increase your value with the rise of technology · Develop a growth mindset to assist you to step into the future quickly · Explore how brain science can increase your ability to be future ready · Identify ways to take bold action in the face of uncertainty · Discuss how to build future ready leadership skills - as everyone is a leader regardless of their job title.



KEYNOTE

BRING ON THE JOY! BUILDING RESILIENCE AND ENGAGEMENT IN TIMES OF CHANGE

JESSICA HOLMES

CELEBRATED COMEDIAN | AUTHOR | MENTAL HEALTH ADVOCATE

Tuesday, April 29 | 3:00pm to 4:00pm

Years of flux and uncertainty have left people burnt out and many are still grappling with stress and disconnection. It's an important time to foster a sense of well-being and engagement so people can thrive again. Comedian and Bell Let's Talk ambassador Jessica Holmes presents a moving, funny, and energetic talk that encourages positive mental health and reignites your sense of purpose. Drawing on inspiration from her own journey through depression, Holmes shares how she reconnected with her love of life and work, drawing parallels with this new chance we all have to thrive after setback. Holmes' call to action combines humour with inspiration from the field of positive psychology. She delivers insights into: Simple, sustainable steps to improve mental health. Shifting perspective to increase fulfillment and happiness at work. Moving forward with empathy for yourself and others (one of the most important parts of a successful team!). Renewing your sense of purpose and energy by engaging with your values. This talk honours the courage it has taken to come this far and reconnects audiences with their greatest qualities to bring on personal and professional joy!



Schedule at-a-glance

MONDAY, APRIL 28				
8:30AM - 9:45AM	Keynote: Better Together in the Changing Workplace Tina Varughese, Cross-Cultural Communication and Diversity Expert			
TRACK	POWERED BY AI	PATH TO POWER	PRECISION & PLANNING	TIPS & CLICKS
10:15AM - 11:15AM	AI for EAs: Building Your Technology Toolkit Without Losing the Human Touch Jessica McBride, Tech Savvy Assistant	Leveraging Your Influence for Powerful Impact! Glynis Devine, She-Suite Leaders	Powerful Prioritization Principles Chrissy Scivicque, CCS Ventures, LLC	Streamlining Administrative Tasks with Microsoft Power Automate Drew Tattam, Knack Training
11:30AM - 12:30PM	AI...From Basics to Brilliance James Spellos, Meeting U	Leadership Without a Title: Empowering Administrative Professionals to Lead with Confidence Peggy Vasquez	Managing Interruptions; The Art of Getting Work Done Rhonda Scharf, On The Right Track	Microsoft Loop: The new Admin multi-tool Denise Tsamouris, Knack Training
12:30PM - 1:45PM	LUNCH			
1:45PM - 2:45PM	What You Should Know About AI (and Were Too Afraid to Ask): Essential Tools and Tips to Make AI Work for You Jamie Champagne, Champagne Collaborations	Empowering Leaders in Administrative Professions: Building Confidence to Lead and Inspire Sheena Yap Chan, The Tao of Self-Confidence	Panel Discussion: Best Practices in Event Management	Revamping Boring Presentations in Seconds Neil Malek, Knack Training LLC
3:00PM - 4:00PM	Keynote: How Gratitude & Celebration Can Connect You Back To Your Why Jeff Harry, International Positive Psychology Play Speaker, Rediscover Your Play			

Schedule at-a-glance

TUESDAY, APRIL 29				
8:30AM - 9:45AM	Keynote: Be Future Ready: The Evolution of the Admin Professional in the Age of AI Gregg Brown, Change and Future of Work Strategist, Change Ready Leadership			
TRACK	POWERED BY AI	PATH TO POWER	PRECISION & PLANNING	TIPS & CLICKS
10:15AM - 11:15AM	Word for Writers using Copilot Greg Creech, Techedutainment Services, Inc.	Making the Leap from Peer to Team Leader: Start by Managing Yourself Shelagh Donnelly, Exceptional EA	Continuous Improvement for Project & Event Success Tanya Dent, NSP	Using Power Automate to Automate Staff Onboarding Drew Tattam, Knack Training
11:30AM - 12:30PM	AI & You: The Ultimate Productivity Power Duo Leslie Hughes, Punch!media	The EA Manager: What You Need to Know to Succeed Lisa Olsen, Admin to Admin	Advanced Minute Taking – Motions & Voting Rhonda Scharf, On The Right Track	Mastering Outlook for Administrative Professionals Denise Tsamouris, Knack Training
12:30PM - 1:45PM	LUNCH			
1:45PM - 2:45PM	Generative AI vs. Degenerative AI: Taming the Communications Beast Phil Barth, Great Things Happen LLC	Panel Discussion: ...And Breathe. Best Practices for Achieving the Elusive Work Life Balance	Grammar and Business Writing Skills for Our Hybrid World Shelagh Donnelly, Exceptional EA	Unlocking Google Workspace: Going Beyond Email and Docs to Maximize Productivity Jamie Champagne, Champagne Collaborations
3:00PM - 4:00PM	Keynote: Bring on the Joy! Building Resilience and Engagement in Times of Change Jessica Holmes , Celebrated Comedian Author Mental Health Advocate			

Workshops at-a-glance

SUNDAY, APRIL 27			
10:00AM -1:00PM	Building it All with Canva Workshop: From Vision to Creation Jamie Champagne, CSP, PMP, CBAP, Overly Passionate Business Analysis Speaker and Trainer, Champagne Collaborations	Mastering Strategic Communication for C-Suite Success Peggy Vasquez, CEAP, Certified Trainer, Inspirational Speaker, Empowerment Coach and Bestselling Author, Peggy Vasquez	Modern Meetings: Organizing and Presenting with Teams and Microsoft 365 Neil Malek, President, Knack Training LLC
	Next-Level Project Management: Deepen Your Expertise and Overcome Obstacles Chrissy Scivicque, PMP, PCM, CCMP, Founder, Eat Your Career, CCS Ventures, LLC	Productivity Power-Up: Administrative Strategies to Boost Efficiency & Maximize Time Jan Vilaca, Create Your Virtual Influence, Coaching & Consulting	
LUNCH			
2:00PM - 5:00PM	Event Planning Essentials For Administrative Professionals: From Concept to Successful Execution Anh Nguyen, Spark Event Management	Generative AI Unleashed: Hands-On Exploration for Administrative Professionals James Spellos, Meeting U	Making the LEAP to Strategic Partner Glynis Devine Certified Speaking Professional (CSP), President & Chief Empowerment Officer, She-Suite Leaders
	Mastering Google Workspace: Hands-On Workshop to Create a Workspace That Works for You Jamie Champagne CSP, PMP, CBAP, Overly Passionate Business Analysis Speaker and Trainer, Champagne Collaborations	Modern File Management: Leveraging SharePoint, OneDrive, Power Automate, and Copilot Neil Malek, President, Knack Training LLC	



Workshops at-a-glance

WEDNESDAY, APRIL 30			
9:00AM -12:00PM	(Almost!) Everything You Wanted to Know About Planning and Recording Meetings, But Were Too Busy Attending Them to Ask Professional Speaker; Founder and Principal, Exceptional EA, Exceptional EA	How to Level Up and Get Noticed: Using the SWOT Success Tool for Visibility and Influence Lisa Olsen, CWCA, Co Owner, Admin to Admin	Microsoft Copilot and Office 365: New productivity Greg Creech MCT, Comp CTT+, President/ Owner, Techedutainment Services, Inc.
	The Drama Triangle - Leading Yourself and Others Through Difficult Conversations Amanda Bjorn, Humanistic Systems at Work		
	Smart Planning with AI: Designing Your Personal and Professional Roadmap Phil Barth PMP, Head Chicken Fryer, Great Things Happen LLC		

