

Workshop Agenda/Become a Personal Assistant
Celebrity Personal Assistants, Inc.
8:00 am – 4:30 pm

8:00 – Registration

9:00 – Welcome and Opening Remarks from Dionne M. Muhammad, President of Celebrity Personal Assistants, Inc.

9:30 – Exploring the Roles and Responsibilities of Today’s “Executive” Personal Assistant. So you’ve never worked as a PA? ... Top personal assistants in the country will provide you with the requisite skills an employer is seeking for their ideal assistant. As a professional assistant you must understand that a successful assistant must have wide-ranging responsibilities and talents, boundless energy, and quick thinking -- not to mention political skills, last-minute decorating, construction, labor relations, travel arrangements, styling, and the occasional hand-holding. Panelists will address how they secured their job as an assistant and how they have managed to **keep** their positions by ensuring their skills are on the “cutting edge.” Attendees will be given insight into the industry as well as resources for career development.

Instructor(s): Dionne M. Muhammad; Brenda L. Thomas; Bonnie Kramen

10:45 – Get Organized So You Can Think! Follow Up and Follow Through!

Whether you are a Personal Assistant, Executive Assistant, Manager or stay-at-home mother, you need to have effective “Time Management Skills.” You'll learn simple ways to get and stay organized and manage your time by changing your everyday work habits; Eliminate clutter one pile at a time; Distinguish between things to keep and things to trash; Create a system for files on your desk and your computer; Set up systems for handling paper that will keep your desk clear; Un-clutter your mind trying to remember with simple ways to track projects, coordinate meetings, and keep everyone else on target; Manage mail, e-mail, and voicemail overload; Prioritize work, handle interruptions, say no, and end procrastination; Streamline how you work by evaluating your processes.

Instructor(s): Peggy Duncan

NOON – Lunch Break and Networking
*Attendees are encouraged to visit the
Exhibition area and Networking Room*

1:00 – Personal Dynamics

The long hours and hard work of a Personal Assistant can be stressful. This valuable section provides many tools and pointers for keeping one’s personal life on an even keel. You will also learn how to effectively maintain the balance between a personal relationship and maintaining business decorum with your boss. Our **Special Guest** "Assistants" will provide valuable information about "real-world" day-in-the-life of a personal assistant as well as case studies.

Instructor(s): Bonnie Kramen; Brenda L. Thomas

2:15 – Breaking into film as a production assistant

From an instructor who's braved the front lines on feature film and documentary productions, learn first-hand accounts on how to start out as a Production Assistant, or, in film lingo, a "P.A.". Beyond the regular talk of "it's all in who you know", participate in a candid discussion on the do's and don't's on getting that first film job. Other invaluable hints and resources to be covered include how to find work, how to land an interview, what (and what not) to include on your resume, and on-set expectations once you get there. Receive information about **Georgia Institute of Technology's undergraduate certificate program in Film Studies.**

Instructor(s): Chris Hilsabeck; J.P Telotte

3:30 Questions and Answers

Valuable Handouts include:

Concierge Services Manual: Learn how to start a personal concierge service as well as the concierge skills you will need to work for high-profile individuals, small businesses and corporations.

E.Q. Personality Assessment: Determine the type of celebrity or high-profile person you are suitable to work with.

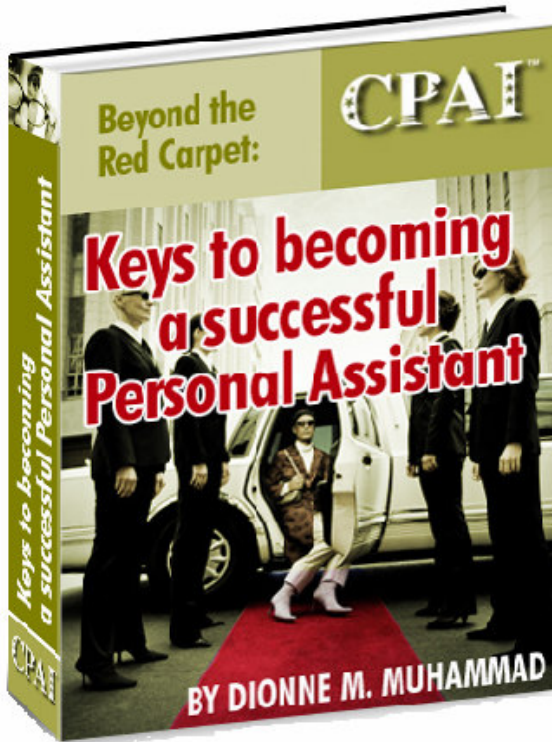
Binder: conference slides and other educational material

Canvas Tote Bag: Valuable gifts, coupons, brochures and promotional items from our sponsors.

REGISTER TO WIN Software, Personal Digital Assistant and other great gifts.

ORDER THE BOOK

Beyond the Red Carpet: Keys to becoming a successful Personal Assistant is a comprehensive guide to the industry of working with celebrities. The book was written by **Dionne M. Muhammad, President of Celebrity Personal Assistants, Inc,** a first of its kind staffing and lifestyle management agency.



“When we see our most coveted and beloved stars emerge on television – we’re only privileged to see the flawless and graceful persona they project. Internally we ponder where are their stress-lines? Why do they always have seamless hair and make-up? And how do they manage to keep it all together? Well, in a world where society upholds unrealistic expectations for these celebrities there is a common-bond that keeps these public figure’s lives intact - their personal assistant.” – **(Excerpt from the book’s prologue.)**

Topics Include:

- Personal Dynamics
- Family and Home Safety & Security
- Social Correspondence & Communication Skills
- Manners, Etiquette & Protocol
- Special Family Affairs, Issues & Concerns
- Event Planning and Entertaining With Style
- Public Relations
- Purchasing for a Wealthy Household
- National & International Travel
- Managing Multiple Homes
- Technology and Managing a 21st Century Home **and more.**
- Sample Resumes and Concierge Survival tips are also included

ORDER FORM

NAME: _____

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Make Check Payable to Celebrity Personal Assistants, Inc. & Send To:

**1230 Peachtree Street
Suite 1900**

Atlanta, Georgia 30309

Qty _____

***e-book will be delivered via email (December 2003). Cost of book is only \$20.00 for a limited time ONLY.**