



## Singapore Association of Administrative Professionals

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22 April 2026

President's Opening Address

Theme: "Behind the Mask, Beyond the Role"

Dear Members and Friends,

Tonight, as we gather behind our masquerade masks, it serves as a beautiful reminder of something very real in our profession.

As administrative professionals, we wear many "masks" every day. We may be firefighting challenges behind the scenes yet remain calm and composed on the outside. We are often the problem-solvers, coordinators, listeners, planners, and the quiet strength behind many things that work successfully.

But just like the masks we wear this evening, what people see is only part of our story.

Behind every role lies our true value.

In today's world, where Artificial Intelligence (AI) is advancing rapidly, many people are beginning to ask: "What is my value?"

Allow me to offer a simple perspective.



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AI can perform many tasks, but AI cannot replace human judgment, trust, intuition, and insight. It cannot interpret the unspoken emotions in a room. It cannot build genuine relationships, connect with people meaningfully, or anticipate concerns that are never verbally expressed.

**That is where our value lies.**

Perhaps it is time for us to rethink how we see ourselves and our professional worth.

If you were to rewrite your CV today — not based on your job title, years of experience, qualifications, or university — but purely based on the value you bring, what would you write?

Only you can answer that.

You would write about:

- \* the decisions you helped influence,
- \* the crises you quietly resolved,
- \* the leaders and teams you supported,
- \* and the countless situations where your presence made things better, smoother, and stronger.

That is your true professional story.



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And that value stays with you far beyond any job title.

Tonight, I invite all of us to look beyond the masks and beyond the roles we carry, and to recognize the depth, relevance, and strength of what we truly contribute.

May we continue to grow in confidence — not only in what we do, but in the value we represent.

Ladies

May I invite you to raise your glasses.

To the incredible administrative professionals — the quiet strength behind every successful organisation...

To the friendships we have built, and the support we give one another...

And to continuing to grow, thrive, and shine — in our own unique ways.

Cheers to all of you — Happy Administrative Professionals Day!