



*Training Course:
Executive Assistant and Personal Assistant (PA)*

*12 - 16 April 2027
Casablanca (Morocco)*

Training Course: Executive Assistant and Personal Assistant (PA)

Training Course code: OM234896 From: 12 - 16 April 2027 Venue: Casablanca (Morocco) - Training Course Fees: 4725 € Euro

Introduction

This program, designed by Global Horizon Training Center, provides a comprehensive pathway for developing highly competent Executive Assistants and Personal Assistants capable of operating in demanding and dynamic business environments.

The role of an Executive Assistant or PA has evolved into a strategic support function that requires advanced organizational, communication, and decision-making skills. Participants will gain practical knowledge in managing executive priorities, coordinating complex tasks, handling confidential information, and representing management professionally.

Through a combination of practical exercises, real-world scenarios, and interactive learning, this program equips participants with the tools to enhance productivity, improve coordination, and become indispensable partners to senior management.

Objectives

By the end of this program, participants will be able to:

- Support executives and senior managers effectively
- Apply proactive problem-solving and decision-making techniques
- Manage multiple tasks with strong organizational skills
- Prioritize work using effective time management methods
- Represent executives professionally in internal and external interactions
- Align working styles with managerial expectations
- Balance independent decision-making with escalation when required
- Manage stress and workload efficiently
- Organize meetings, travel, and executive schedules
- Apply professional communication and business writing skills
- Develop presentation and reporting capabilities
- Manage conflicts effectively
- Understand corporate behavior and professional conduct
- Utilize modern technologies relevant to executive support
- Apply protocol, etiquette, and diplomacy principles

Target Audience

- Executive Secretaries
- Personal Secretaries

- Executive Assistants
- Personal Assistants
- Administration Managers
- Office Managers
- Senior Administrative Professionals

Outlines

Day 1: Role of the Modern Executive Assistant

- Understanding organizational structures and business environments
- Expanding the strategic value of the PA/EA role
- Core competencies of modern assistants
- Building effective manager-assistant relationships
- Aligning priorities and communication with executives
- Decision-making: dependent vs. independent roles
- Representing the executive professionally

Day 2: Time Management, Prioritization, and Professional Conduct

- Time optimization and task management techniques
- Prioritization tools urgent vs. important matrix
- Managing conflicting priorities and multitasking
- Delegation principles
- Business etiquette, protocol, and diplomacy
- Confidentiality and compliance
- Professional business correspondence

Day 3: Communication, Meetings, and Coordination

- Interpersonal communication and relationship building
- Handling difficult situations and personalities
- Negotiation and influencing skills
- Telephone and communication etiquette
- Meeting management agenda, minutes, follow-ups
- Appointment scheduling and interview coordination
- Travel and event management

Day 4: Emotional Intelligence and Workplace Effectiveness

- Emotional intelligence concepts and application
- Stress management and productivity
- Managing emotions in professional environments
- Visitor management and customer service excellence
- Handling complaints professionally
- Internal and external stakeholder management

Day 5: Business Communication and Administrative Excellence

- Business report writing and proofreading
- Professional email writing and correspondence
- Presentation skills and communication techniques
- Feedback and communication effectiveness
- Diary and calendar management
- Managing executive requirements and interruptions
- Basic budgeting, invoicing, and administrative control

Registration form on the Training Course: Executive Assistant and Personal Assistant (PA)

Training Course code: OM234896 From: 12 - 16 April 2027 Venue: Casablanca (Morocco) - Training Course
Fees: 4725 € Euro

Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

Delegate Information

Full Name (Mr / Ms / Dr / Eng):
Position:
Telephone / Mobile:
Personal E-Mail:
Official E-Mail:

Company Information

Company Name:
Address:
City / Country:

Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng):
Position:
Telephone / Mobile:
Personal E-Mail:
Official E-Mail:

Payment Method

- ☐ Please find enclosed a cheque made payable to Global Horizon
- ☐ Please invoice me
- ☐ Please invoice my company

Easy Ways To Register

Telephone:
+201095004484 to
provisionally reserve your
place.

Fax your completed
registration
form to: +20233379764

E-mail to us :
info@gh4t.com
or training@gh4t.com

Complete & return the
booking form with cheque
to: Global Horizon
3 Oudai street, Aldouki,
Giza, Giza Governorate,
Egypt.