Event Planning & Project Management
For Administrative Professionals

March 2 - 6, 2009 | Washington, DC

Take Your Career to the Next Level…. Learn How to Effectively Execute Projects and Plan First Class Events

Attend and Receive up to 30 CPE Credits!

Featuring Two Interactive Classes:

Project Management for Administrative Professionals:
Learn how to effectively execute a project from start to finish and show greater responsibility to your boss

Event Planning, Design and Implementation:
Arrange your organization’s events from managing a tight budget to evaluating the outcome of the event

www.PerformanceWeb.org
Dear Administrative Professional,

As you know, the role of Administrative Professionals has expanded immensely to which supervisors are someone who can handle essential administrative duties while completing major projects in a timely fashion. Furthermore, Managers are continuing to increase their expectations of today’s administrative assistants, moving beyond assigning strictly administrative tasks to being responsible for coordinating travel arrangements, planning meetings and special events. As a result, opportunities for administrative assistants are expanding due to the demand for highly skilled individuals.

The Performance Institute, in conjunction with the American Strategic Management Institute, has developed an innovative and comprehensive Project Management and Event Planning Certification program. During this training you will develop advanced skills that will transform you into an indispensable assistant. Join other administrative managers at the Event Planning and Project Management Certification Week this March 2-6, 2009 in Arlington, Virginia to find out what it takes to make significant strides in your career.

Event Planning, Design and Implementation

In this interactive course, you will learn the different aspects of event planning, a true demonstration of project management. Many administrative assistants are being called upon their boss to manage events from travel logistics to the office Christmas party to entire week long events. After the week long certification you will have the tools and knowledge necessary to tackle any event and pull it off with poise and grace.

Project Management for Administrative Assistants

Whether it is for work or home, or scheduling and overseeing the yearly budget process every day you are managing some type of project. Each of these projects is different in scope, schedule and budget, but for each you have a similar end goal, success! Learning the tools and techniques from a certified PMP (Project Management Professional) trainer, you will become an expert in project management and how it can be implemented throughout your work day.

Join other administrative assistants at the Event Planning and Project Management Certification Week this March 2-6, 2009 in Arlington, Virginia to learn the skills you need to make essential strides in your career. Space is limited for this event, so be sure to reserve your seat today. I hope to see you this spring!

Kindest Regards,

Samantha McGuire

Attend and Receive up to 30 CPE Credits!
Day One: March 2, 2009

8.30
Registration and Continental Breakfast

Preface and Introduction to Project Management
• Understand the key influences that may affect your project
• Define the roles and skills that are necessary for a successful outcome and fill potential voids

PROJECT INITIATION

Laying the Groundwork: The Project Planning Phase
• Learn techniques to establish a connection with your boss and or customer for the first meeting
• Understand the information that is needed for a successful project and how to get it

Working Together: Establishing a Successful Project Team
• Create and use a skills inventory to understand team members strengths and weaknesses
• Understand team members communication styles to form a cohesive unit

Defining Project Techniques 101
• Understand and identify the parts of the project and outline a description document
• Develop techniques to clarify key components and deliverables

The Nuts and Bolts: Planning the Project Infrastructure
• Find out and determine why it is important to define the boundaries of your project
• Describe the four categories of questions that you have to answer before you plan your project

4.00
Day Three Adjourns

“This course directly relates to events I plan professionally and personally. This will help grow my confidence and career field”

Barbara Thrasher, AOL
8:30
Continental Breakfast

**PLANNING PHASE- PART I:**

**Developing a Work Breakdown Structure**
- Understand the purpose of a Work Breakdown Structure (WBS)
- Utilize your WBS from planning events in your life to large office tasks

**Developing a Preliminary Schedule and Network Diagram**
- Create a network diagram to discover the path you should take while implementing your project
- Understand how early and late schedules will effect the project and resources

4:00
Day Four Adjourns

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**Administrative Management Certification**

Many administrative assistants are now opting to receive a formal Administrative Management Certification. To address this need, the Institute offers an Associate Certificate in Administrative Management and an Advanced Certificate in Administrative Management. Completing a certification program is easy. For the associate certification, just attend the three core administrative management courses. The skills you acquire during the week will then be used to complete a professional development plan, which will then be evaluated by an expert member of our staff. To become an advanced administrative manager, just attend the five core courses over the week and receive your certification.

Benefits of Certification Include:
- Implementing Time and Stress Management Tools
- Completing a Career Skill Assessment
- Improving Your Professional Image
- Conducting Negotiations with Confidence
- Managing Conflicts in the Workplace

For more information on certification, contact Melvin Hall at 703-894-0481 or Hall@PerformanceWeb.org.
On-Site Training

One of the more popular vehicles for accessing the Institute’s Administrative Management education has been on-site delivery of training. On-site training allows you to select course content that directly relates to your team’s needs.

On-Site Training Topics Include:
- Administrative Management
- Leadership and Personal Effectiveness
- Project Management for Administrative Professionals
- Taking Control of Your Career
- Effective Communications for the Modern Administrative Professional
- Finance and Accounting Fundamentals for Administrative Professionals
- Technology Today: Tools and Techniques
- Event Planning

For more information about on-site training options, contact Mark Bryan at 703-894-0481 or Bryan@PerformanceWeb.org.

Day Three: March 4, 2009

8:30
Continental Breakfast

PLANNING PHASE PART II:

Spending Wisely: Developing a Budget to Fit your Project Needs
- Understand how to best estimate the cost of your project
- Gain tips on how to adjust your budget throughout the schedule of the project

Making the Most of It: Optimizing the Project Plan
- Understand why it is important to optimize the project
- Learn key tactics to utilize the project plan

Risky Business: Developing a Risk Management Plan
- Learn the three steps of risk management
- Identify typical date, scope and resource risks that could threaten your project

EXECUTION PHASE:

Reaching the Finish Line: Completing the Planning Phase and Gaining your Boss’ Approval
- Learn what can be done to correct your project when you are off track
- Utilize an effective plan and communication techniques to gain approval

CLOSE-OUT PHASE:

Snapshot at a Time: Tracking and Managing the Project as it Runs
- Understand the value and uses of regular team meetings
- Understand what is necessary for regular status reports

4:00
Day Five Adjourns
Day Four: March 5, 2009

8:30
Registration and Continental Breakfast

Creating your Event from Planning to Scheduling
- Discover how to survey potential event attendees and conduct post event follow ups
- Identify strengths, weaknesses, opportunities and threats for your event

Establishing and Managing a Budget for your Event
- Create an action plan that meets your budget restrictions
- Learn the best way to negotiate to achieve results

Selecting your Event Site
- Develop a site plan and learn how to conduct and analyze an onsite evaluation based on government guidelines
- Learn how to incorporate your theme and program design with your venue selection

Understanding Vendor Selection and Management
- Understand how to select your best team of vendors to make your event a success
- Utilize tips on proposals and contracts that are manageable and agreeable to all parties of an event

Developing and Maintaining Speaker Relations
- Discover how to identify the best speakers for each event type
- Learn how to communicate and recruit the best speakers in the business

Utilizing Effective Marketing and Promotion Techniques
- Develop a promotional strategy, create invitations, advertising, publicity and packaging
- Understand public relations and utilize sponsorship to marketing efforts

4:00
Day One Adjourns

Top 5 Reasons to Attend:

1. Gain a better understanding of all the components necessary in planning a flawless project
2. Discover better ways to plan for projects in both your personal and professional life
3. Learn how to become a strong event planner and project manager
4. Become an expert in maintaining speaker relations and travel management
5. Utilize project management techniques in all aspects of your life
Day Five: March 6, 2009

8:30:
Continental Breakfast

Managing Travel Arrangement with Poise
• Understand which skills are needed to become involved in travel management
• Identify and learn the organizational steps needed to conduct online research, booking, tracking and preparing the traveler

Creating Concrete Documents and Creative Signage
• Manage your documents and event materials in an organized way
• Learn how to maximize your event’s visibility through signage

Mastering the Onsite Management of Your Event
• Gain knowledge in staffing an event and recruiting volunteers
• Become skilled at professional registration, admission, security and protocol

Troubleshooting Obstacles and Finding Solutions
• Plan ahead for potential obstacles to mitigate risks
• Learn how to think on your feet and develop solutions to problems while they are occurring

Understanding and Utilizing Post-Event Reports and Communication
• Establish a post-event form and report to create consistency and follow through on your event
• Recognize the importance of a post-event meeting to communicate the event to the team and to brainstorm improvements through lessons learned

4:00
Day Two Adjourns

“What I have learned from this training will have a lot of benefit to help me get my job done properly.”
Nadia Shaherzad, US AID/ Afghanistan
EVENT & HOTEL
Project Management and Event Planning Certification Week will be held at The Performance Institute in Arlington, VA, just one block east of the Courthouse Metro stop on the Orange Line. A public parking garage is located just inside of the building. A public parking garage is located just inside of the building for $10/day. Continental breakfast, lunch and refreshments will be provided for delegates on each day.

1515 North Courthouse Rd., Suite 600
Arlington, VA 22201
703-894-0481

A limited number of rooms have been reserved at the Arlington Rosslyn Courtyard by Marriott at the prevailing rate of $209.00 until February 3, 2009. Please call the hotel directly for reservations and reference code Project Management for Administrative Assistants. The hotel is conveniently located three blocks from the Rosslyn Metro station. Please ask the hotel about a complimentary shuttle that is also available for your convenience.

Arlington Rosslyn Courtyard by Marriott
1533 Clarendon Blvd.
Arlington, VA 22209
Phone: 703-528-2222
Phone: 1-800-321-2211
http://www.CourtyardArlingtonRosslyn.com

TUITION & GROUP DISCOUNTS
The tuition rate for attending is:

Project Management Course: $999
Event Planning and Design Course: $999
Full Week: $1999

The Performance Institute offers reduced tuition to groups of three or more. For more information, please contact Melvin Hall at 703-894-0481 or Hall@PerformanceWeb.org.

CPE CREDIT
Delivery Method: Group-live
Program Level: Beginner
Prerequisites: None
Advanced Preparation: None
CPE Credits: 6 per day

The Performance Institute is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education of the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding sponsors may be addressed to the National Registry of CPE Sponsors, 150 Fourth Avenue North, Nashville, TN 37219-2417. Website: www.nasba.org

Cancellation Policy
For live events: The Performance Institute will provide a full refund less $399 administration fee for cancellations four weeks before the event. If cancellation occurs within two weeks prior to conference start date, no refund will be issued. Registrants who fail to attend and do not cancel prior to the event will be charged the entire registration fee.

For webinars: The Performance Institute will provide a full refund less $50 administrative fee for cancellations four weeks before the event. If cancellation occurs within two weeks prior to conference start date, no refund will be issued. Registrants who fail to attend and do not cancel prior to the meeting will be charged the entire registration fee.

All the cancellation requests must to be made online. Your confirmation email contains links to modify or cancel registrations. Please note that the cancellation is not final until you receive a written confirmation.

Payment must be secured prior to the conference. If payment is not received by the conference start date, a method of payment must be presented at the time of registration in order to guarantee your participation at the event.

Quality Assurance
The Performance Institute strives to provide you with the most productive and effective educational experience possible. If after completing the course you feel there is some way we can improve, please write your comments on the evaluation form provided upon your arrival. Should you feel dissatisfied with your learning experience and wish to request a credit or refund, please submit it in writing no later than 10 business days after the end of the training to: The Performance Institute: Quality Assurance, 1515 N. Courthouse Road, Suite 600, Arlington, VA 22201

Note: As speakers are confirmed six months before the event, some speaker changes or topic changes may occur in the program. The Performance Institute is not responsible for speaker changes, but will work to ensure a comparable speaker is located to participate in the program.

If for any reason The Performance Institute decides to cancel this conference, The Performance Institute accepts no responsibility for covering airfare, hotel or other costs incurred by registrants, including delegates, sponsors and guests.

REGISTRATION
To Register, Call 703-894-0481; Fax this Form to: 703-894-0482 or Visit www.PerformanceWeb.com

☐ Yes! Register me for Both Courses
☐ Yes! Register me for Project Management for Administrative Professionals
☐ Yes! Register me for Event Planning for Administrative Professionals
☐ Please call me. I am interested in a special Group Discount for my team

Delegate Information

Name
Title
Office
Organization
Address
City State Zip
Telephone Fax
Email

Payment Information
☐ Training Form/Purchase Order
☐ Check (accepted by mail only)
☐ Credit Card

Credit Card Number Expiration Date

3 Digit Card verification #

Billing Zip Code

Name on Card

Please make checks payable to: The Performance Institute

Priority Code: K197-WEB

Discounts
• All ‘Early Bird’ Discounts must require payment at time of registration and before the cut-off date in order to receive any discount.
• Any discounts offered whether by The Performance Institute (including team discounts) must also require payment at the time of registration.
• All discount offers cannot be combined with any other offer.
• Discounts cannot be applied retroactively.

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