

## WORLD ADMINISTRATORS SUMMIT 2018

# One profession, one voice



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Eth Lloyd is respected ambassador of the administrative profession and currently Chairman of the World Administrators Summit (WASummit) Advisory Council. In 2018 the WASummit takes place on October 24/25 in Frankfurt, Germany. w@o recently spoke with her regarding the upcoming summit.

**w@o:** Eth, please tell us about WASummit.

**Eth Lloyd:** The WASummit was first held in 1992, hosted by the

International Association of Administrative Professionals (IAAP) in New York. At the 2011 WASummit the purpose statement was reviewed and agreed as: *A global meeting of administrative and office professionals and Associations; to guide, influence, and positively develop the profession.*

My role is Chairman of the Advisory Council. The Advisory Council is made up of two representatives from each of 12 regions in the world, e.g. Europe is one region, Australia/New Zealand is another, etc. At each WASummit topics are discussed and on occasion the Delegates who attend may request more information on a topic. From 2015 the Advisory Council has a Team for each topic that needs further research. These Teams work on researching the topic and gathering information. So, there are two groups involved:

1. The Advisory Council, representing 12 regions in the world, undertaking research 'between WASummit events', reporting to the Delegates at the next WASummit and supporting arranging the next event.
2. The Delegates who attend the WASummit. Each country in the world may send up to three Delegates to the actual event.

**w@o:** The event is not a typical conference, it is said it can be seen as a G20 for administrative professionals. What topics will be discussed?

**Lloyd:** The WASummit is a working event. It is attended only by Delegates from countries around the world and they are there to work on a pre-set Agenda (found at <http://www.world-administratorssummit.com/programme-wasummit-2018.html>). The outcomes of these discussions will be shared around the world within each country and across countries to support our peers to raise their status and their expectations that they are a profession.



**w@o:** Germany will be the host in 2018. Please share some more about the upcoming summit in Frankfurt in October.

**Lloyd:** There are two very exciting things about the WASummit in Frankfurt.

1. Being based in Europe means that many more countries will be able to attend. To date we have 23 countries who have indicated they expect to attend. The current numbers are the highest number of counties involved ever.
2. The internet and social media has enabled the Advisory Council to gain wider input on new topics and to gather more in-depth research data into the past topics. We are gathering this information from those individuals who work as administrative professionals as well as from administrative professional associations around the world e.g. IMA (International Management Assistants).

**w@o:** What is your vision for our industry?

**Lloyd:** I have long believed that the work that administrative professionals undertake is a profession; teachers, doctors, nurses, accountants are all seen as working in a profession. In many countries administrative work is still seen as “work that women do” or “work that anyone can do”. Given the huge and rapid changes in technology and in the make-up of the role, administrative work always has been and now clearly is a skilled role with specific competencies and capabilities required.

There is a great deal written today that many of the work roles undertaken today will vanish in the next 10, 20, 30 years. This maybe true but the human skills (empathy, networking, and other soft skills) and amazing adaptability of administrative professionals world-wide make this a role that will, I believe, stay on in some form, after those that vanish. The two skills of human soft skills and adaptability make it very difficult for them to be readily replaced with AI. Certainly, the role will evolve and change as will the role of managers, but I believe that while there are managers this profession will be retained. ←

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