



Association of
Administrative
Professionals

LEARN! GROW! THRIVE!

Ottawa Branch presents:

AGM with

Speaker: **Michael Hughes**

Topic: **Maximizing Online Communication to Drive
Relationship-Building and Results**

Date: **Thursday, April 22, 2021 - 6:30 PM EST**



COST: \$5.00
members
\$10.00 non-
members

Register via EventBrite:

[https://
www.eventbrite.ca/e/
maximizing-online-
communication-to-drive-
relationship-building-and-
results-
tickets-148009108227](https://www.eventbrite.ca/e/maximizing-online-communication-to-drive-relationship-building-and-results-tickets-148009108227)

With social distancing and remote work now the norm, our professional environment has shifted. The face-to-face networking and formal interactions that drove the business cycle are now but a distant memory, with all signs pointing to this being a fact of life as we move forward.

The good news is that electronic communication, with its unlimited reach and immediate access (whether via email, on-line meeting formats, text or on social media) has exploded, allowing us to fill the void left by the lack of human contact.

Relationship-building remains as the foundational premise for business success. Building collaborative relationships is not only still possible, it is the single most effective strategy for driving your business or advancing your career in these turbulent times.

Communicating with others has never been easier, yet it has never been so misunderstood. Those who want to build their online communication skills and achieve the results they want and need in today's technology-driven world will learn the psychology of relationships and how to leverage it for optimal results

- 4 little-known online communication characteristics that impact messaging and meaning.
- 3 Online communication roadblocks and how to avoid them.
- How to implement a strategic online communication plan.

For more information on Michael: www.NetworkingForResults.com

The Ottawa Branch of the Association of Administrative Professionals (AAP) invites you to join us for some great networking, education, personal and professional development. AAP strives to provide administrative professionals the opportunity to learn, grow and thrive by encouraging all members to add to their individual competencies, advance their leadership skills, realize their value in the workplace and the community, and have confidence to excel in their careers.

For more information on AAP: www.canadianadmin.ca