

ADMINISTRATIVE PROFESSIONALS DAY

Saturday
April 24, 2021
17:00 hrs
Via Zoom

IMA
International
Management Assistants

THE PA WAY
Be inspired. Be your camarader.

The National Board of IMA CYPRUS
invites you to celebrate

**Administrative
Professionals' Day**

on Saturday April 24, 2021
at 17:00 hrs | via Zoom

Guest Speaker
Skevi Constantinou
Founder - Director
The PA Way

Subject
"Why
You Are The Best Person
You Have Met"

Rsvp by 23/04/2021

Celebration Day Programme

17:00 hrs: Opening of Virtual Administrative Professionals Day Celebration by Janet Armenakian, National Chairman IMA Cyprus

17:10 hrs: "Why You Are The Best Person You Have Met" by Skevi Constantinou, Founder/Director The PA Way

18:00 hrs: Q&A Session

18:15-19:00 hrs: Celebration Networking

JOIN US
TODAY

[Register by clicking here](#)

"WHY YOU ARE THE BEST PERSON YOU HAVE MET!" by Skevi Constantinou

The presentation will aim to inspire you to dream BIG, be present in the moment and manifest the career and life YOU want!

Skevi delivers this presentation with the intent to inspire change, get you to level up and to realise there is no plan B!

The presentation will cover:

- My childhood story
- How I became an EA
- How EA's are not rewarded
- How to dream big with unlimited potential
- How to live the one life you have in abundance
- How to be your biggest cheerleader
- Owning your worth
- Forgiving yourself for mistakes
- Growing your mindset from fixed to growth

Plus other topics which Skevi will keep a SURPRISE!

Few words about Administrative Professionals' Day

Administrative Professionals' Day is celebrated on the Wednesday of the last full week in April of each year. It is the time to celebrate the professionals who keep an office running smoothly every day. The day recognises the work of secretaries, administrative assistants, receptionists, and other administrative support professionals.

The day in the life of an administrative professional is varied from moment to moment. While organisation is key to their success, their flexibility and ability to handle the unexpected make them valuable to any business and their bosses. However, most of their work goes unappreciated and not many people notice the skills required to do their jobs well. Keeping everything organized and moving, they do what most people cannot do, on a day to day basis. Although it is not observed as a public holiday this day is still important and there is so much to celebrate.

How Administrative Professionals' Day evolved?

During World War II, at the United Nations there was a shortage of qualified administration personnel due to the Great Recession and due to the increasing of post-war businesses which led to an increased demand for secretarial positions.

The National Secretaries Association, founded in 1942, aimed to attract potential employees to the field, recognise the contribution of its members, as well as the personal and professional development by providing educational and training opportunities.

The Key figures to the establishment of this celebration were National Secretaries Association President Mary Barrett, Dictaphone Corporation President C. King Woodbridge and Public Relations Executives of Young & Rubicam, Harry Klemfuss and Daren Ball. The official period of celebration was first proclaimed by the U.S. Secretary of Commerce Charles W. Sawyer as "National Secretaries Week," held from June 1 through June 7. In 1955, Secretaries Week was moved to the last full week of April, with Wednesday marked as Administrative Professionals' Day. In 1981, the name was changed to Professional Secretaries Week, but in the year 2000 it became Administrative Professionals' Week in order to include the wide range of responsibilities and job titles of administrative staff in the modern economy. The day has undergone many name changes but the initial goal to celebrate and recognise all the hard work administrative professionals do.

Who is Skevi Constantinou?

Skevi Constantinou is an EA with a wealth of experience across various sectors, predominately Corporate Finance. She is a huge advocate for the for the industry, evoking change by encouraging assistants to be heard as one voice.

Having created and launched the popular assistant lifestyle platform, The PA Way, Skevi's mission is to ensure that Assistants are valued, nurtured and listened to – by staging events and learning to enable them to "live like a boss!"

Skevi's aim is to take assistants out of their bosses' shadow and to own their own light. With a goal of ensuring that assistants become so powerful, that people do not know who the boss is, The PA Way is a fresh, fun and informative platform to allow assistants to "level up" by learning, development and events. Members are called Loyal Royals and are connected all around the world.

Skevi has spoken at various in-house training and virtual conferences such as the Houses of Parliament, 4th EA Conference in Prague, ExecSeLive, The PA Show and many more.

ORGANISED BY



INTERNATIONAL MANAGEMENT ASSISTANTS IMA CYPRUS

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