

CELEBRATING ADMINISTRATIVE EXCELLENCE:

ENGAGE ENLIGHTEN EMPOWER EXCEL

APRIL 23-26, 2023
Toronto | The Westin Harbour Castle

REGISTER TODAY!

EARLY BIRD PRICING ENDS MARCH 17, 2023



Did you know...

most organizations have an employee development budget?

Talk to your Manager or Human Resources department about the training options available.

Why attend?

Why should you and your colleagues attend this educational conference?

- Dynamic Keynote speakers and information sessions
- 2. Learn techniques that today's valued Administrator needs to achieve optimal productivity
- 3. Take valuable professional information back to share within your organization
- 4. Gather fresh ideas and insights from peer-to-peer networking with high level Admins from around the world
- **5.** Gain new skills and strategies that you will use right away
- **6.** Choose what works for you and your team there are many Workshops and Symposiums available to you

Build a case to attend APC 2023

A three-year study of 2,500 firms by the American Society of Training and Development found definitive evidence linking increased training investments to more favourable financial results for companies. Firms that increased training investment saw higher shareholder returns and enjoyed higher profit margins.

Research from Hackett Benchmarking and Research revealed companies that increased spending on training averaged voluntary employee turnover rates of 7% compared to 16% for those companies that spent less.

Let your Manager know that an investment in your training is an investment for the success of your organization.

Return to your workplace refreshed, motivated, energized, and feeling valued by your organization.

@APCCanada

#APCCAN



CLICK HERE

to download a justification letter template you can customize to build your case for attending APC.



On behalf of the entire team at Macgregor Communications, we look forward to welcoming you to the 2023 edition of the Administrative Professionals Conference of Canada!

We hope you will join us as we Celebrate Administrative Excellence! This is your opportunity to engage with office professionals from all across Canada and beyond! APC provides an environment that empowers attendees to excel in their professions.

This year's speaking faculty is second to none! North America's top Admin trainers and subject experts are here to help you achieve your professional and personal goals... and the learning doesn't end in the classroom. APC speakers are accessible throughout the conference: at meals, breaks and during the networking sessions. The diverse group of 300+ attendees offers the added advantage of connecting and learning from your peers and colleagues.

Come see for yourself and you'll understand why APC is regarded as the 'must attend' event for your community! This is YOUR event and we look forward to welcoming you to APC!

Sincerely,
Amy Ruddell
Vice President
Macgregor Communications.

Thank You to the 2023 APC Advisory Board



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2023 KEYNOTE SPEAKERS



APRIL 24 · 8:30AM - 9:45AM

In this highly interactive and fun session, Kupe, an Improvisational Actor, focuses on key improvisation lessons that will help you be a more attentive and flexible team member. You will walk away with lessons to help you suspend judgment, keep conversations moving forward, listen generously, and take collaboration to new levels. With Kupe's business background, he will be able to help you directly apply these skills on the job. Why is this so important? The speed of business today requires teams to decide fast, learn fast and gain buyin from all stakeholders involved. In Daniel Pink's book, To Sell is Human: The Surprising Truth About Moving Others, he highlights improv skills as a necessary competency for everyone. This quote sums it up. "In improv, you never try to get someone to do something. That's coercion, not creativity," Salit says. "You make offers, you accept offers— and a conversation, a relationship, a scene, and other possibilities emerge." Your role is to help move others to accomplish agreed upon goals.



APRIL 24 · 3:45PM - 4:45PM

In our lives, workplaces, and communities, too often we find ourselves struggling to present a "perfect" self, battling imposter syndrome, dismissing accomplishments, and walking around in a prison of judgement with others holding the key. We are bombarded daily with messages from society about whom we should aspire to be and how to express ourselves. As a result, we develop beliefs, thoughts, emotions, and behaviours that keep us acting in the ways we were taught to act. These subliminal messages around us chip away at our ability to be our authentic selves. This leads to bouts of anxiety, fear of rejection, impostor syndrome and simply feeling we are not enough. Samra explores, however, that when we embrace our vulnerabilities and show up authentically, we foster genuine trust, real connections, resilience, inclusion, and collective human connection. This unlocks new potential and helps us become the remarkable leaders we are and set the stage for others to do the same.



APRIL 25 · 8:30AM - 9:45AM

Can you live in predictable unpredictability? Perhaps this is the most important question facing all of us in 2023. On the personal front, these chaotic times certainly lead to additional stress. On the business front, these chaotic times make it difficult to plan for success. In this Keynote presentation, Amber Mac guides audiences through three steps to adapt, learn, and grow, including how to master Digital Discipline, Workplace Wellness, and Purpose Prioritization.



APRIL 25 · 2:30PM - 3:30PM

Emmy-Award winning TV personality, style expert, fashion designer and New York Times best-selling author are just a few of Carson's credits. Carson's early fame was a result of his years as the fashion expert on Bravo's Queer Eye for the Straight Guy, where he was one of the show's "Fab Five." Carson was a large part of why the show garnered an Emmy awards and three nominations. Carson began his career as an independent stylist and worked with major designers including Ralph Lauren. He frequently appears on talk shows as a fashion critic/ commentator including; The Oprah Winfrey Show, Good Morning America, Live with Kelly and Ryan, The Wendy Williams Show, and Fashion Police. Carson competed on Hollywood Game Night, and Celebrity Family Feud to raise money for his favorite charities like Project Angel Food. Additionally, Carson was the fashion analyst for the Kentucky Derby and the backstage analyst along with Ashley Graham for the Miss Universe pageant. Currently, Carson is one of the key judges for VH1/Logo-TV series Emmy-award winning RuPaul's Drag Race, Recently, Carson re-connected with his Oueer Eve alum Thom Filicia, for the new fan favorite interior design show, Get A Room with Carson and Thom, which premiered on Bravo Networks in October. Carson is a strong supporter of many philanthropic causes including The Trevor Project, The Human Rights Campaign, AIDS WALK, the AID, and the Rodriguez Liver Foundation.

Schedule at-a-glance

MONDA	MONDAY, APRIL 24 - TRACK SESSIONS					
8:30AM - 9:45AM	Communication, Collaboration, Improvisation Oh My! Kupe Kupersmith Improv comedian, IT specialist, and all-around awesome guy!, KupeTalks					
TRACK	EMPOWER EXCEL ENLIGHTEN ENGAGE					
10:00AM - 11:00AM	Empowered Assistant Peggy Vasquez	Hack your Job: Applications and tips to increase your productivity by doing less work! AJ Hawley Trendsparency	Have A Supportive to Negotiate the Money You			
11:15AM - 12:15PM	Results Without Authority: Holding People Accountable When You're Not in Charge Rhonda Scharf On The Right Track	Business Writing Skills are Mission Critical in Our Hybrid World Shelagh Donnelly Exceptional EA	UNBREAKABLE HAPPINESS Kwesi Millington KM Communications & Coaching	The True Art of Influencing Executives - Through Coaching and Leadership Reka Tokes SheRocks!		
		LUNCH				
1:15PM - 2:15PM	Super Charge Your Career Amal Candido CIBC Head Office - Capital Markets	Let's Pivot! Easy analytics using Excel's PivotTables Greg Creech Techedutainment Services, Inc.	Achieve More by Doing Less Hans Eckman InfoTech/Eckman Guides	Personal Branding for People Who Aren't Kardashians Leanne Calderwood LinkedIn and Personal Branding		
2:30PM - 3:30PM	Getting to the Corner Office: What You Always Wanted to Know and Were too Afraid to Ask! (AA to EA) Peggy Vasquez	Advanced Minute Taking – Motions & Voting Rhonda Scharf On The Right Track	Change Got you Down? How to Roll with the Punches When You'd Rather be Throwing Them Jennifer Bedell Mariner Innovations	Squeeze the Day! Glynis Devine She-Suite		
3:45PM - 4:45PM	How Authenticity Fosters Human Connection & Inclusive Leadership Samra Zafar International DEI, Mental Health, Social Justice Expert & Award-Winning Author					
5:00PM - 6:00PM	NETWORKING RECEPTION					

TUESDAY, APRIL 25 - TRACK SESSIONS					
8:30AM - 9:45AM	The 2023 (Mostly Business) Survival Guide: Three Steps to Succeed in a Changed World Amber Mac Innovation Speaker Co-Host, The Feed on SiriusXM President, AmberMac Media, Inc.				
TRACK	EMPOWER	EXCEL	ENLIGHTEN	ENGAGE	
10:00AM - 11:00AM	Working with your Hotel/Venue Sales contact to get the best agreement for your event Feiona Gobin SUMONAS Group	Building it All with Canva Jamie Champagne Champagne Collaborations	Smile to Success Greg Creech Techedutainment Services, Inc.	Multi-Tasking Genius: Getting it all Done Without Losing Yourself Grace Cirocco GRACE CIROCCO INC.	
11:15AM - 12:15PM	Event Planning - No Trauma, No Drama, No Stress, No Mess Ronald Finlay Matrix Business Training Workshops	WordPress! Have Fun with Marketing and look like a Rock Star Michael Wood Helium Ventures Inc.	Slow down, you move too fast: Be productive while Feelin Groovy Jennifer Bedell Mariner Innovations	Staff Matters Unfiltered: Saying the Quiet Parts Out Loud Bonnie Low- Kramen Be The Ultimate Assistant (BTUA)	
		LUNCH			
1:15PM - 2:15PM	SHE-Suite: How Women at the TOP are changing the game Glynis Devine She-Suite	The art of "speaking geek" Jamie Champagne Champagne Collaborations	Imposter's Syndrome - You're a Fraud; Everyone Knows More Than You and Other Lies We Tell Ourselves AJ Hawley Trendsparency	The Bartender's Guide To Project Management Daniel Simon Where's Your Road, LLC	
2:30PM - 3:30PM	Finding Your Personal Style Carson Kressley Emmy-Award winning TV personality, style expert, fashion designer and New York Times best-selling author				
3:30PM - 4:15PM	Carson Kressley Meet and Greet & Champagne Reception				

Workshops at-a-glance

Leslie Hughes

Punch!media

SUNDA	Y, APRIL 23			
9:00AM - 12:00PM	Improving from the Inside: Creating positive change without authority Hans Eckman InfoTech/Eckman Guides	Strategic Visibility & Influence for EAs Rhonda Scharf On The Right Track	The Technical Administrative Professional Greg Creech Techedutainment Services, Inc.	The Truth About Minutes, and How to Elevate Yours Shelagh Donnelly Exceptional EA
		LUNCH		
1:00PM - 4:00PM	Communicating with Confidence: How to improve your public speaking skills and become more persuasive with both your teammates and senior executives Hans Eckman InfoTech/Eckman Guides	The 2023 Roadmap for Admins Rhonda Scharf On The Right Track	Microsoft 365 Boot Camp Greg Creech Techedutainment Services, Inc.	How to set and achieve meaningful goals Peggy Vasquez

WEDNE	SDAY, APRIL 26		I	
9:00AM - 12:00PM	An Introduction To What You Do Daily - Project Management! Daniel Simon Where's Your Road, LLC	the Superpower all AP/EAs can't live without! Suzannah Baum Ideal Communications	Hack Your Job: Build your own Digital Assistant! AJ Hawley Trendsparency	Remotely Working - Lessons On Creating The Balance You Desire And Build The Life You Want Beverly Beuermann-King R 'n' B Consulting - Work Smart Live Smart
		LUNCH		
1:00PM - 4:00PM	Your resume in your workplace: How to get noticed for internal postings and promotions! Daniel Simon Where's Your Road, LLC	From To Do to TA DA! 20 Best Practices for Time Management Suzannah Baum Ideal Communications	Women in Leadership – Own Your Seat Workshop! Jamie Champagne Champagne Collaborations	Stop Letting That Difficult Person Ruin Your Day and Your Business: Effectively Handle Toxic People For Better Productivity and Less Drama Beverly Beuermann-King

R 'n' B Consulting - Work Smart Live

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WORKSHOP DESCRIPTIONS - SUNDAY, APRIL 23



9:00am - 12:00pm Improving from the Inside: Creating positive change without authority

Hans Eckman, Speaker & Trainer, InfoTech/Eckman Guides

Take a second and think of three things you'd change in your org if you could make them magically happen. You found multiple things that could be better in less than five seconds. Ideas aren't the problem, implementing them is. Although it feels like changes can only be made top-down, we can influence and improve our teams, processes, and organization from the ground up. We just need to shift our approach and tactics.



9:00am - 12:00pm Strategic Visibility & Influence for EAs

Rhonda Scharf, CSP, HoF, Global Speaking Fellow, President, On The Right Track

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. Learn how and why we need visibility and how to be influential without resorting to manipulation.



9:00am - 12:00pm The Technical Administrative Professional

Greg Creech, MCT, Comp CTT+, President/Owner, Techedutainment Services, Inc.

With our information overload, the technical Technical Administrative Professional knows the structure and best practices for using databases plus how to manage, manipulate, and analyze the organization's data. We will use Microsoft's Access application to know the components of a relational database. Next, we will download our information into Excel for manipulating and analyzing our data. Take your technical skills to a higher level and become a Technical Administrative Professional. Please bring your own laptop!



9:00am - 12:00pm The Truth About Minutes, and How to Elevate Yours

Shelagh Donnelly, Speaker, Trainer, Exceptional EA

Some think it's easy to produce quality minutes, yet that's not the case. If it was, anyone could do the job and enjoy it, and we'd rarely see edits. You need skills, a good handle on grammar and business writing, and a solid understanding of how stakeholders' expectations of minutes have evolved. You'll gain all this, along with confidence in preparing concise, relevant minutes. You'll also laugh – and groan! – as we look at actual communications that illustrate the importance of proofreading.



1:00pm - 4:00pm

Communicating with Confidence: How to improve your public speaking skills and become more persuasive with both your teammates and senior executives

Hans Eckman, Speaker & Trainer, InfoTech / Eckman Guides Leslie Hughes, CM, CEO/Principal of PUNCH!media, Punch!media



Did you know people are more afraid of public speaking than they are spiders, heights, and the dark? Yet communication is a crucial skill that everyone needs to have, whether you're influencing peers, managing your leadership team and/or working with your Board of Directors. In this fun and interactive session, you'll learn how to communicate with ease and authority.



1:00pm - 4:00pm How to set and achieve meaningful goals

Peggy Vasquez, CEAP, Trainer / Situational Leadership Certified T, Inspirational Speaker, Empowerment Coach and Bestselling Author, Peggy Vasquez

Do you find yourself using the same goals you did last year or copying what another assistant has created? Or have you set goals but never quite hit the achievement desired? Do you feel you don't have time to work on your goals? Are you overwhelmed just thinking about goals? Do you want to know how to set and achieve meaningful goals and get positive results? If you said yes to any of the above, this training opportunity is for you! Attending this training opportunity will prepare and empower you for your annual goals and performance updates.



1:00pm - 4:00pm **Microsoft 365 Boot Camp**

Greg Creech, MCT, Comp CTT+, President/Owner, Techedutainment Services, Inc.

Microsoft 365 constantly updates and adds new features and changes previous features. This session covers Word, Excel, PowerPoint, and Outlook applications plus using OneDrive/SharePoint and Teams to collaborate with our documents, spreadsheets, and presentations. We'll learn new tips and tricks plus good old shortcuts for effectively using and sharing our files. Attend our Microsoft 365 Boot Camp for an intense and entertaining learning experience. Please bring your own laptop!



1:00pm - 4:00pm The 2023 Roadmap for Admins

Rhonda Scharf, CSP, HoF, Global Speaking Fellow, President, On The Right Track

What used to be chaos has become commonplace. As Administrative Professionals, we have learned to "roll with the punches" and learn more and faster than we ever assumed was possible. But we did it! And our new norm is uncertain. We don't know what the next 12 months will bring. We do know that our skills have grown, our strengths have changed, and our versatility is more important than ever. We need to be equipped for a rapidly changing workforce.

WORKSHOP DESCRIPTIONS - WEDNESDAY, APRIL 26



9:00am - 12:00pm

An Introduction To What You Do Daily - Project Management!

Daniel Simon, PMP, MPM, ACRW, Career Coach, Motivational Speaker, Where's Your Road. LLC

What is project management? Most likely, the umbrella term for what you are doing in your position. It's also a very transferable knowledge base that you can help identify your organizational processes and improve your outcomes.



9:00am - 12:00pm

CORE MOTIVE... the Superpower all AP/EAs can't live without!

Suzannah Baum, Presentation & Leadership Communication Expert, Ideal Communications

Core Motive measures 'why we do what we do'. It's the foundation of emotional intelligence (EQ). HR experts say EQ is up to 4x more important than IQ! This session will equip you to: \cdot Communicate your vision so people buy in \cdot encourage collaboration \cdot build trust \cdot provoke better, faster results \cdot reduce conflict \cdot foster autonomy and empowerment \cdot perform at a higher, happier level. This session is for you if you like to have fun, impact positive change, and co-create!



9:00am - 12:00pm

Hack Your Job: Build your own Digital Assistant!

AJ Hawley, Founder & Principal Consultant, Trendsparency

We are going to build a digital assistant so that you can skip the tedious tasks, maximizing your time and influence in the office! We will be focusing on the Microsoft platform, using Microsoft Teams, SharePoint Lists, and a collection of Office365 applications. At the end of the session you will have built several methods for not only procuring tasks and assignments, but will have built automation to handle them all. Let the robot uprising begin! Requirements: Each individual will need to bring a laptop.



9:00am - 12:00pm

Remotely Working - Lessons On Creating The Balance You Desire And Build The Life You Want

Beverly Beuermann-King, CSP, Stress and Resiliency Expert, R 'n' B Consulting - Work Smart Live Smart

Life places many demands on an Administrative Professional's time, energy and balance can feel like an unrealistic dream, especially while working remotely. Failing to focus on life satisfaction can lead to burnout, mental health challenges, and a variety of physical health issues. This interactive workshop helps Administrative Professionals examine the results of a lack of balance and focus their goals for living a balanced life with more joy and meaning.



1:00pm - 4:00pm

From To Do... to TA DA! 20 Best Practices for Time Management

Suzannah Baum, Presentation & Leadership Communication Expert, Ideal Communications

TA DA! That's where the tools and strategies you take away from this session will take you – to a feeling of control and calm! By the end of this session you'll know: \cdot How to leverage your greatest asset \cdot How to re-focus the procrastinator AND the perfectionist \cdot How to use existing tools to reinforce new, effective systems \cdot How to delegate without a role of authority \cdot How to tactfully say 'no' – and when to use it \cdot How to manage other people's problems \cdot How to respond to multiple bosses with 'top priority' tasks \cdot AND, the \$1,000,000 idea that'll take you to a new level of productive! If you're looking for tangible ways to squeeze the best out of your work day without



1:00pm - 4:00pm

Your resume in your workplace: How to get noticed for internal postings and promotions!

Daniel Simon , PMP, MPM, ACRW, Career Coach, Motivational Speaker, Where's Your Road, LLC

Remember when you were a kid and you avoided a chore like the plague, even though it would have taken you all of thirty seconds to actually complete it?! How's that resume update coming along? I thought so! We are always working so hard to avoid working on our resumes that we would actually put in less effort if we just opened up the document and started addressing it. Let's do that in this workshop! Bring your pen, notepad, laptop, resume, AND your questions!



1:00pm - 4:00pm

Stop Letting That Difficult Person Ruin Your Day and Your Business: Effectively Handle Toxic People For Better Productivity and Less Drama

Beverly Beuermann-King, CSP, Stress and Resiliency Expert, R 'n' B Consulting - Work Smart Live Smart

Many of us have learned to avoid, rather than deal with the bullies and other difficult people. Nothing can change the fact that some people may simply be more challenging to deal with. Success as an AP, depends on being able to recognize and respond appropriately to a variety of difficult behaviours. Join to learn strategies and tips for recognizing and moving these difficult interactions forward, so that you can end frustration, act rather than re-act, and build more successful partnerships.



1:00pm - 4:00pm

Women in Leadership – Own Your Seat Workshop!

Jamie Champagne , CBAP, PMP, PMI-PBA, Overly Passionate Business Analyst, Champagne Collaborations

The number of women in leadership roles is growing in all industries and areas of business. As we seek to decrease the gender divide, skilled women leaders are essential for the success of any organization. Topics include: defining success criteria, asking smart questions (and not being afraid to speak up!), presentation skills, managing conflict, and creating action plans beyond the self-assessment.

THE WESTIN HARBOUR CASTLE HOTEL

1 Harbour Square Toronto, Ontario | M5J 1A6





The hotel is located on the vibrant waterfront of Lake Ontario, just steps away from the Downtown Core via the PATH,
Toronto's underground covered walkway.
We invite you to revel in the season as you walk through Toronto's theatre and entertainment districts and discover delight in all the seasonal fun that the nearby Harbourfront Centre has to offer. This CAA/AAA Four Diamond property features refreshing accommodations in Canada's largest city and is a landmark downtown Toronto hotel and your haven for personal well-being in Toronto.

BOOK EARLY TO RECEIVE SPECIAL APC CANADA DISCOUNTED PRICING. DISCOUNTED PRICING EXPIRES SATURDAY, MARCH 25, 2023 BOOK NOW!

ROOMS	SINGLE RATE	DOUBLE RATE
TRADITIONAL ROOM	\$315.00	\$315.00

For reservation information, please visit our location and accommodation page by <u>clicking here</u>, or call 1-888-627-8559 and quote:

Administrative Professionals Conference or group code **ADM**



NETWORKING OPPORTUNITIES

For more information on APC Networking Opportunities visit apccanada.com

Monday, April 24, 2023 - 5:00PM - 6:00PM

Mix and mingle with fellow APC Canada attendees, sponsors and speakers at the 24th APC Networking Reception. Enjoy your drink of choice while you connect with fellow attendees, play a few games and win some prizes!

No charge to attend!



Monday, April 24, 2023 - 7:00PM - 9:00PM

Cherry Blossom Beauty. Let's Create Some Creative Magic Together. It is easier than you think. If you have never painted before, never fear. This Cherry Blossom Beauty has been created with the beginner in mind. With stepby-step and individual instructions from artist Donna Y.

Pre-registration required Limit of 45 attendees \$45.00 per person



Tuesday, April 25, 2023 - 7:00PM

It's Time To Believe In Magic.

Adventure runs in the family. When Harry Potter's head-strong son Albus befriends the son of his fiercest rival, Draco Malfoy, it sparks an unbelievable new journey for them all—with the power to change the past and future forever. Prepare for a mind-blowing race through time, spectacular spells, and an epic battle, all brought to life with the most astonishing theatrical magic ever seen on stage.



APRIL 23-26, 2023 | THE WESTIN HARBOUR CASTLE

2023 CONFERENCE PACKAGES

	INDIVIDUAL	GROUPS OF 3+	INDIVIDUAL	GROUPS OF 3+
PACKAGES		Y BIRD	REGU	
Value Pass (includes both symposia days & 4 workshops)	\$2,642.65	\$2,378.39	\$2,936.27	\$2,642.65
3 Day Combo Pass (includes both symposia days 6 2 workshops)	\$2,209.50	\$1,988.55	\$2,455.01	\$2,209.50
2 Day Symposia Pass (both symposia days only)	\$1,552.50	\$1,397.25	\$1,724.99	\$1,552.50
2 Day Combo Pass (1 symposia day 8 2 workshops)	\$1,321.33	\$1,189.20	\$1,468.14	\$1,321.33
1 Day Symposia Pass (1 symposia day only)	\$851.69	\$766.52	\$946.31	\$851.69

Prices listed above do not include tax. HST (13%) will be added at the time of registration. Continental breakfast, snack breaks and lunch are included with registration.

For General Registration Questions, please contact us at: 1-888-443-6786 ext 2202

or email: registration@apccanada.com

Send Registration Payment by Mail: APC Canada P.O. Box 1

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Canada

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Organizations registering 3 or more attendees receive group discount rates. If your company is interested in this special offer, please contact me directly!

Jennifer White

E: jwhite@macgregorcom.com Include "APC Group Inquiry" in the subject line.