

Glow With The Flow

Innovate, Integrate and Elevate

25th ASA Congress: 8-12 September 2023

Host: The Administrative Professional and Secretary Association of Thailand

Venue: Berkeley Hotel, Bangkok, Thailand



The recently concluded ASA Congress in Bangkok, Thailand, was held from September 8th to 12th. The event was a resounding success, bringing together experts and professionals from across Asia to explore the latest trends and insights.

One of the highlights of the ASA Congress was a presentation titled "The Art of Transition at Work" by our very own Cheryl Mathew, who took the stage as a speaker. Cheryl's presentation was nothing short of brilliant, providing invaluable insights and strategies for navigating transitions in the workplace effectively.



I invite all our members to relive the ASA Congress experience by accessing the recorded sessions via the following link:

<https://www.youtube.com/watch?v=FQuQblOajV0>

<https://www.youtube.com/watch?v=72rlsvTSyTY&list=PLyFlXM1PXm0YsOaPuJBl4YLI7Ka2XJBQY>

<https://www.youtube.com/watch?v=po-JMWPgAXQ>

<https://www.youtube.com/watch?v=QFPrvVVDj4c&list=PLyFlXM1PXm0YsOaPuJBl4YLI7Ka2XJBQY&index=2>



**Dinner hosted by the
Lady Bosses of the Year**

**Dinner cruise at
Asiatique The Riverfront
Destination**



CP Meeting

- ASA Congress to be held every odd year e.g. 2025, 2027 and so on.
- The 26th ASA Congress will be hosted by SLAAPS Sri Lanka and the 27th ASA Congress will be hosted by ASAP Brunei
- ASA was founded in 1974. A virtual 50th Anniversary celebration executed by PAS in 2024.
- ASA was officially registered in 1977 also marking its 50th Anniversary which will be celebrated in 2027 at the Congress hosted by ASAP-Brunei.
- Effective the next Congress, the ASA Project Award will be renamed to “Virginia P. Elbinas Award” in honour of the ASA Founding President.
- ASA Pin will be given to first-time registrants joining the ASA only.



The Project

The Project Contest was held on 11th September. Six ASA member countries participated, just meeting the criteria for holding the Contest.

PNGAAP (Papua New Guinea): they showcased all their activities and workshops, mainly all program they held since the last Congress.

IASAP (India): They also showcased their best activities including teaching quilting to drug trafficker rescues, and the janitorial community.

MAPSA (Malaysia): they presented two activities, starting a business and healthy eating. They were able to obtain a grant of US\$ 2,000 from the government for the start-up project.

PAS (Philippines): The major highlight was training for teachers and a medical camp in one of the towns.

SLAAPS (Sri Lanka): The main activity presented was scholarship by way of Diplomas to the underprivileged. Additionally, they held their residential seminar in Malaysia and supported quarantined members with supplies during COVID in collaboration with other suppliers.

CASAP (Taiwan): Using the power of storytelling they focused on the sustainable development of building brands through mobile devices.

The winner was SLAAPS. It was suggested that an update on the sustainability of their project be shared at the next Congress.

26th ASA Congress

The Congress concluded with handing over of the ASA Flag and Gavel to the next host association. Azra Reyaldin accepted this on behalf of the Sri Lanka Association of Administrative and Professional Secretaries (SLAAPS). The next congress will be held in Sri Lanka in 2025.



The congress was an exceptional opportunity to delve into a wide array of topics as well as to gain valuable perspectives from esteemed speakers. I have included brief summaries of the key sessions below:

1. Artificial Intelligence and IT, The Pros and Cons (Presenter: Pongsuk Hiranprueck)

Pongsuk's presentation highlighted the dynamic landscape of Artificial Intelligence (AI) and its intersection with Information Technology (IT). He discussed the advantages of AI in automating tasks, improving decision-making, and enhancing customer experiences. However, he also emphasized the need for robust ethical frameworks and vigilance regarding data privacy. It is recommended to consider a balanced approach, leveraging AI's strengths while addressing potential pitfalls.

2. Learning to Cooperate Mind and Body (Presenter: Lynn Howard)

Lynn's presentation explored the connection between mental and physical well-being. She emphasized the benefits of mindfulness, building a strong foundation, exercise and a balanced lifestyle in improving overall performance. Promoting employee wellness should be a priority.

3. Preparation for the Wean off (Presenter: Mea Isaac)

Mea discussed the importance of succession planning and leadership transitions. She highlighted the significance of rooming talent within the workplace to ensure a seamless transition when key leaders step down. We should invest in leadership development programs to address this need.

4. Work-Life Integration (Presenter: Hyacinth Arya)

Hyacinth's session focused on the concept of work-life integration, advocating for a more holistic approach to balancing professional and personal life. She stressed that fostering a flexible and supportive work environment can lead to increased employee satisfaction and productivity. I propose that we explore ways to enhance work-life integration within our organization to foster a healthier and more engaged workforce.

5. The Essentials of Educating Beyond (Presenter: Sunethra Jayaratne)

Sunethra's presentation underscored the significance of continuous education and upskilling in the rapidly evolving landscape of data science and analytics. She emphasized that encouraging employees to pursue lifelong learning can contribute to their professional growth and our company's competitiveness. We should consider investing in training and development programs to ensure our workforce remains well-equipped for the future.

6. The Art of Transition at Work (Presenter: Cheryl Mathew)

Cheryl spoke about strategies for navigating transitions in the workplace, whether due to changes in job roles or organizational shifts. She highlighted the importance of adaptability, effective communication, and a growth mindset during times of change. She emphasized the importance of clear communication, resilience, and adaptability during times of transition. Her approach to the art of transition at work revolves around understanding the "why" behind the transition, identifying gaps that need to be addressed, and creating a comprehensive plan to guide through the change process. This structured approach not only enhances the chance of a successful transition but also fosters a sense of clarity and purpose during times of change.

7. Be an Actionary (Presenter: Mellisa Ong)

Mellisa's session focused on cultivating a proactive mindset in the workplace. She stressed that taking initiative and being proactive can lead to innovation and positive outcomes. Encouraging our employees to be actionaries can help drive oneself forward in a competitive landscape.

8. The Art and Part of Living: The Sky Has No Limit (Presenter: Panitta Srisa-ard)

Panitta's presentation offered a broader perspective on life, encouraging attendees to seek personal fulfilment beyond their professional roles. She emphasized the limitless possibilities in life and the importance of maintaining a healthy work-life balance. Her insights resonate with the importance of employee well-being and morale.

In conclusion, the 25th ASA Congress provided invaluable insights into a variety of topics, reinforcing the importance of adaptability, continuous learning, and a balanced approach to work and life. I believe that the knowledge gained will be instrumental in guiding our association's future decisions and strategies.

I would like to express my gratitude for trusting me to represent DSSP.

Christine D'lima
President 2023-24



Closing night performance and dinner

