



President's Message

Personal Assistants/ Administrative Professionals Masterclass - 27 April 2018



A very good afternoon to Everyone.

Singapore Association of Administrative Professionals is delighted to be invited by ST Jobs as a supporting organisation for this master class.

Just to share with you a little about the Administrative Professionals Week. It was established by the International Association of Administrative Professionals (IAAP) in 1952 in an effort to recognise secretaries for their contributions to the workplace and to promote the secretarial administrative career as a profession.

In 1965, the observance date of National Secretaries Week was moved to the last full week of April. The event name was changed to Professionals Secretaries Week in 1981 and again changed to Administrative Professionals Week in 2000. This was to keep pace with changing job titles and / expanding responsibilities of the administrative workforce.

I believe administrative professionals are very humble in the office and, as a result, not everyone knows what our job entails. You may not realise how powerful you are, juggling multitasks while putting your charisma to work at different levels within and outside your organisation.

As the head representative of SAAP and being an administrative professional myself, I would encourage each one of you to continuously invest in yourself. Not to become complacent but invest time to upgrade yourself. By so doing, you

- 1. Continue to stay relevant**
- 2. Standing out from the crowd**
- 3. Create new job opportunities**
- 4. And even receive a pay rise or promotion**

This afternoon, the four dynamic speakers, with their extensive experience, will bring to us tips and techniques which we can use to enhance our competency in both hard and soft skills, and to inspire us to become better administrative professionals.

Without further ado, let's start this master class journey. Thank you.

Josephine Kwan
President 2017/2018