

ES&PA 2015

Executive Secretary and Personal Assistant (ES/PA) Conference 2015

Becoming The Next World-Class Assistant

Main Conference: 6 - 7 May 2015

Post Conference Workshop: 8 May 2015

Location: Mandarin Oriental, Singapore



This is for you if you want to...

- ✓ Achieve personal and corporate breakthroughs
- ✓ Unlock the power of your subconscious mind to boost your energy and confidence
- ✓ Get tips on dressing for success
- ✓ Harness the power of influence and persuasion
- ✓ Handle challenging people and situations effectively
- ✓ Enhance your ability to adapt to stress and adversity
- ✓ Stand out from the crowd, impress at first sight
- ✓ Climb the corporate ladder: Advance from assistant to strategic business partner

Register by
29 April 2015!

CONFERENCE AT A GLANCE

DAY 1: WEDNESDAY, 6 MAY 2015

- Boost your confidence, shatter your limiting beliefs
- Managing success and happiness
- Discover why most fail to achieve breakthroughs and how you can succeed
- Essential and practical emotional intelligence at the workplace
- The power of influence and persuasion - How to get people to say "Yes!"

DAY 2: THURSDAY, 7 MAY 2015

- Increase your mental strength and fitness
- Handling difficult people and situations
- Speak off the cuff: Think fast, talk smart
- Present with greater confidence
- Effective strategies for career progression skills every PA should acquire

POST FORUM WORKSHOPS: FRIDAY, 8 MAY 2015

- Workshop A: Write it Right - Modern Business Writing Skills
- Workshop B: Personality Profiling - Managing Different Personalities in the Office

FEATURED SPEAKERS

Combining a mix of expert speakers with highly experienced Executive Assistants, this conference will provide you with fresh perspective coupled with numerous real-life, personable examples.



Dr John Kenworthy
Director Asia Pacific-
Influence Coach
**Corporate Edge
Leadership**

Leadership Coach and
Business Mentor
John Maxwell team

**Touch My Heart - Communicate
with Impact**



Lyn Lian
Executive Assistant
Barclays

**Planning and Managing Meetings
with Confidence**



David Goldwich
Principal Consultant
**David Goldwich
International**

**Speak off the Cuff:
Think Fast, Talk Smart**



David Lee
Principal Trainer
Luminaries Lab Pte Ltd

President
**Association of
Professional Trainers
Singapore (APTS)**

**Achieving Personal and Corporate
Breakthroughs**



James Leong
CEO
**VisionsOne
Consulting Pte Ltd**

Adjunct Professor
**National University
of Singapore(NUS)**

Mastering Presentation Skills



Kenny Ong
Country Head
of Malaysia and
Singapore
Unilever

**Managing your Professional
Development: Effective Strategies
for Career Progression and
Skills every PA should acquire**

Speakers Line Up

Thought Leaders from Singapore



Angie Toh
Founder
iTransform Institute Pte Ltd

Boost Your Confidence, Shatter your Limiting Beliefs



Steve Sharpley
International Organisational Coach
Neueducation

Mindfulness: Changing the workplace to be more Effective and Compassionate



Cheryl Liew-Chng
CEO
LifeWorkz Pte Ltd
CEO
The24-Hour Woman

The 24-Hour Women: Managing Success and Happiness



David Lee
Principal Trainer
Luminaries Lab Pte Ltd
President
Association of Professional Trainers Singapore (APTS)

Achieving Personal and Corporate Breakthroughs



James Leong,
CEO
VisionsOne Consulting Pte Ltd
Adjunct Professor
National University of Singapore (NUS)

Mastering Presentation Skills



Kenny Ong
Country Head of Malaysia and Singapore
Unilever

Managing your Professional Development: Effective Strategies for Career Progression and Skill every PA should acquire



Lyn Lian
Executive Assistant
Barclays

Planning and Managing Meetings with Confidence



Hanifah Ali
Executive Coach
Coach Success

Conflict Minimization and Resolution - Handling Difficult People and Situations



Suzenne Zheng
Founder
First Impressions Image International

Impress at First Sight



David Goldwich
Principal Consultant
David Goldwich International

Speak off the Cuff: Think Fast, Talk Smart



Philippa Penfold
Leadership Advisor
MNC

Building Trust in the Office



Caroline Dawson
Director
Lighthouse Communications Consulting

Write it Right! Modern Business Writing Skills



David Chan
Director and Principal Consultant
Edaphic Leadership Consulting

Personality Profiling - Managing Different Personalities in the Office



Dr John Kenworthy
Director Asia Pacific
Influence Coach
Corporate Edge Leadership
Leadership Coach and Business Mentor
John Maxwell team

Touch my Heart - Communicate with Impact



Justine Moss
Owner/ Principal Consultant
Jay Jay Communications

Conference Chairperson - Day One & Day Two



Dr Granville D'Souza
Managing Director
EQ Asia Pte Ltd

Essential and Practical Emotional Intelligence at the Workplace



Denise Ng
Founder and Managing Consultant
IMAGOIMAGE

Corporate Grooming - Dressing for Success

Media Partner:
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CAREY
WORLDWIDE CHAUFFEUR SERVICES



Welcome to the Inaugural Executive Secretary and Personal Assistant Conference

Becoming The Next World-Class Assistant

6 - 8 May 2015 | Mandarin Oriental, Singapore

Dear Colleagues,

The past 10 years or so have seen a revolution in the office environment. Today, the 21st-century Personal and Executive Assistants holds a complex role — one minute requiring support and the next a proactive approach in a highly pressured environment. The job scope of an Executive Assistant has dramatically evolved beyond their traditional job scope to one that demands a combination of perspicacity, inventiveness, flexibility, poise, and resourcefulness.

Assistants have the onus to take charge of their own professional development and harness effective strategies to manage their career progression and acquire the relevant skills set that every World-Class EA and PA should master to remain relevant and effective at their work place.

After endless requests, we are proud to present this highly awaited and much anticipated inaugural **Executive Secretary and Personal Assistant Conference - Becoming the Next World-Class Assistant**. This Conference will feature some of Singapore's most highly rated industry experts who would share their expertise and insights with the sole purpose of empowering PAs & Office Executives in a Contemporary Corporate World.

This 3-day Conference is an interactive and dedicated forum that will cover major themes such as Boosting Self-Confidence, Managing Success and Happiness, Tips on Making an Impression, Dressing for Success, Building Effective Communication at the Workplace and Handling Challenging Relationships with tactfulness. You will leave the Conference with a fine-tuned mindset, developed confidence and tools to succeed even with the most demanding employer. We strive to provide a challenging but supportive environment in which Assistants can value add to their current role and progress in their career.

Book your seats now and be where expert trainers gather! Mark 6 - 8 May 2015 in your calendar now!

Best Regards,

Ruby Tan
Program Director
Executive Secretary and Personal Assistant (ES/PA) Conference 2015

Book Your Seat Today!

Email: admissions@claridenglobal.com

or Call +65 6899 5030

for Immediate Booking!

Invitation to the Inaugural Executive Secretary and Personal Assistant Conference

6 - 8 May 2015 | Mandarin Oriental, Singapore

PAST PARTICIPATING COMPANIES

Over 300 executive secretaries and personal assistants have attended our secretaries program worldwide and we have received outstanding testimonials. Selected past participating companies from Singapore include:

- Abbott Laboratories Pte Ltd
- Asia Capital Reinsurance Group Pte Ltd
- Australian International School
- Barclays
- Bell Helicopter Asia (Pte)
- Boehringer Ingelheim Singapore (Pte)
- CapitaMalls Asia Limited
- Changi Airport Group
- Courts Singapore Pte Ltd
- Daimler South East Asia Pte Ltd
- Dell Global B.V.
- DHL Express Pte Ltd
- Dsm Nutritional Products Asia Pacific Pte Ltd
- Energy Market Company Pte Ltd
- German Centre Singapore
- HSBC Bank
- Microsoft
- Resorts World Sentosa Singapore
- Rio Tinto Procurement Pte Ltd
- Standard Chartered Bank
- Temasek Polytechnic
- The Walt Disney Company (Southeast Asia)
- Vifor Pharma Asia Pacific Pte Ltd
- Yahoo! Southeast Asia Pte Ltd

PROGRAM FEES

Program Name: **Executive Secretary and Personal Assistant Conference**

Program Location: Mandarin Oriental, Singapore

Main Conference: 6 - 7 May 2015

Post Conference Workshops: 8 May 2015

Register by
29 April 2015!

Conference Packages	1st Early Bird Fee (If payments and registrations are received by 11 March 2015)	2nd Early Bird Fee (If payments and registrations are received by 8 April 2015)	Regular Fee Nett
2-Day Conference	S\$2,590	S\$2,790	S\$2,890
2-Day Conference + Half-Day Workshop	S\$3,090	S\$3,290	S\$3,390
2-Day Conference + 1-Day Workshop	S\$3,390	S\$3,590	S\$3,690

*The conference fee includes lunch, refreshments and conference documentation.

Group Discounts:

For 2 registrations from the same company and billing source, the 2nd participant enjoys a 10% discount.

For registrations of 3 from the same company and billing source, the 4th participant receives a complimentary seat.

Only one discount scheme applies per company.

Important Notice: Payments are required with registration and must be received prior to the Conference to guarantee your place.

PLUS! Separately Bookable Post Conference Workshop

8 May 2015

Workshop A (9:00am - 12:30pm):

Write it Right - Modern Business Writing Skills

Workshop B (1:30pm - 5.00pm):

Personality Profiling - Managing Different Personalities in the Office

Conference Highlights

6 - 8 May 2015 | Mandarin Oriental, Singapore

8 REASONS TO JOIN US AT THE INAUGURAL EXECUTIVE SECRETARY & PERSONAL ASSISTANT CONFERENCE

Achieve personal and corporate breakthroughs



Climb the corporate ladder: Advance from assistant to strategic business partner

Unlock the power of your subconscious mind to boost your energy and confidence



Stand out from the crowd, impress at first sight

Get tips on dressing for success



ES&PA
2015



Enhance your ability to adapt to stress and adversity

Harness the power of influence and persuasion



Handle challenging people and situations effectively

Main Conference Agenda

6 - 7 MAY 2015 | MANDARIN ORIENTAL, SINGAPORE

DAY ONE - 6 MAY 2015

Becoming the Next World-Class Assistant of Today!

I have the deepest respect and regard for assistants who are the backbone of businesses and the right arms to their employers. When they are supported with training and professional development, the sky is the limit for what is possible and the workplace is powerfully transformed for everyone. Together, we can make a difference — one assistant, one executive, one company at a time.

Bonnie Low-Kramen

09:00 Opening Address by Conference Chairman

Justine Moss
Owner/ Principal Consultant
Jay Jay Communications

Justine Moss is the principal consultant of Jay Jay Communications, an Asia Pacific communications and language consulting, training and coaching business based in Singapore. Justine has over 18 years' experience in the communications and media industries, having lived and worked in Singapore, Australia, New Zealand and the United Kingdom. Her business experience encompasses communications training, radio, journalism, education and English tutoring.



09:10 Boost your Confidence, Shatter your Limiting Beliefs

- The power of your subconscious mind
- Tools to change your thoughts and words to create different results
- Mastering peak performance through your body, mind and emotions
- Achieve your goals and dreams with confidence
- Power breath to boost your energy and confidence

Angie Toh
Founder
iTransform Institute Pte Ltd

Angie Toh is a peak performance and breakthrough coach, trainer and published author. She is also the founder of iTransform. With her strong background in sales, marketing, business and personal development, Angie's passion is to coach and train business leaders and executives to succeed on their own terms and achieve breakthrough in their personal and professional life. Angie has been coaching and conducting training since 2009 and her clientele is based globally. She has facilitated many workshops covering areas such as coaching, stress management, personal effectiveness, money mastery and sales mastery in Singapore, Malaysia, India and Hong Kong.



10:00 The 24-Hour Woman: Managing Success and Happiness

- How high achieving, stressed women manage it all and still find happiness
- The 5 pillars of The 24-Hour Woman
- Achieve greater clarity, heighten your energy and productivity
- Be a woman of impact and influence 24/7
- Gain inspiration and empowerment to achieve your goals

Cheryl Liew-Chng
CEO, LifeWorkz Pte Ltd
CEO, The 24-Hour Woman

Cheryl Liew-Chng is an in-demand international speaker, trainer, coach, author, and founder of LifeWorkz. Having served in leadership positions and navigated several career transitions in many industries, Cheryl guides high-level executives, entrepreneurs, professionals, and stay-at-home moms in activating their potential—inspiring them to greater personal and professional fulfillment. Her clients include the Singapore government, BP Lubricants Asia Pacific, Maybank, Royal Plaza on Scotts, Deutsche Bank, Bloomberg, and the Estee Lauder Group.



10:50 Morning Refreshments

11:10 Keynote Address: Achieving Personal and Corporate Breakthroughs

- Discovering why most fail to achieve breakthroughs and how you can succeed
- Getting everyone into the right mode (S.P.C.) through the triune brain research
- Becoming a human expert in the workplace
- Overcoming the 4 levels of pain to attain a breakthrough

David Lee
Principal Trainer, Luminaries Lab Pte Ltd
President, Association of Professional Trainers Singapore (APTS)

David Lee is known to be one of the influential authorities in the training industry. He has trained, coached and spoken to tens of thousands in Singapore, Japan, Malaysia, Thailand, Indonesia and China. His participants include professionals such as top management, doctors, lawyers and educators from MNCs such as Singapore Exchange (SGX) & Sanofi Aventis to top institutions such as Singapore Polytechnic & National Junior College.

When Singapore Workforce Development Agency (WDA) launched the WTS Scheme in year 2010, they invited David to be the first Principal Trainer to equip the Cohort Mentors and Career Consultants with facilitation and coaching skills. He is also the first appointed Trainer by Ministry of Education (MOE) to train key personnel staff from hundreds of schools from Primary, Secondary, JC/CI and Mixed-School levels for Education & Career Guidance (ECG). He has since also been invited to train hundreds of educators on Social and Emotional Learning (SEL). David Lee is also the elected President of the Association of Professional Trainers Singapore (APTS).



Main Conference Agenda

6 - 7 MAY 2015 | MANDARIN ORIENTAL, SINGAPORE

12:00

Essential and Practical Emotional Intelligence At the Workplace

- Learn how to capitalize on your emotional state to get results with people
- Learn how to reflect and understand the very patterns that cause you success or repeated difficulties and learn new productive behaviors every single time
- Be able to use 1 single step that will immediately defuse a potential conflict
- Learn a 3 step process that involves empathy, emotional connection and enabling others to take action

Dr Granville D'Souza
Managing Director
EQ Asia Pte Ltd

Dr Granville D'Souza is the Managing Director of 3 companies. He started his first in 1999 and has since built a publishing company and another consulting setup. He is responsible for bringing the largest EQ franchise to Asia and helped lead the expansion in the region. Armed with knowledge and strategies to stir ideas into action through Emotional Intelligence in Year 2000, he embarked on his mission to help people find meaning, passion and happiness in their lives.

Granville has been helping organisations to approach their strengths and weaknesses through coaching and facilitative workshops for the last 20 years. His present programs are geared towards personal change and peak performance and include areas of Team Development, Communication & Behavioural Awareness, Emotional Intelligence, Coaching & Supervisory Leadership.

Granville has written 3 books on EQ, has a Bachelor of Arts, an MBA, and a Doctorate in Business Administration from the University of South Australia.



12:50

Lunch

13:50

Building Trust in the Office

- Behaviours that build trust and those that destroy it
- The importance of integrity and credibility for building a reputation for trustworthiness
- Achieving outstanding results through trusting others
- How to diagnose trust issues and rebuild damaged trust
- How to help build trust in your organisation

Philippa Penfold
Leadership Advisor
MNC

During Philippa's 15 years in HR she has worked in senior roles across various industries including Mining, Banking, Insurance, IT, Legal and Professional Services in companies from start-up ventures to MNC's. Philippa has a wealth of knowledge about the different cultures and business practices in Asia, having lived and worked across multiple countries.

Philippa has led numerous HR initiatives with geographically dispersed multicultural teams and participated in complex projects including M&A deal teams. Though experienced in many areas of HR, Philippa's more recent experience includes Leadership Development, HR Strategy, Organisation Development, Change Management, Communication and Project Management.

14:40

Touch my Heart - Communicate with Impact

- The three laws to engaging and persuasive communication
- Engaging — Touch my heart
- Enlightening — Teach me something new
- Enduring — Present content in ways I'll never forget
- Practical and powerful exercises to build trust and influence others

Dr John Kenworthy
Director Asia Pacific- Influence Coach, Corporate Edge Leadership
Leadership Coach and Business Mentor, John Maxwell team

John is a coach and business mentor, and his mission is to help you achieve positive change by enabling you and your team to realize success in business, career and life. John has a doctorate in leadership development from Henley Business School in the UK and he has created a powerful leadership assessment tool, the GAINMORE™ Advantage Potential to Performance System and a unique leadership development program, the GAINMORE™ Golf Advantage Challenge.

John has over 20 years of successful cross-cultural and cross-industry experience as a teacher, trainer, mentor and entrepreneur, across diverse regions including the Far East, Middle East and Europe, which has enabled him to positively impact individuals and world-class organizations and SMEs across the globe.



15:30

Afternoon refreshments

16:00

Planning and Managing Meetings with Confidence

- Preparing and planning for different types of meetings
- Organising Transnational meetings
- Meeting etiquette
- Guidelines of teleconferences and video conferences

Lyn Lian
EA to MD (Head of GSSM Operations & Change and Head of Technology & CRES Sourcing)
Barclays

Lyn Lian joined Barclays in 2012 as Executive Assistant within Global Sourcing & Supplier Management (GSSM) team, supporting the Management Team, comprising of Managing Directors and Directors. Global in outlook with excellent interpersonal communications and administrative skills, Lyn soon became a key member of the team. She was also nominated and awarded Page Personnel Top 10 Singapore EA of the Year 2013.

Prior to joining Barclays, Lyn worked with ANZ, being involved in the RBS Integration project. Lyn also flew with Singapore Airlines for five years and was awarded a Star Award in 2008 for service excellence.



16:50

Closing Speech by Chairperson

Main Conference Agenda

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DAY TWO - 7 MAY 2015

09:00 Opening Address by Conference Chairman

Justine Moss
Owner/ Principal Consultant
Jay Jay Communications

Justine Moss is the principal consultant of Jay Jay Communications, an Asia Pacific communications and language consulting, training and coaching business based in Singapore. Justine has over 18 years' experience in the communications and media industries, having lived and worked in Singapore, Australia, New Zealand and the United Kingdom. Her business experience encompasses communications training, radio, journalism, education and English tutoring.



09:10 Mindfulness: Changing the Workplace to be more Effective and Compassionate

- Increase your mental strength and fitness
- Reduce stress responses that overwhelm and leave you in discomfort
- Enhance your ability to effectively adapt to stress and adversity
- Develop greater self-awareness through emotion regulation and mastery to minimize emotional drama in your life
- Develop better communication skills to avoid conflict

Steve Sharpley
International Organizational Coach
Neueducation

Steve is an international organizational coach with more than 18 years of professional experience. He has worked with many major companies including: ACWA Power (KSA), BP (UK, Europe, USA), Borealis A/S, Cisco Systems, Citigroup, Ericsson (Indonesia), Frito-Lay (Europe), Jaguar, Multitest, GmbH, Vodafone, and many more.



Marion Neubronner
& Associates

10:00 Conflict Minimization and Resolution - Handling Difficult People and Situations

- How to increase understanding and awareness amongst individuals involved in the conflict
- How to increase mutual respect from conflict resolution
- How to improve self-knowledge of things that are most important and sharpening focus and enhancing effectiveness

Hanifah Ali
Executive Coach
Coach Success

Hanifah has over 20 years' professional experience with American, European and Asian multinational organizations in Asia Pacific as well as Singapore's Small-Medium Enterprises in numerous industries including chemical, shipping manufacturing, trading and services.

She brings value to her clients from her corporate experiences in both direct and support roles spanning from business HR, finance, customer service management, business management, marketing and CRM project management. She has worked extensively in cross-cultural environments in numerous initiatives to drive change and also, instilled ownership amongst employees and management.

She is also an accredited International Coach Federation (ICF) Executive Coach working with leaders in regional and global roles around areas involving key performance indicators, team development and performance management, strategic leadership, operational efficiency, work - life harmony, career transition and management as well as fast-track high potentials for promotion. She mentors budding coaches to support them in their new careers.



Leapfrog into Transformation

10:50 Morning Refreshments

11:10 Mastering Presentation Skills

- Prepare to present with greater confidence
- Speak with clarity and purpose
- Discover moves, postures and gestures that make you more powerful
- Apply the finer elements of vocal variety to be more engaging
- Connect with the power of eye contact
- Master the pause for attention
- Distinguish different audience styles and build rapport

James Leong
CEO, VisionsOne Consulting Pte Ltd
Adjunct Professor, National University of Singapore (NUS)

James is a strategic learning partner to Singapore's top financial institutions, leading blue chip public listed companies and has trained extensively with many institutions of higher education such as Singapore Management University, Singapore Institute of Management, the Institute of Chartered Accountants in Australia, Victoria University of Technology and Duke Corporate Education. He has presented regularly at professional forums, continuing professional education training, appeared on radio and investor education webcasts. The Singapore Business Review has also featured him as one of ten influential professional speakers in Singapore.

James is well known for his dynamic presentation and ability to simplify complicated concepts in a simple, easy and fun way for his audience to understand and apply to achieve impactful results. In recognition of his contribution to the community, James has received the long service award from the Minister, Prime Minister Office.



12:00 Speak off the Cuff: Think Fast, Talk Smart

- Ready: Know your audience
- Aim: The ACI Formula™
- Fire: Impromptu speaking templates and techniques

David Goldwich
Principal Consultant
David Goldwich International

David Goldwich, the Persuasion Doctor, teaches people how to become more influential, compelling, and irresistibly persuasive as they share their message with the world. He has MBA and JD degrees and practiced law in the United States for more than ten years, arguing before judges and political, government, and community bodies. He knows how to persuade the toughest audiences.

Main Conference Agenda

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An engaging and award-winning speaker, David uses humor and stories gathered from his own experience as a lawyer, businessman, and father to help people reach breakthrough changes in their personal and professional lives. He is the author of four books and numerous articles. David speaks internationally and conducts workshops on business presentations, negotiation, storytelling, and other areas of influence and persuasion.



12:50 *Lunch*

13:50 **Impress at First Sight**

Impact of that First Impression:

- Beware of image busters
- Projecting visual confidence and poise
- Projecting visual effectiveness and standing out from the crowd

Business Etiquette:

- Greetings and Introductions
- Exchanging Business Cards
- Proper Address of Seniors
- Networking Etiquette

Suzenne Zheng

Founder

First Impressions Image International

Suzenne is the Founder of First Impressions Image International™ which has been established since 1990. She is also the Author of bestseller "Image Quotient" and the newly launched "From Lambs to Lions" — a book on Personal Branding and Image Management.

Apart from being a writer, Suzenne is a Master Franchisee of First Impressions, UK and is licensed to certify image consultants for First Impressions' franchises. Suzenne has certified more than 100 image professionals in Asia. She is appointed Director of Asia by First Impressions, UK and heads the operation as Master Trainer. She is a Personal Branding Strategist and Personal Coach, specializing in Impressions and Image Management programs. Her current client includes ExxonMobil, Keppel Land, SPC, Merrill Lynch, Barclays Capital, Deloitte, AIA, Ministry of Manpower etc.



14:40 **Corporate Grooming - Dressing for Success**

- Color, style and grooming tips to look smart on the job
- What to wear and what not to wear in the office
- Pointers on communicating confidence, friendliness and professionalism through dress

Denise Ng

Founder and Managing Consultant

IMAGOIMAGE

Denise Ng is a UK and US professionally trained image consultant with international experience in image, style and personal branding. She is the founder and managing consultant of image consultancy IMAGOIMAGE. Denise advises corporate and private clientele on professional image, developing personal impact for corporate success. Passionate about people branding, she has helped many individuals in companies to polish their appearance, conduct and interpersonal skills. Denise is a regular public speaker and makes frequent media appearances on radio and print, in Singapore and overseas.



15:30 *Afternoon Refreshments*

16:00 **Managing your Professional Development - Effective Strategies for Career Progression and Skills every PA should Acquire**

- Feedback process - useful models
- Ongoing personal and professional development - Identifying where you are vs where you want to be
- Understanding and harnessing technology and new media
- Skills every PA should acquire
- Strategies for effective business networking

Kenny Ong

Country Head of Malaysia and Singapore

Unilever Network

Kenny is currently the Country Head, Malaysia & Singapore of Unilever Network. He was formerly the Senior Vice President for Takaful Ikhlas, one of the top Islamic Insurance companies and also the Vice President for CNI Holdings Berhad, a public-listed Asian consumer goods group of companies. Prior to that, Kenny was a Principal Consultant with a multi-national Management Consultancy and has assisted many organizations areas of business, organizational and human resource issues. Kenny speaks regularly throughout Malaysia, Singapore, Brunei, Thailand and Indonesia.



16:50 **Closing Speech by Chairperson**

Excellence and the Assistant — doing ordinary things extraordinarily well. Striving for excellence is an important part of professionalism in any job. It involves trying to put quality into everything you do, and this attitude tends to separate the achievers, who make rapid strides in their careers, from others.

Lucy Brazier

Post Conference Workshops

8 MAY 2015 | MANDARIN ORIENTAL, SINGAPORE

Workshop Timetable: Workshop A will run from 9:00am - 12:30pm with mid morning and luncheon breaks. Workshop B will run from 1:30pm - 5:00pm with a mid afternoon refreshment break. Registration begins 30 minutes before each workshop commences.

WORKSHOP A: 9:00am - 12:30pm

Write it Right- Modern Business Writing Skills

To be conducted by Caroline Josephine Dawson, Owner and Manager, Lighthouse Communications Consulting

This comprehensive writing talk will help you write letters, emails and proposals that are so important to your career. Whether you are writing an email message to a co-worker or responding to an important customer, this talk will equip you with the techniques of good writing and help you choose an appropriate format, style and tone to enhance your writing skills. "Writing it Right" will show you that modern business writing should not be difficult and a chore.

Participants will learn:

Basic Elements in Business Writing

- Business language today
- Modern day business writing vs. older form of business writing
- Fundamentals of good business writing
- The KISS Methodology
- Concise writing techniques
- Understanding and using tone effectively in writing
- Sentence construction style and structure
- Paragraphing styles and rules
- Email/letters and proposal templates

Writing Tips and Techniques

- Techniques for responding to difficult letters
- Writing the response to the letter of complaint
- Managing your tone and avoiding legal liabilities
- Useful phrases and terms to use when writing to customers

About Your Workshop Leader



Caroline Josephine Dawson
Owner and Manager
Lighthouse Communications Consulting

Director of Lighthouse Communications Consulting, Caroline has more than 17 years of invaluable experience as an Editor of lifestyle and technical publications and 15 years teaching business management, environmental and soft-skills communication.

During her numerous corporate experiences with local and foreign delegates, Caroline has provided counselling and coaching services to many multicultural individuals and teams while also mentoring fellow educators in developing their professional skills.

Caroline uses a combination of tailored activities and has mastered the art of utilizing pedagogical methods with minds! Her pragmatic real world approach ensures that she understands and responds to the real pressures and issues faced by adult learners in particular. By closely observing and identifying individuals with special learning needs, she has maintained that experiential, innovative teaching methods and highly interactive curriculum are key motivational factors that enhance one's communication and personal development skills.

Post Conference Workshops

8 MAY 2015 | MANDARIN ORIENTAL, SINGAPORE

Workshop Timetable: Workshop A will run from 9:00am - 12:30pm with mid morning and luncheon breaks. Workshop B will run from 1:30pm - 5:00pm with a mid afternoon refreshment break. Registration begins 30 minutes before each workshop commences.

WORKSHOP B: 1:30pm - 5:00pm

Personality Profiling - Managing Different Personalities in the Office

To be conducted by David Chan, Director and Principal Consultant, Edaphic Leadership Consulting

In this fast-paced world where information flows fast and furious, there is a need to pay attention to information demands. Too much, too little or no information can wreck productivity and ruin work relationships. It can also lead to higher turnovers. This programme examines the unique nature of how each person processes and digests information, based on their personality needs. Participants can expect to take away useful strategies on how to understand their bosses (people-reading) and better present their work in a way that bosses can appreciate and understand well. This way, productivity at work increases, while potential conflicts are eliminated.

Participants will learn:

- Personal preferences of pace and priorities
- Understand basic personality types
- Understand the different communication/ information needs
- Implications of an outgoing or reserved boss/colleague to you
- Understand how to present information to different personality types
- Ways to avoid/ ease ongoing conflict at work

About Your Workshop Leader



David Chan
Director and
Principal Consultant
**Edaphic Leadership
Consulting**



David Chan is an educator at heart who has a passion for taking others on tours into the inside workings of individuals and corporations. His trainings have often been described in ways ranging from being insightful, engaging and perceptive to thought-provoking, motivational and very applicable.

Having trained more than 32,000 individuals in his career over the last 8 years, David is known for his adaptability and sense of humor in reaching both corporate and tertiary audiences. David is proudly certified as a Human Behaviour Consultant by Personality Insights Inc.(USA), and brings with him experience in consulting with F&B companies, healthcare institutions, banks and non-profit organizations to bring about effective working relationships that enhance work productivity and harness hidden potential in a time where skills are abundant and human capital development is often lacking.

Topics that David regularly speaks about include leadership principles, conflict management and building strong teams. David enjoys traveling overseas and understanding cultures and spends time to mentor others in his personal capacity whilst in Singapore.

The Inaugural Executive Secretary and Personal Assistant Conference

Becoming The Next World-Class Assistant

6 - 8 May 2015 | Mandarin Oriental, Singapore

Join us at the Executive Secretary and Personal Assistant Conference!

Do you have solutions to help improve the role of EA's and PA's?
Looking for the ideal platform to raise your profile and to increase your ROI?

Leverage our limited sponsorship packages to strengthen and confirm your market position through consistent and continual branding awareness and take advantage of the plethora of opportunities with high level decision makers.

Your Partnership with us will provide you with:

- Unparalleled industry exposure
- Leads generation and set-up of meetings with key decision makers
- Positioning your company as a thought-leader
- Reaffirming your position in the industry

Please contact **Michelle Leong** at **+65 6899 5048** or email **michelle.leong@claridenglobal.com** to discuss potential sponsorship opportunities or to customize your own package.

Benefits as Media Partner or Supporting Organization at the Executive Secretary and Personal Assistant Conference

- **Enhance your corporate profile & visibility within your industry** - Your company's logo will be emblazoned on our brochures and distributed to esteemed EAs and PAs from renowned organizations across Asia
- **Affiliation with Asia's best commercial event organizer**

Clariden Global events are widely known and trusted throughout Asia for giving best value to senior industry executives. We partner with selected media and supporting organizations, capable of delivering the highest caliber of expert knowledge and key industry insights to the target market.

If you meet the criteria mentioned above and would like to explore the opportunity to partner with us for the Executive Secretary and Personal Assistant Conference, please contact **Michelle Leong** at **+65 6899 5048** or email **michelle.leong@claridenglobal.com**

Media Partner:

Page Personnel

Page Personnel is a leading professional recruitment consultancy specializing in the recruitment of permanent, contract and temporary positions on behalf of the world's top employers. It is an established global brand with 85 offices in over 20 countries. We have been in Singapore since 2010 and currently recruit for roles in Accounting & Finance, Customer Service, Sales & Marketing, Secretarial & Office Support and Technology.

Our Secretarial and Office Support team focuses on delivering core secretarial and office support talent to organizations and is able to share in-depth market knowledge of salaries, team structures and industry trends with both clients and candidates to nurture richer relationships and processes within the sector. For more information about Page Personnel, please visit us at <http://www.pagepersonnel.com.sg>

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EXECUTIVE SECRETARY AND PERSONAL ASSISTANT (ES/PA) CONFERENCE 2015

6 - 8 May 2015 | Mandarin Oriental, Singapore

CLARIDEN
Knowledge for the world business leaders

REGISTRATION PAGE

Please complete this section.

Booking Contact (Approving Manager) Mr/Mrs/Ms: _____
Job Title: _____ Department: _____
Telephone: _____ Fax: _____
Email: _____
Organization: _____
Address: _____
Postal Code: _____
<input type="checkbox"/> I would like to receive more information on hotel accommodation using Clariden Global corporate rate.

Promotional Code (Optional): _____

Please register the following participant(s) for this Conference

(Please tick to select your Conference packages. You may tick more than one.)

1st Participant Name (Mr/Mrs/Ms): _____

Job Title: _____ Department: _____

Telephone: _____ Fax: _____

Email: _____ Date of Birth: _____

Conference Package Selected: _____

2nd Participant Name (Mr/Mrs/Ms): _____

Job Title: _____ Department: _____

Telephone: _____ Fax: _____

Email: _____ Date of Birth: _____

Conference Package Selected: _____

3rd Participant Name (Mr/Mrs/Ms): _____

Job Title: _____ Department: _____

Telephone: _____ Fax: _____

Email: _____ Date of Birth: _____

Conference Package Selected: _____

4th Participant Name (Mr/Mrs/Ms): _____

Job Title: _____ Department: _____

Telephone: _____ Fax: _____

Email: _____ Date of Birth: _____

Conference Package Selected: _____

GROUP DISCOUNTS

For registration for 2 participants, enjoy 10% discount on 2nd participant. For a limited time only by 8 April 2015, register 3 participants and the 4th participant will receive a complimentary seat. Complimentary seat will be registration of the lowest value.

Note: GST is applicable only to participants from Singapore registered companies.

CONFERENCE FEES

Conference Packages	1st Early Bird Fee (If payments and registrations are received by 11 March 2015)	2nd Early Bird Fee (If payments and registrations are received by 8 April 2015)	Regular Fee
2-Day Conference	S\$2,590	S\$2,790	S\$2,890
2-Day Conference + Half-Day Workshop	S\$3,090	S\$3,290	S\$3,390
2-Day Conference + 1-Day Workshop	S\$3,390	S\$3,590	S\$3,690

PLEASE NOTE: The conference fee includes lunch, refreshments and conference documentation. Payments are required with registration and must be received prior to the Conference to guarantee your place.

CONFERENCE VENUE AND ACCOMMODATION INFORMATION

Mandarin Oriental, Singapore

5 Raffles Avenue, Marina Square

Singapore 039797

Tel: +65 6338 0066

Website: <http://www.mandarinoriental.com/singapore/>

4 WAYS TO REGISTER



Email: admissions@claridenglobal.com



Fax: +65 6567 4328



Call: +65 6899 5030



Website: www.claridenglobal.com

PAYMENT METHODS

BY CHEQUE / BANK DRAFT :

Made payable to CLARIDEN GLOBAL PTE LTD and mail to: 3 International Business Park, #04-29, Nordic European Centre, Singapore 609927.

BY TELEGRAPHIC TRANSFER TO:

Bank Name: **DBS BANK**
Bank Branch code: **027**
Bank Address: **6 Shenton Way, DBS Building, Singapore 068809**
Bank Account No: **027-903583-8**
Bank Account name: **Clariden Global Pte Ltd**
SWIFT Code: **DBSSSGSG**

Please note that all bank charges are to be borne by participants. Please ensure Clariden Global Pte Ltd receives the full invoiced amount.

Note: Please include invoice number on all payment types and your company's name in your payment instructions for our reference.

CREDIT CARD:

To make payment by credit card, please call our client services hotline at +65 6899 5030.

HOW TO REGISTER AND PAY

An invoice and registration confirmation will be sent within 7 days, please contact us if you have not heard from us within 7 days. Payment can be made by credit card, by bank transfer or by cheque made payable to "Clariden Global Pte Ltd".

ALL PAYMENTS MUST BE RECEIVED IN ADVANCE OF THE EVENT.

ACCOMMODATION

Accommodation is not included in the program fee but you will be entitled to use our corporate rate for your accommodation. Information will be sent along with your registration confirmation.

CANCELLATIONS AND SUBSTITUTIONS

Once we have received your booking, the place(s) are confirmed. No refunds will be made for any cancellations, however, program credits of equivalent value only applicable for Clariden Global events will be provided. Credits can only be redeemed for 1 program and is valid for only one (1) year from date of issue.

Substitution with a qualified candidate is allowed by providing at least 5 working days of advance notice to Clariden Global. One time substitution is allowed with no charges. Subsequent substitutions will be charged 10% admin fee.

ALL CANCELLATIONS MUST BE RECEIVED IN WRITTEN FORM

PLEASE NOTE: Clariden Global Pte Ltd reserves the right to change the content and timing of the programme, the speakers and the date and venue due to reasons beyond their control. If in the unlikely event that the course is cancelled, Clariden Global Pte Ltd will refund the full amount and disclaim any further liability.

ENQUIRIES: If you have any queries about registration or payment please do not hesitate to contact our client services department on +65 6899 5030.

PRIVATE DISCLOSURE STATEMENT: Any information provided by you in relation to this event is being collected by Clariden Global Pte Ltd and will be held in the strictest confidence. It will be added to our database for the primary purpose of providing you with information about future events and services.

Visit us at www.claridenglobal.com for upcoming events

FOR OFFICIAL USE

FEE RECEIVED

REFERENCE L5221/RT/ML