IAAP SUMMIT
IS A CONFERENCE
UNLIKE ANY OTHER

Administrative Professionals, or more accurately Strategic Business Partners, come from all over the world to experience the education and connections that make it the can’t-miss event of the year. Whether this is your first Summit or 50th, you’re sure to leave with a renewed passion for your role, best practices to help you work more efficiently and effectively with others, and an invaluable network of new connections.

But don’t just take our word for it... Hear what past attendees are saying!

I’m fairly new to this profession and came to Summit filled with self-doubt. Four days, eleven classes, and countless new encounters later, I have realized my value. I am no longer just an admin. Thank you for that!

BETSY OSBORN, CAP
EXECUTIVE ASSISTANT, RADIOLOGY ASSOCIATES OF ATLANTA

When my co-worker said we should go to IAAP [Summit] I told her our department would never go for it BUT she asked, and we did!!! You never know what you can get out of life if you don’t ask for it! The tools I brought home with me from this amazing conference will be used to build my career AND my personal life going forward and the connections I made will be lifetime friendships. I feel so blessed to be a part of this inspiring group of people now.

ANGALA CRAMER
ADMIN II, ANTHEM BCBS

If you are a newcomer, your spirit will be lifted, and hope will fill those thoughts of being alone in your admin quest. As a newcomer, I left the Summit with a renewed sense of self, purpose, personal worth, and new friends. The ticket is worth every penny, even if they are your pennies and not your company’s dime.

DIEDRA JOHNSON-DAVIS
OFFICE MANAGER | EXECUTIVE ASSISTANT, UNIVERSITY OF SAN DIEGO
Education OPPORTUNITIES

Learning happens in all different places and ways. Some learning comes from a trainer in a classroom-type setting, and some learning comes from other admins who have walked the road you’re on. IAAP recognizes the immense value of both and creates space for all types of learning at Summit. Whether you are in a deep dive session, a connect & learn session, or chatting with a fellow attendee at a social event, stay open to learn new things. You’ll grow in ways you never thought possible!

**Deep Dive**: (deep dahyv), *n*. an experiential extended education workshop that allows you plenty of time to learn and practice a particular area or topic

**General Session**: (jen-er-uhl sesh-uhn), *n*. a session for all attendees to hear from IAAP leadership, celebrate our global ties in the Parade of Nations, interact and learn with the plenary speaker, and be inspired by the closing keynote

**Connect & Learn**: (kuh-nekt & lurn), *n*. a session dedicated to allowing you the opportunity for intentional learning from fellow attendees

CONNECT & LEARN

**Peer Pods**: (peer pods), *n*. roundtable discussions with a facilitator and thought-provoking questions on a specific topic

**Ed Talks**: (ed tawks), *n*. 10-minute TED talk-style segments, chock full of useful tips and stories relevant to the administrative profession

**Hot Seats**: (hot seets), *n*. a group think-tank environment that utilizes a facilitator and the audience of attendees to solve a challenge a fellow attendee is facing

WELLNESS BAR – **NEW!**

Visit the Wellness Bar outside of education session times to learn from the SMEs; sign up on-site (for a small fee) for a personalized 1:1 consultation with your preferred SME.

**Wellness Bar**: (wel-nis bahr), *n*. a holistic view of education and you, offering short information sessions from SMEs on topics such as Personal Budgeting, Healthy Eating, Professional Image, and more

Social EVENTS

The peers and mentors you meet at Summit will impact you in ways you never dreamed possible. The social events at Summit, from the Morning Walk to the Awards Gala, provide opportunities to deepen existing connections and create new ones to last a lifetime.

**First Time Attendee Orientation**: a must-attend for any first-time attendee to learn conference tips from Summit experts and to meet other first timers and returners

**Morning Walk**: an early morning walk around the hotel to get an energizing start to your day

**Summit Welcome Party**: the best way to kick off Summit. Enjoy a drink and appetizer, dance to a great band, and meet up with both old and new friends

**Summit Lunch/Community Forum**: a fantastic meal shared with friends, followed by an update on the association and profession with opportunities to ask questions of the IAAP Board of Directors and CEO

**Marketplace**: the place to check out and meet vendors who are excited to help you find solutions to your business challenges and help you be bigger, better, faster, stronger

**Cocktail Reception/Meet & Greet**: time to grab a drink before the Awards Gala and meet the IAAP Board of Directors, Regional Directors, IAAP Foundation Board of Directors, and staff

**Awards Gala**: the event to dress up a bit, enjoy an elegant meal, celebrate the accomplishments of your peers, and dance the night away
The Virtualization Age!  Essential Virtual Best Practices
Socorro McCaslin

Given the rapid changes in new technology and the evolution in today’s business world, it is essential that we explore and embrace virtual best practices. Does your executive host or attend virtual meetings? Do you attend virtual meetings? While the traditional role of executives and executive assistants has centered around the office, increasingly, executives and staff work remotely in varied locations. How should we connect with them? What can we do to help create effective lines of communications? To thrive in this new environment, we must be willing to evolve and acquire a new set of soft skills.

WHAT YOU WILL LEARN:
- Acquire essential virtual best practices, virtual self-brand skills, and virtual emotional intelligence
- Learn effective uses of a web cam, how to gauge your audience, and how to create engaging virtual meetings
- Overcome common barriers to working remotely, keeping a remote boss engaged, and collaborating globally
- Construct new and innovative soft skills to communicate effectively with others while working in a virtual environment

Optimize Your Personal Brand
Simone Sloan

Your personal brand is authentic to you. Understanding the difference between marketing and branding is key to crystallizing who you are, determine what makes you compelling to your target audience, and how you express your brand externally.

WHAT YOU WILL LEARN:
- Identify your superpower and get clear on what you do better than anyone else
- Think about your top values – and how you operationalize them in business
- Identify strengths and areas of opportunity for your personal brand
- Create your personal brand canvas

Know Your Value: Creating a Compelling Story
Maggie Peters

“People don’t buy what you do; people buy why you do it.” Simon Sinek

Administrative Professionals have such an amazing and wide variety of talent and yet, organizations don’t seem to fully comprehend their value. Why is that? There are various possible answers to that question. This session is about finding your value, your gaps, your “I’m good at that but don’t want to do’s”, and identifying what you want and how to pursue it. If you are happy with your pay but want to do other things, how do you approach that? Or, perhaps you aren’t totally satisfied with your pay, how would you go about asking for more compensation and why should they give it to you?

WHAT YOU WILL LEARN:
- The art of compensation – what HR and Management look for
- Getting out of your swim lane can be uncomfortable but exhilarating
- What would others’ say about you? What would you want them to say?
- How to see into the future of what skills will be needed and staying relevant

Powerful Tools for Coaching in the Moment
Danielle Adams

People fail not only because they don’t put in the work, but because they hold fast to beliefs and thoughts that are not conducive to designing SUCCESS. Whether you are entry- or executive-level, a series of setbacks can be transformed into RESETs and restarts as you transform expected and unexpected transitions into launch pads for your goals and aspirations. Learn how to “coachify” your world: your boss, your peers, your employees, your partner, your kids - starting with yourself.

WHAT YOU WILL LEARN:
- Develop a foundational framework and guiding principles for coaching conversations and build confidence around when to coach
- Learn a three-dimensional approach and three practical skills to coaching from the top down or the bottom up
- Sail the 7 C’s of Executive Presence
- Learn 7 leadership approaches, including inner blocks and six areas of influence and how to use questions to gain clarity and reduce conflict
- Discover how to diffuse stress-induced conversations

Office 365: From the Inside Out
Venetta Watson

Let’s unpack O365! Walk through and learn products and apps integration, advanced features, tips and tricks, and new releases to effectively bring your work village together. If you’ve been pondering what Office 365 is or how to efficiently use it to help increase productivity, ponder no more.

WHAT YOU WILL LEARN:
- Integration of Office Apps, Products and Bots
- Interacting with Office and Mobile Devices
- Experience an intensive, interactive project scenario for real time use

Building Collective Wisdom: The Value of Story in Fostering Workplace Knowledge
Dr. Megan Alrutz

This interactive general session invites attendees to newly reflect on their work and learn from each other’s experiences. As a theatre professor, director, and author, Dr. Alrutz draws on storytelling, improvisation, and other creative strategies to foster engaged communities of practice, diversify thinking in the workplace, and develop new ways of engaging core questions facing the field. Framed by ideas from applied improvisation, adult learning theory, and knowledge management, this session will get you thinking creatively while actively engaging with colleagues from different fields, backgrounds, and experiences. Be challenged to leverage your experiential knowledge (stories) and relational practices (collaboration) in order to foster an innovative, collaborative, and diverse workplace. Ultimately, this session offers a playful approach to serious work. Come engage with other Summit attendees and your work experience from a fresh perspective!

Fostering Workplace Knowledge
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Trending Technologies: From Exploration to Application

James Spellos

It’s the year 2020, and technology keeps marching forward. How the Administrative Professional did their job less than a few years ago has greatly changed, and will continue to change at an accelerated pace. Are you ready for the new tools that will be part of your everyday work? This workshop will give you the chance to interact with many of these new services, so that you can determine which ones are most important for your organization. Topics of this session will included, but are not limited to, virtual & augmented reality, artificial intelligence, and digital security.

WHAT YOU WILL LEARN:
• Identify how mixed reality is already integrated into many organizations and learn the fundamentals of developing an augmented reality tool
• Understand how to recognize the technologies that will impact your profession and how your organization’s business must change
• Recognize how artificial intelligence is disrupting and changing business workflow through enterprise, desktop, and mobile solutions

Leadership Starts with You

Dr. Sherry Yellin

Leadership is not a title. It’s a mindset.

All of us have known titled professionals who were not leaders, and leaders who will never hold the formal title. Leadership is about having the mindset, skills, and strategies to manage self, influence others, and build high-trust relationships.

A leader is one who manages self and who intentionally creates a climate which motivates, energizes, and inspires. The returns of such an environment are excellent performance, a high trust culture, outstanding teamwork, satisfied customers, higher profits, and increased engagement. Simply put: these people get results!

WHAT YOU WILL LEARN:
• Define leadership and its bottom-line benefits and be matched with a leading partner
• Discuss the science of leadership and introduce a model for intelligent leadership
• Complete a leadership profile based on 12 behaviors of intelligent leaders
• Identify strengths and weaknesses in the area of managing self and draft a personalized, practical leadership development plan

Powerful Communication

Danielle Adams

Communication is at best an imperfect art. George Bernard Shaw captured the principal problem with this short sentence: “The greatest problem in communication is the illusion that it has taken place.” Find your place above “average” communication by supercharging your leadership power. Even if you think you’re “just regular”, extraordinary listening and communication can help you get unstuck and break through barriers holding you back.

WHAT YOU WILL LEARN:
• Load up your professional toolbox with the RESET method to energizing your communication skills
• Empower and RESET your listening skills by taking a practical coaching approach to communication
• Learn to identify and overcome barriers to communication including inner blocks and six areas of influence, develop communication strategies for transformative leadership, and how to use questions to gain clarity and reduce conflict

Closing Keynote: TRADE UP! - From Blind Spots to Breakthroughs

Susan Elliott-Rink

YOU are a leader! Now notice…did the voice in your head just have something to say about that? All human beings have blind spots – where our own thinking is the very thing constraining or limiting our power and performance. In this highly entertaining and thought-provoking session we will begin to examine the conclusions that are masquerading as facts in our lives. These conclusions are shaping 100% of our actions and behaviors and dramatically limiting what’s possible in the future. We will use a simple, yet powerful methodology designed to give people the tools to identify and interrupt habitual ways of thinking and behaving leading to more peace of mind and breakthrough performance. Ever wish you could quiet all the noise in your head? Here’s how…
WHERE IS IT?
Summit 2020 is at the beautiful Swan and Dolphin Resort in Orlando, Florida. Located amongst tropical landscaping, tranquil waterways, and classic art and architecture, the Swan and Dolphin is the ideal backdrop for this amazing conference. Whether you enjoy the magic of Disney, Universal, or other Orlando attraction, the Swan and Dolphin will be your perfect “home away from home”.

Conference Location & Hotel

DOLPHIN RESORT*
1500 Epcot Resorts Blvd.
Lake Buena Vista, FL 32830
407.934.4000

*All conference activities are held at the Dolphin Resort; hotel rooms are booked at either the Swan or Dolphin Resort, which are connected via a short walkway

ROOM RATE
$199 single/$225 double
Includes high-speed internet access, fitness center, $25 off $100 or more at The Mandara Spa each day of visit, S’more Kit each day of visit, 30-minute Swan Paddle Boat Ride

IMPORTANT
In order to receive these rates, you must book after you register for IAAP Summit 2020 via the link in your confirmation email. The cutoff date for hotel reservations at these rates is June 29, 2020. A one-night’s nonrefundable deposit is due at the time of booking.

Travel Details
If you are flying...
- Fly into Orlando International Airport (MCO)
- Take a SuperShuttle (use code IAAP1) for $25 or a ride-share service (prices vary)

If you are driving...
- Parking is $20/day plus tax for hotel guests and $20/exit plus tax for those not registered at the hotel [self-parking rates]
- Map to the Swan and Dolphin Resort: HERE
Conference Rates & Fun Extras

Registration is discounted before May 22, 2020, so act fast to get the best rate!

**Early Bird Rate:**
August 1, 2019 – January 31, 2020
Member: $999
Nonmember: $1299

**Regular Rate:**
February 1, 2020 – May 22, 2020
Member: $1099
Nonmember: $1399

**Final Rate:**
May 23, 2020 – July 17, 2020
Member: $1199
Nonmember: $1499

**FUN EXTRAS**

**Meal Ticket** - all attendees receive the Summit Lunch and Awards Gala as part of registration. For those who want the convenience of a hot breakfast & lunch buffet Saturday through Tuesday, purchase a Meal Ticket for $510

**Fast Pass** - NEW THIS YEAR! This pass gives you early access to all education and general sessions, as well as an exclusive workshop with Dr. Megan Alrutz, Saturday’s General Session speaker for $150. NOTE: 50% of proceeds of the Fast Pass benefit the IAAP Foundation

**Awards Gala Ticket** – an extra ticket to the Awards Gala for guests of Summit attendees for $150

**Coaching Session** – a 15-minute “mini-session” with an IAAP Academy for Leadership Development coach, designed to help you with focus and solutions for a challenge you are currently facing for $99. NOTE: These sessions will not be scheduled during education sessions

**Wellness Bar 1:1 Sessions** – additional 1:1 15-minute sessions with your preferred Wellness Bar SME to help you develop a personal plan to activate change [$20 paid on-site]

**Awards Gala Table** – reserve a table for you and 9 of your friends at the Awards Gala for a $150 donation to the IAAP Foundation

*Inventory of these tickets is limited and available on a first come, first served basis

**CORPORATE DISCOUNTS ARE AVAILABLE!**

Ask your company to support you! You can download these Business Case Tools to help you organize your proposal.

www.iaap-summit.org
ATTENDEE CONDUCT EXPECTATIONS
IAAP always represents admins with professionalism and practices inclusion. This is especially true at Summit, our largest event of the year. To make sure everyone has a stellar experience, we ask each attendee to adhere to certain principles.

- Be respectful of your fellow attendee in thought, word, and deed.
- Be open-minded and ready to learn. If you think you won’t learn anything new, you won’t.
- Be inclusive in your speech and actions. Celebrate and appreciate our differences.
- Be present. Summit is a time for renewal and learning; be fully engaged during sessions.

We invite you to attend in a spirit of curiosity, friendliness, open-mindedness, camaraderie, and respect. We will not tolerate harassment in any form. Please click here to read the full Attendee Conduct Expectations/Event Policy page; you will be asked to acknowledge that you’ve read it prior to registering for Summit.

IAAP SUMMIT CANCELLATION POLICY
Cancellation and refund requests received in writing 45 days prior to the start of the conference will qualify for a refund, less a $100 administrative fee, per registration. Refunds are not available to registrants who receive the corporate discount. Refund requests should be emailed to summit@iaap-hq.org. Refunds will be processed within 10-15 business days. No refunds will be issued after June 3, 2019 at 5:00 p.m. CT.

EVENT PAYMENT
IAAP accepts check, money order, or credit card payments (Visa, MasterCard, American Express, and Discover) in U.S. Dollars. IAAP cannot process registrations without full payment and a completed registration form. Once submitted to IAAP, the form of payment may not be changed.

DIETARY RESTRICTIONS
IAAP is happy to accommodate special dietary needs within reason and to the best of our ability, prior to conference. Please be sure to be as specific as possible on your registration form. NOTE: if you decline to specify your needs in advance, we cannot guarantee we can accommodate them on-site.

ADA
IAAP complies with the Americans with Disabilities Act. If you are disabled and require special arrangements, please specify on your registration form and contact summit@iaap-hq.org. Notice of special needs must be received by July 1, 2019.
### 2020 IAAP Summit Schedule

<table>
<thead>
<tr>
<th>Time</th>
<th>FRIDAY</th>
<th>SATURDAY</th>
<th>SUNDAY</th>
<th>MONDAY</th>
<th>TUESDAY</th>
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<tbody>
<tr>
<td>6:00 AM - 7:00am</td>
<td>Morning Walk</td>
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<tr>
<td>8:30 - 11:45am</td>
<td>Know Your Value: Creating a Compelling Story</td>
<td>Power Tools for Coaching in the Moment</td>
<td>The Virtualization Age!</td>
<td>Office 365 Tools for Collaboration</td>
<td>Powerful Communication</td>
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<tr>
<td>11:45am - 1:00pm</td>
<td>Lunch Break</td>
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<tr>
<td>1:30 - 3:00pm</td>
<td>Opening General Session &amp; Interactive Workshop</td>
<td>Dr. Megan Alrutz</td>
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<tr>
<td>3:30 - 5:00pm</td>
<td>Certification 101</td>
<td>Connect &amp; Learn: Hot Seat</td>
<td>Connect &amp; Learn: PeerPods</td>
<td>Connect &amp; Learn: Ed Talks</td>
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<td>4:00 - 5:00pm</td>
<td>First Time Attendee Orientation</td>
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<td>5:15 - 6:45pm</td>
<td>Summit Welcome Party</td>
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<tr>
<td>7:30am - 5:30pm</td>
<td>Marketplace</td>
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<tr>
<td>7:30am - 10:00am</td>
<td>Connect &amp; Learn: Hot Seat</td>
<td>Connect &amp; Learn: PeerPods</td>
<td>Connect &amp; Learn: Ed Talks</td>
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<tr>
<td>10:15 - 11:45am</td>
<td>MarketPlace 1:1 Appointments</td>
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<td>6:30 - 7:00pm</td>
<td>Cocktail Reception</td>
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<tr>
<td>7:00 - 10:30pm</td>
<td>Awards Gala</td>
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*Each 3-hour segment includes a 15-minute break.*