

In Association With



THE GEORGE  
WASHINGTON  
UNIVERSITY  
WASHINGTON, DC

# Certificate in Administrative Management

*This Hands-On, Interactive Course Will Give You The Practical Knowledge And Tools To Develop Administrative Skills At Both Personal And Organisational Levels*

## On This Course, You Will:

1. **Develop** your ability to read and understand organisations, and apply fundamental Administrative Management techniques to improve strategic capabilities
2. **Learn** how to influence those around you through understanding motivation, teams and people, and improve your own self-development, time-management, and delegation skills in the workplace
3. **Reflect** on your own administrative practices and contribute to improving the performance of systems and resources using powerful development frameworks to improve the quality and communication of administrative information
4. **Maximise** your own personal development, and equip yourself for promotion and further study options



Led by  
**Mark Northway**

### **NEW FOR 2017!**

Transformational methodologies – understand the importance of organisational structure and culture, and Muda techniques for optimised administrative productivity

**30 April – 3 May 2017\***

The Address Hotel, Dubai Marina, Dubai, UAE

**09 – 12 October 2017\***

Venue TBC, Doha, Qatar

**17 – 20 December 2017\***

Venue TBC, Dubai, UAE

OFFER

**3  
FOR  
2**

Save up to **\$1000**  
by booking early!

**KNect**  
**365** | an  
informa  
business

[www.informa-mea.com/adminmgmt](http://www.informa-mea.com/adminmgmt)

In Association With



**THE GEORGE  
WASHINGTON  
UNIVERSITY**  
WASHINGTON, DC

The George Washington University School of Business, Informa's Academic Partner, is dedicated to excellence: in its teaching and research about management, in the public and private sectors, within the United States and internationally.

The school has a 75 year history of preparing men and women for leadership in both the public and private sectors. Known internationally for its dedication to academic excellence, the school draws students from all parts of the United States and around the world.

Beyond first class teaching and scholarship, the school's faculty offers practical experience in the issues and challenges confronting business and government. Its research centres link faculty and students with US and international business and government organisations. Recent distance learning initiatives have expanded the school's global reach.

## Course Requirements And Certificates

Delegates must meet two criteria to be eligible for an Informa/GW Certificate of Completion for a course:

1. Satisfactory attendance – delegates must attend all sessions of the course. Delegates who miss more than 2 hours of the course sessions will not be eligible for the course assessment
2. Successful completion of the course assessment

Delegates who do not meet these criteria will receive an Informa Certificate of Attendance. If delegates have not attended all sessions, the Certificate will clearly state the number of hours attended.

## Course Assessment

Assessment will be ongoing and based on in-class participation.

## Course Methodology

You will engage in interactive group activities and discussions throughout the course, and discover transformational methodologies to help you become truly effective within your current and future roles.

## Who Should Attend

This course is suitable for anyone with an administrative role in an organisation, or responsible for the processing of information. It is also highly recommended for those with – or wishing to achieve – higher management and board responsibilities in developing strategies to achieve organisational success through application of Administrative Management techniques:

- Administrators
- Administrative Assistants
- Senior Assistant Co-ordinators
- Office Managers and Supervisors
- Office Administrators
- Personal Assistants
- Executive Secretaries
- Executive Assistants
- Management Secretaries
- Department Co-ordinators
- HR and Finance professionals

[www.informa-mea.com/adminmgmt](http://www.informa-mea.com/adminmgmt)

## Meet Your Expert Course Leader



**Mark Northway**

**BA (Hons) FInstAM**

Independent Training Consultant

He is Director and Courses Co-ordinator for Deltic Training, a provider of accredited qualifications, delivering strategic administration and business management courses, from UK

Level-3 through to Level-5 on a worldwide basis. He is a former Director and Trustee of the Institute of Administrative Management (IAM), a Chief Examiner of the IAM, and a Prince's Trust Award winner for his role in business mentoring in the UK.

Mark has considerable experience in planning and managing the delivery of the Centre for Administrative Management Studies (CAMS) professional qualifications at Certificate, Diploma and Advanced Diploma level, and holds a Bachelor of Arts in Administrative Management from the University of Lincoln.

His areas of specialisation are in administrative systems and processes, change management, and financial control, with practical knowledge gained in the manufacturing and service sectors.

*"It was a wonderful learning experience. Mark has vast experience and I will love to attend any future course."*

**Mohammad Nadeem**, Office Manager, **Etisalat**, UAE

*"[The course] covers all the tools needed in a day-to-day business and enhances personal growth. [Mark] kept us motivated and entertained; he explained the topics well, used a lot of personal experience and examples, and gave us active exercises. Really enjoyed it. The group was amazing!"*

**Faiza Jones**, Executive Secretary, **ASPETAR**, Qatar

*"Mark is very capable of imparting knowledge...through examples, illustrations, etc. Knowing my background, he managed to tackle issues that are relevant to my work environment."*

**Majed Al Awadhi**, Admin & HR Assistant,  
**Arab Petroleum Investments Corporation (APICORP)**, KSA

# Certificate in Administrative Management

**30 April – 3 May 2017\*** | The Address Hotel, Dubai Marina, Dubai, UAE

**09 – 12 October 2017\*** | Venue TBC, Doha, Qatar

**17 – 20 December 2017\*** | Venue TBC, Dubai, UAE

## Course Timings

Registration will be at 08:00 on Day One. Course sessions will start promptly at 08:30 each day and end at 14:30. There will be two short breaks for refreshments and lunch will be served at the end of each day's session.

## Introduction

The science of Administrative Management (AM) provides a powerful tool with which to understand organisations and to create effective environments to process information.

This practical, interactive course is designed to increase your understanding of the role of the professional Administrator in your organisation. You will examine, through theory and practical examples, the different structures that organisations adopt and how these affect the systems, procedures, culture and the people who work in organisations. Using group workshops and activities you will exchange knowledge with other delegates and your Course Leader to improve your understanding of your role as a professional Administrator in support of your organisation's aims and objectives.

Having laid the foundations in Days One and Two, Days Three and Four consider methods to improve administrative practice at both personal and organisational level.

This course is designed to ensure that what you learn may be applied immediately in the workplace, as well as form the basis for longer term strategies.

## Pre-Course Preparation

There is no requirement for specific pre-course activities. Delegates will be expected to reflect on their own experience and be prepared to share knowledge during the interactive sessions.

- Applying Specific, Measurable, Achievable, Realistic and Timely (SMART) techniques in developing aims and objectives
- Organisational structures and their impact
- Analysis of organisations, using Handy's models, and contemporary approaches to organisational design
- The concept of organisational culture
- The impact of structures and cultures to administrative activities
- The organisational lifecycle, and the need for organisational regeneration
- The importance of organisational 'roll-back'

## Managing In Administrative Environments

- The role of management in administration
- Models of management, and their impact
- X and Y management approaches
- Key management skills

## Leadership In Organisations

- The concept of leadership
- Leadership styles and approaches
- Ethical leadership and social responsibility

## Key Management Theories And How These Have Shaped The Modern Organisation

## Systems View Of The Organisation

- How the systems view supports organisational development
- System concepts
- Measuring systems performance – efficiency and effectiveness
- The administrative system
- Identifying processing and costs in administrative activities
- The concept of the information supply chain

## Day Two

### Working With People

- The nature of administrative work and the impact of technology

## Course Outline

### Day One

#### Understanding Your Organisation

- The purpose of organisations
- Mission statements, long-term aims and short-term objectives

- Designing the perfect job
- The role of motivation in the organisation and creating satisfying jobs
- Applying the theories of Maslow, Herzberg and Vroom
- Creating motivational environments
- The role of the psychological contract

### Dealing With Change

- The causes of change through Political, Economic, Social, Technological, Environmental and Legal (PESTEL) modelling
- Identifying change drivers
- The role of leadership in times of change
- Dealing with resistance to change, and stress reduction
- Planning and implementing change

### Working In Teams

- The role of teams in organisations
- Groups or teams? The stages of team development
- Building effective team environments
- Learn your own team role and the importance of determining the roles of others
- Reducing the impact of risky-shift and groupthink in teams
- The development of self-managed teams

## Day Three

### Information In The Organisation

- Identifying information problems
- Information audits
- Recording information sources and leverage of the information supply chain
- Identifying information costs
- Information overload – its effect and methods for reduction

### Communication And The Administrative Professional

- The role of communication – common problems
- Communication models and their impact
- Evaluation of communication methods, and their relationship to structure and culture
- Effective communication and its contribution to effective culture change
- Organisational management of email, Voice over Internet Protocol (VoIP) such as Skype, and creating best practice

### Improving Administrative Practice

- Performance measures in administration
- Approaches to quality
- Critical Success Factors (CSFs) and Key Performance Indicators (KPIs) in administrative environments
- Muda and the administrative professional

## Day Four

### Professionalism And The Administrative Professional

- Implementing personal and professional development plans
- Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis
- Continuing Professional Development (CPD) and the administrative professional
- Measuring Return on Talent

### Knowledge Management In The Organisation

- The importance of organisational knowledge
- Knowledge transfer and the work of Nonaka

### Creativity And Innovation

- The role of creativity and innovation in administrative environments
- The impact on structures and cultures
- Creating innovative environments

### Time Management For The Professional

- An overview of fundamental approaches
- The work of Adair
- The Seven Habits of Highly Effective People



**Would You like to run this course  
in-house?**

**customised training solutions**

The in-house training division of Informa

Tel: +971 4 407 2624

Email: [cts@informa.com](mailto:cts@informa.com)

[www.informa-mea.com/cts](http://www.informa-mea.com/cts)

# Certificate in Administrative Management

30 April – 3 May 2017\* | The Address Hotel, Dubai Marina, Dubai, UAE

09 – 12 October 2017\* | Venue TBC, Doha, Qatar

17 – 20 December 2017\* | Venue TBC, Dubai, UAE

## FIVE WAYS TO REGISTER

+971 4 335 2437

+971 4 335 2438

register-mea@informa.com

www.informa-mea.com/adminmgmt

Informa Middle East Ltd.  
PO Box 9428, Dubai, UAE

## customised training solutions

The in-house training division of Informa Middle East

### SAVE UP TO 40%

If you have 6 or more people interested in attending, and would like to customise this training course to suit your team and business, contact our **Training Consultants** on +9714 407 2624 or email [cts@informa.com](mailto:cts@informa.com).

Course	Course Fee Before 26 February 2017	Course Fee Before 26 March 2017	Final Fee
Certificate in Administrative Management 30 April – 3 May 2017* (BC6746)	US\$ 3,995	US\$ 4,495	US\$ 4,995
Course	Course Fee Before 31 July 2017	Course Fee Before 4 September 2017	Final Fee
Certificate in Administrative Management 09 – 12 October 2017* (BC6833)	US\$ 3,995	US\$ 4,495	US\$ 4,995
Course	Course Fee Before 8 October 2017	Course Fee Before 12 November 2017	Final Fee
Certificate in Administrative Management 17 – 20 December 2017* (BC6923)	US\$ 3,995	US\$ 4,495	US\$ 4,995

## DISCOUNTS AVAILABLE FOR 2 OR MORE PEOPLE

CALL: +9714 335 2483  
E-MAIL: [a.watts@informa.com](mailto:a.watts@informa.com)

*Course fee includes documentation, luncheon and refreshments. Delegates who attend all sessions and successfully complete the assessment will receive a Certificate of Completion from Informa/GW.*

All registrations are subject to our terms and conditions which are available at [www.informa-mea.com/terms](http://www.informa-mea.com/terms). Please read them as they include important information. By submitting your registration you agree to be bound by the terms and conditions in full.

\*Book and pay full fee for two colleagues and the third attends for FREE.  
Not applicable in conjunction with corporate discounts.  
Payment to be settled before start of the course to avail the offer.  
The 3 for 2 offer is valid on full price final fee registration only.

## DELEGATE DETAILS

First Name: \_\_\_\_\_ Surname: \_\_\_\_\_

Job Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_ City: \_\_\_\_\_

Tel: \_\_\_\_\_ Mobile: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

## PAYMENTS

A confirmation letter and invoice will be sent upon receipt of your registration. Please note that full payment must be received prior to the event. Only those delegates whose fees have been paid in full will be admitted to the event.

## AVOID VISA DELAYS – BOOK NOW

Delegates requiring visas should contact the hotel they wish to stay at directly, as soon as possible. Visas for non-GCC nationals may take several weeks to process.

## CANCELLATION

- If you are unable to attend, a substitute delegate will be welcome in your place
- Registrations cancelled more than 15 days before the Event are subject to a US\$ 250 administration fee
- Registrations cancelled between 14 – 8 days before the Event are subject to a 25% cancellation fee
- Registrations cancelled 7 days or less before the Event must be paid in full
- All registrations are subject to acceptance by Informa Middle East which will be confirmed to you in writing
- Due to unforeseen circumstances, Informa reserves the right to cancel the course, change the programme, alter the venue, speaker or topics
- For full details, please visit [www.informa-mea.com/terms-and-conditions-for-delegates](http://www.informa-mea.com/terms-and-conditions-for-delegates)

BC6746/BC6833/BC6923

## EVENT VENUE

The Address Hotel, Dubai Marina, Dubai, UAE  
Tel: +9714 436 7777  
Venue TBC, Doha, Qatar  
Venue TBC, Dubai, UAE

## ACCOMMODATION DETAILS

We highly recommend you secure your room reservation at the earliest to avoid last minute inconvenience. You can contact the Hospitality Desk for assistance on:  
Tel: +9714 407 2693 Fax: +9714 407 2517  
Email: [hospitality@informa.com](mailto:hospitality@informa.com)