

CAMA EA Master Class Series 2

**Empowering
Administrative Excellence
in Local Government**

CAMA  ACAM



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Introduction

Following the tremendous success of our inaugural EA Master Class Series, which focused on Communication Excellence, Navigating Roles & Rules in Local Government, Customer Service Excellence, and Political Acumen, we are excited to introduce Series 2.

In the first series, we delved into the core areas that are fundamental to the role of an Executive Assistant in local government. The positive feedback and impactful outcomes demonstrated the value and relevance of these topics. Building on this success, Series 2 is designed to further enhance your skills and expertise with a deeper exploration of advanced topics essential for your professional growth. **Please note that participation in the first series is not a prerequisite for joining Series 2.**

Terms

Throughout the master class series, we will be using the term **Council**, however depending on your location and the classification of your organization this could be transferable to a Board, Commission, First Nations Council, or something different. The **Mayor** could also refer to a Warden, Reeve, or Head of Council.



Join us for CAMA's EA Master Class Series 2

An Executive Assistant's role in local government is unique and demanding. Are you seeking to expand your expertise in local government and take your leadership skills to the next level? CAMA's EA Master Class Series 2 is the perfect opportunity!

This engaging webinar series includes four dynamic 90-minute sessions led by award-winning speaker Tracey Lorenson, covering key topics essential to the role of Executive Assistants. **If you complete all four sessions, you will earn a Certificate of Completion. We are also excited to offer a special bonus Master Class presented by the Elm City Events Team.**

Series Highlights:



**MAXIMIZING TIME
MANAGEMENT FOR EA'S**



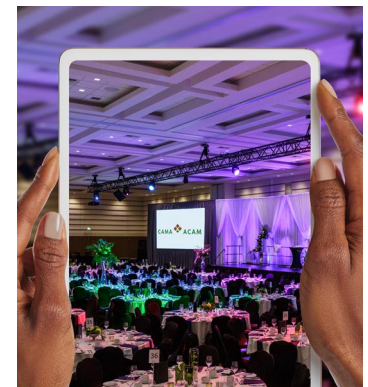
**ADVANCED
COLLABORATION &
LEADERSHIP
TECHNIQUES FOR EA'S**



**MASTERING POLICIES,
PROCEDURES &
MEETING DYNAMICS**



**NAVIGATING
CHALLENGES WITH
CONFIDENCE**



**BONUS SESSION
EVENT PLANNING, AI &
INNOVATIVE STRATEGIES
FOR MODERN EA'S**

This series continues our commitment to providing valuable learning experiences, equipping you with the tools and knowledge to excel in your role and support your organization effectively. Join us for these engaging sessions and take your expertise to the next level.

We look forward to your participation in Series 2 and are excited to continue supporting your professional journey.

About the Webinar Series

The role of an Executive Assistant in local government—whether supporting the CAO, Deputy CAO, Mayor and Council, or Directors and Managers—is multifaceted and demanding. It requires a blend of skills, from political acumen to advanced leadership capabilities. As an Executive Assistant, you are not only providing critical support but also taking charge in moments of need, demonstrating your leadership and adaptability.

In the evolving landscape of local government, staying ahead means continuously developing your skills and strategies. How can you confidently tackle new challenges and navigate complex situations?

Series 2 of our EA Master Class Series provides an exceptional opportunity to collaborate with peers who share similar responsibilities and challenges.

Each session delivers comprehensive learning experiences, practical tools, and actionable insights designed to elevate your daily performance. Participants will receive pre-session materials, engage in dynamic discussions, and leave with valuable resources, including practical templates and strategies, to enhance their effectiveness in the role and adeptly navigate any challenges that arise.

Join us to elevate your expertise and continue your professional growth in this unique and crucial position.

While we use the title "Executive Assistant" this program is for any administrative professional working in local government.

General Webinar Information

Dates and Times

Date	Time	Topic
Wednesday, February 5, 2025	1:00 p.m. to 2:30 p.m. EST	Maximizing Time Management: Unlocking Productivity Strategies for Executive Assistants in Local Government
Thursday, April 24, 2025	1:00 p.m. to 2:30 p.m. EST	Influencing Team Dynamics: Advanced Collaboration and Leadership Techniques for Executive Assistants
Wednesday, June 18, 2025	1:00 p.m. to 2:30 p.m. EST	Strategic Excellence for EAs: Mastering Policies, Procedures, and Meeting Dynamics
Thursday, September 25, 2025	1:00 p.m. to 2:30 p.m. EST	Empowering Executive Assistants: Navigating Challenges with Confidence
Bonus Master Class: Wednesday, November 19, 2025	1:00 p.m. to 2:30 p.m. EST	Event Planning Meets AI: Innovative Strategies for Modern Executive Assistants in Local Government (Elm City Events)

*Please note that each webinar covers a different topic, so attendance at all sessions is not required.

Registration Fees

The cost for each webinar is detailed below for both members and non-members. You can choose to register for individual sessions or the entire series of four webinars. Additionally, the bonus Master Class can be purchased separately or at a discounted rate when bundled with the full series. Recordings of each session will be available to all registrants, so you can access them if you are unable to attend live.

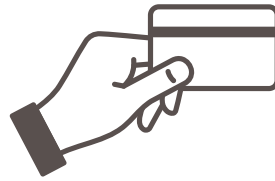
Discount for Multiple Attendees: If two or more employees from your municipality attend, you will receive a 10% discount. Please use the code CAMAMC in the "Multiple Attendee Discount" field on the registration form.

Registration Category	Description of Registration Category	Price (+15% HST)
CAMA Member Pricing	<p>If your municipality has a CAMA member (regular or affiliate) you will be eligible for the CAMA member rate.</p> <p><i>To qualify for the member rate, you must enter the name of the CAMA member from your municipality when registering.</i></p>	<ul style="list-style-type: none"> • One Webinar: \$149.00 • Four Webinars: \$499.00 • Bonus Webinar: <ul style="list-style-type: none"> • \$100.00 if bundled with four webinars • \$149.00 if purchased separately <p>If two or more employees from your municipality attend, receive 10% off. Enter the code CAMAMC under "Multiple Attendee Discount" field on the registration form.</p>
Non-Member Pricing	<p>If your municipality does not have a CAMA member, you will register under the non-member rate. If your CAO or one of the direct reports to the CAO would like to become a member please visit the CAMA website.</p>	<ul style="list-style-type: none"> • One Webinar: \$199.00 • Four Webinars: \$699.00 • Bonus Webinar: <ul style="list-style-type: none"> • \$149.00 if bundled with four webinars • \$199.00 if purchased separately

Important Registration Information



The webinars will be held on the Zoom Webinar platform.



Payment must be made by credit card at the time of registration. Alternatively, you may send a direct deposit or cheque to the CAMA National Office, which must be received prior to the webinar.



No refunds will be permitted; however substitutions can be made, and recordings are available for each session if you cannot attend.

[Link to Registration](#)



Meet the Facilitators

Facilitator for the Four Master Classes



Tracey Lorenson
Experienced Local Government Lawyer
Certified Corporate Coach
Designation in Governance from
McMaster University

Award-winning speaker Tracey Lorenson is known for her humour and candour in helping her clients manage difficult situations. Her warm, energetic style combines her leadership experience, practical advice and real-life examples that resonate with audiences of all levels. With a keen interest in problem-solving, Tracey has developed a series of proven techniques that help organizations identify their issues and take action to improve their situation.

Tracey has worked with local governments in a variety of capacities for more than 20 years. After six years practicing workplace law in the public sector, Tracey was Executive VP for E-Comm, provider of 911 fire, police and ambulance services for local governments in southern BC. In her current role as the principal in the management consulting firm CivicExcellence/Paragon Strategic Services Ltd, Tracey improves her clients' ability to perform by working with both elected and staff on areas that include conflict resolution, strategic planning and leadership training.

A sought-after lecturer, Tracey has spoken extensively on a variety of topics including leadership, strategic planning, human resources, governance, and developing regional strategies. In addition, she has lectured at UBC's Faculty of Law, Royal Roads University, Capilano University, the Justice Institute of BC, the Local Government Leadership Academy and is a member of the faculty for BC's Local Government Management Association's MATI programs.

Tracey has recently founded "CivicExcellence", an online community for eLearning and connection for local government professionals.

Facilitators for the Bonus Master Class



Julia McDevitt, CMP
Owner & Principal Planner
Elm City Events

Julia McDevitt, CMP started Elm City Events in 2021 after working at the University of New Brunswick as the Senior Director of Conference Services. Although not born in Fredericton, she has been proud to call Fredericton home for over ten years.

Julia is a lifelong learner and believes strongly in always continuing education in your field of interest. She holds a Bachelor of Business Administration degree from St. Francis Xavier University, a Bachelor of Education degree from the University of New Brunswick, completed her Certified Meeting Professional (CMP) Certification in 2018 and is currently completing her Master's of Business degree from the University of New Brunswick.

Julia was named Meeting Professional of the Year by MPI Atlantic in 2017, Professional of the Year by Unique Venues in 2019 and received the award for Excellence & Leadership from the Canadian University and College Conference Organizers Association in 2022.



Carolina Correa
Events Manager
Elm City Events

Carolina is passionate about creating memorable experiences.

Her background lies in the intersection of theatre and film, event production and operations management. She started her career working on film sets while attending school in Los Angeles, California before moving to her native country, Brazil, and coordinating events, conferences, and experiences for Aerolito, a company that accelerates desirable futures through education, innovation, and technology. She then pivoted to Perestroika, a company that designs disruptive learning spaces through original creative methodologies, where she managed different demands related to event production and operations.

After living in Fredericton for a couple of years and falling in love with the city and the Maritime hospitality, she joined Elm City Events in 2023. With her go-beyond attitude and attention to detail, she has led multiple accounts at Elm City Events, being involved with events across Canada. Her diverse background and experiences bring a fresh perspective to event planning.

Detailed Program

Master Class Date

EA Master Class #1

Wednesday, February 5

1:00 p.m. EST

Facilitator: Tracey Lorenson



Description

Maximizing Time Management: Unlocking Productivity Strategies for Executive Assistants in Local Government

Overview:

In the fast-paced environment of local government, Executive Assistants must juggle numerous tasks, manage conflicting priorities, and adapt to ever-changing demands. This Master Class is designed to equip Executive Assistants with practical strategies and tools to enhance their time management skills, improve efficiency, and maintain a healthy work-life balance. Recognizing that everyone approaches time management differently, the class will guide you in designing a personalized system that aligns with your unique style and needs.



Master Class Date

Description

EA Master Class #1

Wednesday, February 5
1:00 p.m. EST

Facilitator: Tracey Lorenson



Key Topics:

- **Staying Organized and Proactive:** Learn techniques for staying on top of your responsibilities to provide timely support where needed. Discover methods to anticipate the needs of your manager, ensuring you are always one step ahead.
- **Prioritization and Task Management:** Gain insights into effectively managing your workload, even when faced with demanding schedules and tight deadlines. Explore strategies for balancing multiple tasks, handling competing priorities, and ensuring that high-priority responsibilities are completed on time.
- **Adaptability and Flexibility:** Develop skills to adapt to changing priorities and workloads, handle unexpected issues, and pivot quickly when necessary. Understand how to stay organized and maintain accuracy and professionalism in a high-pressure environment with constant change.
- **Effective Scheduling:** Master the art of scheduling for your manager and other leaders, accommodating urgent requests while allowing for necessary downtime. Learn how to manage the demands on your managers' calendars and ensure they have time to breathe amidst their busy schedules.
- **Managing Stress and Maintaining Balance:** Address the challenges of working long hours, dealing with constant interruptions, and balancing multiple roles. Discover techniques for managing stress, staying focused, and maintaining a healthy work-life balance despite the high demands of your role.
- **Communication and Collaboration:** Improve your ability to manage multiple people with different requirements and service levels. Enhance your skills in collaborating with various departments, navigating conflicting interests, and keeping everyone on task.
- **Managing Information and Information Overload:** Learn techniques to efficiently handle large volumes of information. Understand how to sift through information quickly and keep track of important details without feeling overwhelmed.
- **Being an Effective EA in a Hybrid Environment:** Adapting to remote and hybrid work environments is increasingly important. This session will provide strategies to manage your responsibilities effectively, regardless of your work setting.

Learning Outcomes:

- Enhanced ability to prioritize tasks and manage time efficiently.
- Improved adaptability and flexibility in handling changing priorities.
- Effective scheduling techniques to manage demanding workloads.
- Strategies for managing stress and maintaining a healthy work-life balance.
- Improved communication and collaboration skills for working with multiple stakeholders.
- Techniques for managing information overload.
- Strategies for being effective in a hybrid work environment.

Join us for this comprehensive Master Class to gain valuable insights and practical tools that will empower you to excel in your role as an Executive Assistant in local government.

Master Class Date

Description

EA Master Class #2

Thursday, April 24

1:00 p.m. EST

Facilitator: Tracey Lorenson



Influencing Team Dynamics: Advanced Collaboration and Leadership Techniques for Executive Assistants

Overview:

In the dynamic world of local government, effective teamwork and collaboration among Executive Assistants are crucial for achieving organizational goals and maintaining a productive work environment. This Master Class emphasizes the importance of building a strong administrative team, fostering collaboration, navigating conflicts, and leading with impact within the administrative profession.

Key Topics:

- **Fostering Collaboration and Teamwork:** Discover strategies for enhancing collaboration among EAs and with internal departments. Learn how to work together effectively, share resources, and support one another, particularly during challenging projects or times of change.
- **Navigating Conflicts and Managing Internal Relationships:** Gain insights into resolving conflicts and managing differing interests among EAs. Develop skills to address disputes constructively, maintain a positive team dynamic, and ensure accountability among peers.
- **Building Strong Internal Relationships:** Explore tools and techniques for strengthening relationships within your EA team. Learn how to build trust, communicate effectively, and create a cohesive, supportive work environment.
- **Enhancing Accountability and Performance:** Understand the role of accountability in a team setting and explore methods to ensure all team members meet their responsibilities. Develop strategies for maintaining accountability in a respectful and constructive manner.
- **Leading as an Administrative Professional:** Embrace your leadership role within the administrative profession. Learn how to set an example, mentor fellow EAs, and advocate for your team's contributions and needs within the organization.

Learning Outcomes:

- Enhanced ability to foster collaboration and teamwork among EAs and internal departments.
- Improved skills in navigating conflicts and managing internal relationships.
- Effective strategies for building strong internal relationships and ensuring accountability.
- Insights into leading with impact within the administrative profession and setting a positive example.

Join us for this engaging Master Class to develop essential skills for building a cohesive, high-performing administrative team, and become a leader in the administrative profession within local government.

Master Class Date

Description

EA Master Class #3

Wednesday, June 18

1:00 p.m. EST

Facilitator: Tracey Lorenson



Strategic Excellence for EAs: Mastering Policies, Procedures, and Meeting Dynamics

Overview:

In local government, Executive Assistants (EAs) play a crucial role in translating policies into actionable processes and Standing Operating Procedures (SOP), managing key administrative tasks, and supporting their manager and/or Senior Leadership Team. This Master Class is designed to equip EAs with the expertise needed to navigate the complexities of their role and enhance their contributions within their organizations.

EAs are integral in implementing Council-set policies, turning strategic directives into actionable processes through tasks such as agenda preparation, minute-taking, report writing, and meeting facilitation. This session will elevate these tasks into strategic contributions, empowering EAs to drive organizational success with greater impact.

Key Topics:

- **Understanding Municipal Policies and Procedures:** Gain insight into municipal contracts, bylaws, and procedures, and learn to develop SOPs that ensure continuity and efficiency in your office operations.
- **Strategic Meeting Agenda and Minutes Management:** Learn to create and manage meeting agendas and minutes with a strategic focus, ensuring they document decisions and drive organizational action and accountability.
- **Navigating Change and Emerging Issues:** Enhance your ability to support the Senior Leadership Team by managing agendas, coordinating meetings, and addressing last-minute changes, with strategies for effective collaboration during evolving circumstances.
- **Practical Tools and Best Practices for SOPs:** Discover valuable best practices and templates for SOPs shared by EAs across the country. Learn how contemporary tools and proven techniques can enhance your efficiency and effectiveness in developing and implementing SOPs, supporting your day-to-day responsibilities with practical, real-world examples.

Learning Outcomes:

- Master the essentials of municipal contracts, bylaws, and procedures, and develop SOPs for office continuity and efficiency.
- Acquire skills to craft and manage meeting agendas and minutes that drive action and accountability.
- Develop strategies to handle last-minute agenda changes and emerging issues, supporting your manager and/or senior leadership team with professionalism.
- Learn best practices and effective templates for SOPs from EAs nationwide to improve your efficiency and effectiveness in implementing these procedures.

Join us for this transformative Master Class to sharpen your administrative skills, navigate complex challenges with confidence, and elevate your role within your organization. By integrating strategic insights and practical tools, you'll be empowered to enhance your effectiveness, drive organizational success, and make a lasting impact in your role as an Executive Assistant.

Master Class Date

Description

EA Master Class #4

Thursday, September 25

1:00 p.m. EST

Facilitator: Tracey Lorenson



Empowering Executive Assistants: Navigating Challenges with Confidence

Overview:

In the dynamic landscape of local government, Executive Assistants (EAs) play a crucial role in ensuring organizational success. This Master Class is designed to equip EAs with the strategies and confidence needed to navigate complex situations, showcase their talents, and assert their value in the workplace.

Key Topics:

- **Building Confidence and Showcasing Talents:** Learn how to effectively highlight your skills and contributions. Develop techniques for communicating your achievements and capabilities, and gain confidence in presenting yourself as an essential asset to your organization.
- **Navigating a Diverse Workplace:** Explore strategies for thriving in a diverse environment and managing complex power dynamics. Understand how to assert your presence and build credibility while adapting to different professional settings.
- **Collaborating in Challenging Environments:** Develop practical approaches for working with colleagues and supervisors. Learn how to communicate effectively, manage expectations, and navigate conflicts while maintaining professionalism and demonstrating your worth.
- **Flexibility and Assertiveness:** Discover when to be flexible and when to assert yourself. Learn techniques for balancing assertiveness with adaptability to navigate various situations effectively and maintain your professional standing.
- **Overcoming Self-Doubt and Projecting Confidence:** Address the impact of self-doubt on your performance and career growth. Discover methods for recognizing your achievements, fostering a positive self-image, and enhancing your confidence and job satisfaction.
- **Building Strong Professional Relationships:** Gain insights into engaging with your peers and supervisors to ensure they recognize your expertise and contributions. Learn strategies for fostering mutual respect and understanding within your professional relationships.

Learning Outcomes:

- Enhanced ability to confidently showcase your skills and contributions.
- Effective strategies for thriving in diverse and dynamic work environments.
- Practical approaches for managing and communicating with supervisors and colleagues.
- Techniques for balancing flexibility with assertiveness in various situations.
- Tools for overcoming self-doubt and boosting self-confidence.
- Improved skills in building professional relationships and demonstrating your value.

Join us for this empowering Master Class to develop the skills and confidence needed to navigate complex work dynamics, assert your role, and thrive as a vital contributor in local government.

Master Class Date

EA Bonus Master Class #5

Wednesday, November 19

1:00 p.m. EST

Facilitators: Julia McDevitt and
Carolina Correa



Description

Event Planning Meets AI: Innovative Strategies for Modern Executive Assistants in Local Government

Overview:

In the dynamic realm of local government, Executive Assistants are pivotal to both successful event organization and efficient administrative management. This Master Class will provide you with practical strategies for effective event planning and introduce innovative AI technologies to streamline workflows, boost productivity, and enhance overall efficiency. Join us and the Elm City Events team located in the City of Fredericton, New Brunswick as they share their expert insights to elevate your event planning skills.

Key Topics:

- **Effective Event Planning & AI Integration:** Discover essential event planning practices, including budgeting, logistics, venue selection, and stakeholder coordination. Learn how to combine these traditional methods with AI tools to optimize scheduling, guest management, and feedback collection, ensuring seamless events that align with organizational goals.
- **Leveraging AI Technology for Enhanced Productivity:** Explore the latest AI tools designed to automate routine tasks, manage schedules, and handle information overload. Gain practical knowledge on integrating these technologies into your workflow to streamline tasks and improve communication.
- **Maximizing Efficiency:** Learn strategies to balance hands-on planning with AI-driven solutions. Understand how to effectively manage multiple events and administrative tasks while leveraging technological innovations to increase productivity.
- **Navigating Emerging Technologies:** Stay ahead of the curve by exploring the latest AI developments and their potential impact on your role. Discover how emerging technologies can further enhance your administrative capabilities.

Learning Outcomes:

- Enhanced skills in planning and executing events within a local government context.
- Practical knowledge of AI technologies for streamlining event management and administrative tasks.
- Improved efficiency and productivity through the integration of traditional planning techniques and AI tools.
- Insights into emerging technologies and their applications for Executive Assistants.

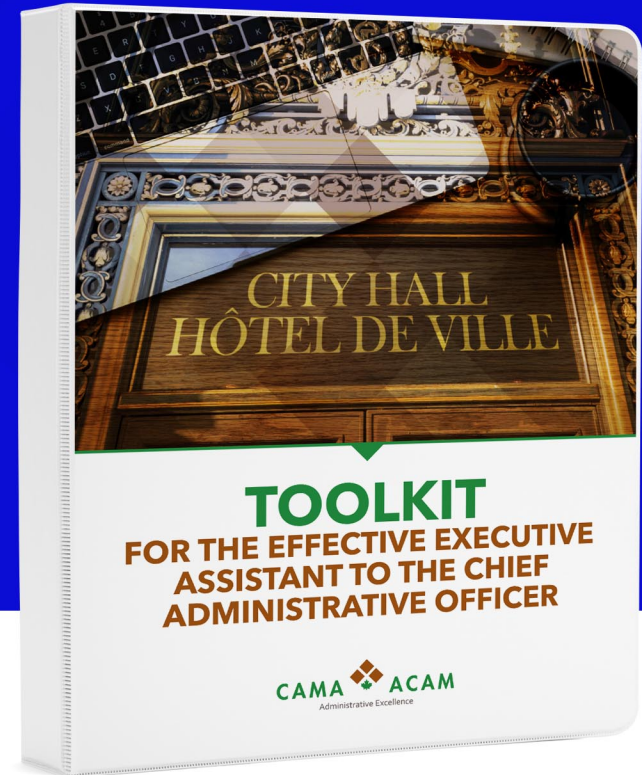
Join us for this Master Class to refine your event planning expertise, harness the power of AI, and advance your role as an Executive Assistant in local government.

CAMA's Toolkit for the Effective Executive Assistant to the Chief Administrative Officer

Having appreciation for the role of the Executive Assistant in local government, CAMA developed a **"Toolkit for the Effective Executive Assistant to the Chief Administrative Officer"**.

The primary audience of this Toolkit is the Executive Assistant to the CAO in local government (and all administrative staff), which includes existing Executive Assistants with experience in the role, as well as new Executive Assistants with minimal local government experience.

The Toolkit will help Executive Assistants, gain a new perspective on their role and highlight the many benefits that they bring to the CAO, the organization, and the community. It provides an introduction to local government and the various roles and responsibilities of those positions; insight into the role as the Executive Assistant; offers tips on the many office and leadership skills that are practiced every day; political acumen tools, as well as best practices on building relationships and networking, exercising self-care, and how to adapt to new leadership – just to name a few. There are also "words of wisdom" from Executive Assistants across the country, along with some case studies of real-life scenarios, downloadable resources, and links to additional materials that will support this profession.



While this Toolkit is meant to be a resource to Executive Assistants in local government, it is also focused on how a CAO or senior manager can effectively use their Executive Assistant to improve their own productivity and build a successful partnership. The **CAO Chapter** has been provided in a separate document for easy reference.