




A one-day, two-track conference

# The Women's Conference

The best way to control  
your future is to **CREATE** it

**Individually designed conference  
agenda, created just for you, by you!**

-  Eight Productive Sessions
-  Two Motivating Speakers
-  Hundreds of Innovative Ideas, Solutions and Strategies

*Full conference schedule: pages 4-5*

**Enroll today!**



**FAX**  
913.967.8849



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CareerTrack  
P.O. Box 738002  
Dallas, TX  
75373-8002



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This course qualifies for CPE credits.  
See details on page 6.



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• Enroll Today  
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# Where ambition and drive meet knowledge and insight

You and other carefully selected achievers from the metro area are cordially invited to one of the most dynamic, life-changing events ever to come to your city.

**The Women's Conference** is a power-packed day of workshops and sessions designed to energize and invigorate you — giving you new ideas and strategies to achieve and succeed according to your goals and standards.

This conference offers a unique two-track format so you can select from eight sessions, making it easy to jump from track to track and choose the workshops most relevant and important to you. And in between, you'll have the opportunity to meet and network with other area professionals — contacts that will be valuable to you long after the conference has ended.

This unique event brings nationally respected speakers and workshop leaders together with the area's most talented professional women (including you!). Miss this day, and there's no telling how many opportunities will pass you by.

Visit our website at [www.careertrack.com](http://www.careertrack.com) today to reserve your place and rejuvenate your career!



## Enhance Your Career and Professional Development

These sessions direct you to the skills and strategies that define top-quality managers. Learn how to develop your personal leadership style, take control of the multiple priorities and projects demanding your attention, keep damaging emotions out of the professional environment, negotiate anything with anyone and consistently reach advantageous agreements.



## The Woman's Professional Toolbox

Discover the tips and tricks that make it easier to produce and achieve every single day. Refine an assertive style that commands respect, yet keeps you "human," eliminate the frustrations difficult people cause you and stop the trouble-makers who sap your strength, take control of the clock to get more done in less time and conquer debilitating stress that drains your energy and damages your health.

## Guaranteed Results

All of our seminars are **100% SATISFACTION GUARANTEED!** We're confident this conference will give you new ideas and strategies to achieve and succeed according to your goals and standards. If for any reason you are dissatisfied, send us a letter (Attn: Customer Relations) within 30 days of your conference attendance stating the reason you were not satisfied, and we'll arrange for you to attend another one of our seminars or receive a full refund — *hassle-free*.

# Conference Agenda

## REGISTRATION

**OPENING SESSION** *Achieving Your Potential: How to Gain Respect, Credibility, Power and Influence in a Competitive Business World*

After the opening session, you may choose to follow one track start to finish or pick four individual sessions from each track that interest you most. For more information on individual sessions, see pages 4-5.

<b>BREAKOUT SESSIONS</b>	<b>Blue Track: Enhance Your Career and Professional Development</b>	<b>Green Track: The Woman's Professional Toolbox</b>
<b>Session 1</b>	Management and Leadership Skills for Women	Assertive Communication Skills
<b>Session 2</b>	Managing Multiple Projects and Priorities	Dealing With Difficult People
<b>Session 3</b>	Managing Emotions in the Workplace	Getting It All Done
<b>Session 4</b>	How to Become Self-Confident and in Control	Stress Solutions for Women

**CLOSING SESSION** *10 Habits of Highly Successful Women*

## Conference Q & A

### Why a conference for women only?

Many professional women find conferences and seminars designed for everyone leave critical questions unanswered and key problems unaddressed. This conference won't sidestep the important gender-related issues you face; you'll learn strategies and techniques that are workable and comfortable for you. Just as important, you'll be growing and learning with other professionals who have similar goals — influential women from your community you might otherwise never meet.

### How does this conference differ from other seminars and courses?

*The Women's Conference* offers the opportunity to choose your own agenda by selecting from eight sessions in two different tracks. The conference will expose you to multiple speakers with a dual opportunity — a major session that includes everyone and “breakout” sessions where you'll learn and accomplish even more in smaller groups. You simply cannot afford to miss it!

### Who is the conference designed for?

It's designed for professional women not of a certain level, occupation or age, but of a particular attitude — those who are seeking to increase their ability to achieve and succeed and are looking for new ideas to help them reach that goal. You're part of a carefully selected group of individuals who have received this invitation — women who have been identified as top achievers, up-and-comers and high-potential professionals.

# The Women's Conference

## Two Tracks, Eight Dynamic Sessions

### Opening Session

#### **Achieve Your Potential: How to Gain Respect, Credibility, Power and Influence in a Competitive Business World**

Who's your professional role model? Look more closely at the successful women we admire the most and tap into their insights for achieving and succeeding. You'll learn the 10 powerful strategies high-achieving women use to reach their goals and hear real-life success stories. You'll develop a plan with specific steps to help you earn the respect and credibility to give your career momentum. Discover the path that will lead you to more personal power — to make a difference and make things happen.



## Enhance Your Career and Professional Development

### Blue Session 1

#### **Management and Leadership Skills for Women**

Are people looking to you for leadership? Start by looking within yourself for the resources of the successful manager. Those facing the unique challenge of women in management will learn how to get stellar results from those you manage while developing a leadership style that commands respect and esteem.

- Motivate your staff members to give you their best.
- Learn to identify the strengths and weaknesses of your team.
- Handle management of friends, former peers and employees who are older than you.
- Develop your individual leadership style and enhance your personal power.

### Blue Session 2

#### **Managing Multiple Projects and Priorities**

Too much and too little? If you're juggling too many projects and priorities in too little time with too few resources, this power-packed session is for you. Avoid the stress, burnout and chaos that result from overload and find innovative new ways to manage it.

- Take control of your time and work with the clock, not against it.
- Multiple tasks made easy — streamline your workday for greater efficiency.
- Adapt! Learn how to smooth out the bumps caused by changes, crises, delays and roadblocks.
- Eliminate the pressure and stress draining your energy and productivity.

### Blue Session 3

#### **Managing Emotions in the Workplace**

Your professional relationships are too valuable to be sabotaged by anger, stress or disappointment. This eye-opening session will help you keep control over your emotions and stay calm and level in the most highly charged situations. Learn relief strategies to sidestep emotional crisis and save your energy and passion for more productive pursuits.

- Break the bad habits that set emotions spinning.
- Halt festering conflicts before they have the chance to explode into damaging outbursts.
- Know the most effective responses for the emotional overreactions of others.
- Apply first aid for furious feelings: immediate steps to take when you're about to "lose it."

### Blue Session 4

#### **How to Become Self-Confident and in Control**

Ever feel as if you're losing the inner strength that got you where you are now? This exciting session is designed to help you tap into that inner calm that keeps you on track, focused and in control — regardless of the daily pressures you face. You'll learn how to keep your composure and confidence all day, every day.

- Stand tall and assured in the most intimidating situations.
- Project an assertive, dignified image that commands respect.
- Discover seven secrets to get in control and stay there.
- Self-management: Develop a unique plan to help you manage and motivate yourself!



# The Woman's Professional Toolbox

## Green Session 1

### Assertive Communication Skills

Do you sometimes feel you're too weak or too nice? Or, on the other end of the spectrum, do you come on too strong or become overbearing? Between the two extremes lies the secret to effective communication — an assertive style combining strength with sensitivity. Learn the how-to's of communication styles used by the world's most effective, successful women.

- Ask for exactly what you want and get it. (You don't have to be pushy or aggressive!)
- Say "no" without being negative or offensive.
- Enhance the way others perceive you and win increased respect and responsibility.
- Prevent others from manipulating you and stop the stress aggressive people can cause.

## Green Session 2

### Dealing with Difficult People

Virtually no workplace is safe from those demanding, difficult people who frustrate and agitate us. You'll learn specific steps and actions to take the offensive against these troublemakers and stop falling victim to their tactics.

- Pinpoint difficult types who target women and find out how to handle them.
- Learn to identify the six personality types of difficult people and get tips for dealing with each.
- Master communication tips that make the difference in specific situations.
- Counteract the negative influence of complainers and grippers.

## Green Session 3

### Getting It All Done

In today's hurry-up, produce-more business environment, you need new ideas and survival skills to keep pace and stay on top of your job. If your to-do list never seems to get done, this session is for you! Discover how to gain control over your time and tasks, and get more done than you ever thought possible.

- Identify real priorities when everything seems urgent.
- Uncover (and eliminate!) hidden time-wasters that can devour your day.
- Meetings, paperwork, deadlines and requests: discover hidden shortcuts in your daily routine.
- Use power tips to get organized and stay organized even through crisis, chaos and overload!

## Green Session 4

### Stress Solutions for Women

Stress is the insidious, omnipresent enemy of today's professional woman; left unmanaged, it leads to burnout, fatigue, anxiety, even depression. You'll learn how to avoid falling victim to stress and pressure with specific techniques to put the calm and control back in your life, whether it's on the job or at home.

- Learn how to achieve balance at work and at home.
- Keep pace without burning out: coping strategies for high-pressure lifestyles.
- Relax and recapture your calm in virtually any situation or setting.
- Discover stress points unique to women and how other successful women conquer them.

## Closing Session

### 10 Habits of Highly Successful Women

In this dynamic session, you'll discover the 10 skills high-achieving women use to ensure their professional and personal success.

Ever feel like you're stuck in life, that the odds are against you, that you'll never get ahead or you just don't have what it takes to get what you want from your life and career? This hard-hitting, inspiring closing session will pinpoint the specific habits you need to ensure you achieve optimal success and fulfillment. Learn proven techniques for implementing everything you've learned into your daily routine, and create your success plan for the future!

### ***Timely Topics and Real Substance: The Women's Conference is for you, the professional woman and will help you:***

1. Take on more leadership roles with self-assurance and confidence.
2. Communicate more assertively without losing your sense of self.
3. Minimize high stress levels that leave you irritable and exhausted.
4. Manage multiple projects and priorities without losing focus or control.
5. Get the better of difficult people — instead of falling victim to their tactics.
6. Stay relaxed and in control through any level of crisis or pressure.
7. Stop avoiding conflict and confrontation and learn how to use it to your advantage.
8. Find out where your time's wasted and how to regain control of your day.
9. Get what you need from anyone with negotiating strategies that assure your success.
10. Know exactly where you want to go and how to get there.



# Experience, Knowledge, Talent

## You Can Count on CareerTrack for Superior Conference Leaders

### We search out the best:

Our extensive and ongoing recruitment program ensures the best of the best lead every one of our programs. We look for — and find — those professionals who meet our exacting standards for powerful presentation skills, real-world business experience, top professional credentials and training acumen.

Each and every prospective trainer passes a demanding, multilevel screening and audition process ... a process that guarantees only the most talented, capable speakers become part of our team.

### Free digital resources for every participant



Your registration includes a variety of seminar resources that highlight pertinent information. These materials are offered digitally—making learning interactive and easily accessible. Reference these materials time and time again to recall key points and problem solve.

## Onsite Training Solutions

### Get the Results You're Looking For!

Bring our powerful, high-impact training programs to your organization and show your employees you're serious about their professional growth and achieving critical organizational goals and objectives.

### Choose From Over 150 Courses!

From management development to customer service, our comprehensive library of courses provides a learning experience that is engaging, interesting and intriguing!

### Tailor the Training to Meet Your Specific Needs!

We'll help you choose the appropriate courses for your organization and tailor each one to address your specific goals, issues and scheduling concerns.

### Maximize Your Training Budget!

Onsite Training allows you to train work groups, teams and entire departments for less than the cost of traditional public seminars or other training options.

Give your staff the skills, knowledge and confidence they need to meet tough workplace challenges head-on, realize their full potential and perform at their peak.

For a free consultation, visit us online at [careertrack.com/onsite](http://careertrack.com/onsite) or call us at **1-800-944-8503**

### REGISTRATION INFORMATION

**Enroll Today!** Hurry, our seats fill *fast*. Guarantee your enrollment by paying your tuition today. You will receive a confirmation once your registration is complete. **Payment is due before the program.**

**Quick Confirmation!** To receive your confirmation within 48 hours, please complete the Quick Confirmation section of the registration form. Be sure to provide us with your email address and/or fax number.

### CANCELLATIONS AND SUBSTITUTIONS

You may cancel your registration up to 10 business days before the program, and we will refund your tuition less a nominal cancellation fee. Substitutions and transfers may be made at any time to another program of your choice scheduled within 12 months of your original event. Please note, if you do not cancel and do not attend, you are still responsible for payment.

### PLEASE NOTE

- You will be notified by email, fax and/or mail if any changes are made to your scheduled program (i.e., date, venue, city or cancellation).
- Walk-in registrations will be accepted as space allows.
- For seminar age requirements, please visit <http://www.careertrack.com/faq.asp#agerequirements>.
- Please, no audio or video recording.
- You will receive a Certificate of Attendance at the end of the program.

### TAX-EXEMPT ORGANIZATIONS

If you are tax-exempt, enter your tax-exempt number in Section 6 on the Registration Form. Please mail or fax a copy of your Tax-Exempt Certificate with your registration for payment processing.

### TAX DEDUCTION

If the purpose of attending a CareerTrack program is to help you maintain or improve skills related to employment or business, expenses related to the program may be tax-deductible according to I.R.C Reg. 1.162-5. Please consult your tax adviser.

### CONTINUING EDUCATION UNITS (CEUs)

CareerTrack offers CEU credits based on program length and completion. Credits are issued according to the National Task Force for Continuing Education guidelines and approval is at the discretion of your licensing board. **Questions and concerns should be directed to your professional licensing board or agency.**

### CONTINUING PROFESSIONAL EDUCATION (CPE)

Fred Pryor Seminars and CareerTrack, divisions of Pryor Learning Solutions, Inc. are registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State Boards of Accountancy have the final authority on the acceptance of individual course for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: [www.nasbaregistry.org](http://www.nasbaregistry.org). Fred Pryor Seminars and CareerTrack's Sponsor ID number is 109474. This course qualifies for 6 CPE credits.

### COMPLETION & CONTINUING EDUCATION CERTIFICATES

To obtain a certificate documenting your completion and/or CEU or CPE credits, please visit [www.careertrack.com/certificate](http://www.careertrack.com/certificate). Certificates will be available 10 days after your event has ended

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- Online [careertrack.com](http://careertrack.com)
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- Fax to 913-967-8849
- Mail your registration

**1**  **YES!** Please register me for *The Women's Conference* indicated in Section 5. Group discounts available; see page 6 for details.

**2** **IMPORTANT!** Please fill in VIP number as it appears on the address label.

VIP \_\_\_\_\_ ( \_\_\_\_\_ )  
if available

**3 ORGANIZATION INFORMATION**

Organization: \_\_\_\_\_

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City: \_\_\_\_\_ St: \_\_\_\_\_ ZIP: \_\_\_\_\_

Tele: \_\_\_\_\_ Fax: \_\_\_\_\_

Approving Mgr's Name:  Mr. \_\_\_\_\_  
 Ms. \_\_\_\_\_

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

Email Address: \_\_\_\_\_  Business  
 Home

**4 QUICK CONFIRMATION**

Please email or fax my confirmation to me within 48 hours.

My email address or fax number is: \_\_\_\_\_

**5 NAMES OF ATTENDEES** (Please list additional names on a separate sheet.)

#1 Attendee's Name  
Mr. \_\_\_\_\_  
Ms. \_\_\_\_\_

Job Title \_\_\_\_\_ City Event # \_\_\_\_\_

Email (required): \_\_\_\_\_  Business  
 Home

#2 Attendee's Name  
Mr. \_\_\_\_\_  
Ms. \_\_\_\_\_

Job Title \_\_\_\_\_ City Event # \_\_\_\_\_

Email (required): \_\_\_\_\_  Business  
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**6 METHOD OF PAYMENT** (Payment is due before the program.)  
Please make checks payable to CareerTrack and return this form to: P.O. Box 738002, Dallas, TX 75373-8002. Our federal ID# is 92-2053228 (FEIN).

Please add applicable state and local tax to your payment for programs held in Hawaii (4.166%; Honolulu 4.712%), South Dakota (6.5%) and West Virginia (6%; plus applicable local tax).

Total amount due: \$ \_\_\_\_\_

Check # \_\_\_\_\_ (payable to **CareerTrack**) is enclosed.

Bill my organization. Attn: \_\_\_\_\_

Purchase order # \_\_\_\_\_ is enclosed.  
(Attach purchase order to completed registration form.)

Charge to:  AMEX  DISCOVER  MC  VISA

MO. \_\_\_\_\_ YR. \_\_\_\_\_  
EXPIRATION DATE

CARD NUMBER \_\_\_\_\_

Card Holder's Name \_\_\_\_\_

Tax-Exempt # \_\_\_\_\_

*Please attach a copy of your Tax-Exempt Certificate for payment processing.*

**Note:** If you've already registered by phone, by fax or online, please do not return this form.

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To update your contact information, see page 6.

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