



**Personal Assistant Tips**

# Executive PA Masterclass Public Training Workshop

**COURSE BROCHURE**



**Call: +44 207 792 5214**

**2-day intensive advanced-level course**

**Increasing PA know-how**



# EXECUTIVE PA MASTERCLASS

Call: +44 207 792 5214

## DEVELOPING STRATEGIES FOR:

Personal branding  
Understanding the boss  
Internet & social media  
Event management  
Win-win negotiation  
Problem solving

## TESTIMONIALS

"Thank you so much - this was a very interesting experience that brought a lot of knowledge. Please don't change it."

*Anna, Executive Assistant, Capgemini, London*

"I am Business Intelligence - Assistant CEO, thriving reaching the position of Executive Assistant CEO. Marguerita's skillful approach of the particular topics I lack in administration and organization grew me overnight thus being able to face my new challenge in the utmost professional manner. The 'Executive PA Masterclass' is a worth investment and Marguerita a true friend and such an extraordinary professional."

*Diana, Executive Assistant, Switzerland*

I very much enjoyed the Masterclass. Small group gave the opportunity to flesh out ideas and scenarios. Took away lots of tips and ideas for the future."

*Lorraine, Executive Assistant, ENEC, Abu Dhabi*

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## V The Aims of This Masterclass

This is an excellent 2-day workshop that's interesting, insightful and offers excellent value for money. Expect to come away from this course with lots of valuable tips, tricks and instructions to help you raise your game as a PA. (See the Testimonial Section below to see what others have said).

This workshop explores the modern Executive Personal Assistant role and the Executive PA as a personal brand. The concept of personal branding will be reviewed as a means for advancing your career, as will the relationship between the Executive PA and her/his boss to determine what executives really need from their PA. The modern PA is expected to be technology savvy, and as such this workshop explores the use of internet tools and social media for business.

Today's Executive PA role is very project-centred so developing good event management skills is a priority. This workshop explores event management techniques and strategies and looks at tools and strategies that will give your event and party that special touch. The workshop will also look at a practical formula for influencing others as well as provide an opportunity to practice win-win negotiation skills.

## V The Value of In-house Training

This workshop will be delivered in-house to PAs, EAs and Administrators. In-house training provides an opportunity for delegates to address persistent issues that are less than effective within their organization. It provides a forum for PAs to flesh out problems and collectively agree solutions to common issues.

## V Why You Should Attend

The role of the modern PA is constantly changing and evolving as executives become more self-sufficient in basic tasks like typing their own correspondence. PAs have to develop managerial-level skills in order to provide first class personal assistance to their bosses and remain effective in the workplace. It is essential that PAs understand the modern PA role so that they can remain an asset to their organisation. This workshop enables you to explore your own personal brand and identify strategies for adding value to the PA role, while gaining a better understanding of what the boss really needs from you. Event management has been identified as the skill-set PAs are most eager to develop, as is negotiation and influencing skills. This workshop provides a learning environment where you can practice new skills such as writing a persuasive proposal, and putting new event management techniques into practice by planning an event using timelines.

## V Who Should Attend

Executive PAs, EAs, Snr Personal Secretaries, PAs, Snr Admins and Office Mgrs.

## V Pre-workshop Questionnaire

Each delegate is required to complete a pre-workshop questionnaire to assess their needs and identify their expectations.

## V Free Use of PA Mentor's Club

Delegates will be given 6 month's free use of the PA Mentor's Club where they can ask questions and receive tips and advice.

#### DAILY COURSE SCHEDULE

0830 Registration & morning coffee  
0900 Start of workshop  
1030 Morning refreshments  
1045 Workshop  
1215 Networking Lunch  
1330 Workshop  
1500 Afternoon refreshments  
1515 Workshop  
1645 End of workshop

#### ABOUT YOUR WORKSHOP FACILITATOR

Your course Facilitator is Marguerita King BSc DipPA. Marguerita is the Managing Director of [Personal-Assistant-Tips.com](http://Personal-Assistant-Tips.com), a resource website that provides advice & useful links for PAs, secretaries and office managers. Marguerita currently writes and delivers training workshops for Executive PAs all over the world. She is also an APA recommended PA Consultant Mentor and has written a number of best practice articles for the APA's Members' Knowledge Zone. As a former PA with over 25 years experience in public and private sector organisations, Marguerita understands the daily challenges of the PA role and brings a wealth of knowledge to Executive PA training and mentoring. This practical experience led Marguerita to write the "Executive PA Masterclass", which was first delivered in Dubai. Marguerita also runs event management workshops for PAs and a workshop on advancing the PA career.

#### STANDARD COURSE PRICE

**Standard Price: £1050 + VAT per delegate**

*WHAT IS INCLUDED IN THE TRAINING COURSE PRICE: The course fee includes the workshop, a course workbook, stationery, refreshments, buffet lunch, 6 months free membership of the PA Mentors Club.*

**Only £1050.00 + VAT per delegate.**

## EXECUTIVE PA MASTERCLASS 2-DAY WORKSHOP OUTLINE

#### DAY 1 - AM

Dissecting the Modern PA Role  
Establishing the objectives of the modern PA  
The Virtual Assistant as a resource  
Using social media & internet tools for business  
Professional Identity: finding the executive in you  
Defining personal branding  
Business networking strategies  
Understanding your power

#### DAY 1 — PM

Understanding Your Boss  
Identifying your boss's priorities  
Understanding what your boss needs from you  
Working with your boss's preferred communication style  
Dealing with VIPs  
Enhancing Your Value In The Workplace

Identifying tasks that add value  
Maximising your performance appraisal scores

#### DAY 2 — AM

Contemporary office systems  
Email & diary management strategies  
Planning & Goal setting  
Event Management Techniques  
Online tools for event management  
Presenting ideas to management

Event planning tips & tricks  
A practical formula for influencing others  
Presenting your ideas to management

#### DAY 2 — PM

Practical Negotiation Techniques  
The rules of negotiation  
Practicing win-win negotiation  
Problem Solving  
Developing creativity in thinking  
Identifying barriers to thinking  
Problem solving techniques  
Wrap-up session

#### COURSE FOLLOW-UP

6 months free membership of the PA Club