# Professional Development That Comes Back to Work

IAAP Summit 2027 is the professional development conference built for administrative professionals and the organizations that rely on them.

Administrative professionals are taking on more: managing projects, adopting AI tools, and supporting leaders through constant change. Summit 2027's education program was built from 2026 research by IAAP's Professional Development Forecasting Committee into what executives need from administrative talent and what admins are ready to grow into. The result is focused, practical learning designed to come back to work with your team.

## At a Glance

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|---|---|
| **What** | IAAP Summit 2027, a three-day professional development conference for administrative professionals |
| **When** | Monday–Wednesday, July 26–28, 2027 |
| **Where** | Sheraton Dallas Hotel, Dallas, Texas, or attend virtually |
| **Investment** | In-person from $1,509 per attendee; virtual from $789 (Organizational Member, Super Early Bird rates) |
| **Lowest rate ends** | December 15, 2026. Registrations by this date also include a complimentary Skill Spotlight: Analytical Thinking & Problem Solving for Administrative Professionals, a 90-minute on-demand learning experience. |
| **Sending a team?** | Organizational Members automatically receive Organizational Member pricing for every attendee they register, with no minimum. Organizations that aren't members save 10% per person when they register 5 or more attendees. |

# What Your Organization Gets Back

**84%** of 2026 attendees said Summit moved them closer to their professional development goals.

### 1. Stronger strategic partners.

Administrative professionals return better equipped to manage cross-functional projects, translate data into insight, and make sound judgment calls under pressure.

Session topics include: project management, data and insight skills, and decision-making under pressure

### 2. Practical AI and workflow productivity.

Attendees learn to apply AI tools and redesign everyday workflows so routine work moves faster and leaders get more support.

Session topics include: Microsoft Copilot, practical AI tools, and workflow redesign

### 3. A development investment that keeps talent engaged.

Summit connects to year-round development, including CAP certification, and gives attendees a peer network that keeps them growing long after July.

Session topics include: CAP certification, burnout prevention, and building better workplaces

Every attendee commits to bringing it back. Each Summit attendee returns with a plan to apply what they learned and share it with their team. (See Measuring the Return.)

> The sessions provided practical tools and strategies that I could immediately apply in my role, particularly in the areas of leadership, technology, communication, conflict resolution, and artificial intelligence… Summit reminded me that administrative professionals are not simply supporting the work—we are strategic partners who help move organizations forward.
>
> — 2026 attendee

> I came away with new ideas and practical tools I can use in my work… I left Summit feeling energized, inspired, and excited to bring what I learned back to my work.
>
> — 2026 attendee

> It changes the mindset for not only yourself but for those you support.
>
> — 2026 attendee

Source: IAAP Summit 2026 Feedback Survey, 236 respondents. Percentages reflect respondents answering each question.

# What Your Admin Team Brings Back

Summit is built around the work administrative professionals do every day. Sessions focus on practical skills they can apply as soon as they're back, from running smoother workflows to using AI tools effectively to supporting leaders and teams with more confidence.

**82%**
of 2026 attendees came to Summit for education and skill development.

**79%**
said Summit grew their professional network, giving them peers to call on when problems come up.

Source: IAAP Summit 2026 Feedback Survey, 236 respondents. Percentages reflect respondents answering each question.

## What Changes When They Return

### Workflows that run smoother.
Less time lost to manual processes, scattered requests, and meetings that don't move work forward.

Session topics include: workflow design and running more effective meetings

### AI that saves real time.
Hands-on skills for applying AI and Microsoft Copilot to everyday work, so routine tasks take less effort and more time goes to higher-value support.

Session topics include: Microsoft Copilot and practical AI tools

### Stronger partnerships with leaders.
Better anticipation of leaders' needs, clearer communication, and the judgment to act on their behalf with confidence.

Session topics include: executive partnership and building trust

### Projects and priorities handled with confidence.
Stronger project management skills and sharper prioritization when everything feels urgent.

Session topics include: project management, decision-making, and prioritization

> 1 hour AI session helped me get unstuck in 3 different workflows. That is an example of the value in attending IAAP Summit!
>
> — 2026 attendee

## Ready to Move Forward?

Register: In-Person Pass

Register: Virtual Pass

**Group registration:** Contact Dejah Wake at dejah.wake@iaap-hq.org
**Learn more:** iaap-summit.org/bring-your-team

# Built for Your Development Strategy

IAAP Organizational Membership and Summit work together to give your administrative team a consistent, measurable path for growth.

### Consistent development pathways

Summit anchors a year-round plan for administrative roles, alongside IAAP's CAP certification, CAPstone, and AdminElevate programs.

### Leadership capacity and strategic impact

Project management, data, and judgment skills that leaders name as top priorities for administrative talent.

Session topics include: project management, data and insight skills, and decision-making

### Certification and specialty learning

A direct path to CAP certification and focused learning pathways in areas like AI and workflow design.

Session topics include: CAP certification and its career impact

### Engagement, growth, and retention

Development that keeps administrative professionals engaged, connected to peers, and growing in their careers.

Session topics include: burnout prevention, belonging at work, and building better workplaces

## Measuring the Return

| Level | What it measures | How Summit delivers |
|---|---|---|
| **Reaction** | Attendee satisfaction | 2026 education sessions averaged 4.35 out of 5 across more than 2,600 attendee ratings. |
| **Learning** | Skills and knowledge gained | 84% of 2026 attendees said Summit moved them closer to their professional development goals. |
| **Behavior** | Application on the job | Attendees commit to a manager debrief and a team share-out within 30 days. |
| **Results** | Impact on the organization | At 90 days, attendees report results such as time saved, a process improved, or a project delivered. |

## An ROI Plan for Each Attendee

**Within one week**
Debrief with their manager on top takeaways and ideas to apply.

**Within 30 days**
Share what they learned with their team.

**Within 90 days**
Put at least one new skill into practice and report back on results.

Use our provided Manager Approval Toolkit for attendees to complete with their manager before Summit.

Source: IAAP Summit 2026 Feedback Survey, 236 respondents. Percentages reflect respondents answering each question. Measurement framework based on the Kirkpatrick model.

# Planning Your Team's Investment

Whether you're sending one administrative professional or a full cohort, Summit pricing scales with your team. Organizational Members receive discounted pricing for every attendee, saving $190 per in-person pass and $110 per virtual pass compared with the Member rate. Non-member organizations save 10% per person when registering 5 or more.

## Registration Rates

| In-person pass | Org Member | Member | Non-Member |
|---|---|---|---|
| Super Early Bird (Oct. 1–Dec. 15, 2026) | **$1,509** | $1,699 | $2,099 |
| Early Bird (Dec. 16, 2026–Apr. 30, 2027) | **$1,609** | $1,799 | $2,199 |
| Regular (May 1–July 25, 2027) | **$1,709** | $1,899 | $2,299 |

**Virtual pass, Super Early Bird:** $789 Org Member, $899 Member, $1,299 Non-Member

## Team Scenarios — Super Early Bird registration only

| Team | Org Member | Non-Member Group (5+) |
|---|---|---|
| 5 in-person | **$7,545** | $9,445 |
| 10 in-person | **$15,090** | $18,890 |
| 3 in-person + 5 virtual | **$8,472** | $11,512 |

Non-member group rates: 10% off, about $1,889 per in-person and $1,169 per virtual attendee. For in-person attendees, plan for travel, including 3 hotel nights at $255 ($765 per person).

### Peer employers invest in this

Among 2026 attendees, 74% had their attendance funded fully or partly by their employer, and two-thirds said their employer supports conference attendance at least once a year.

### Timing your budget

If your training budget runs on a calendar year, registering by December 15 may let you use remaining 2026 funds. It also locks in the lowest rate and includes a complimentary Skill Spotlight for each attendee.

## Group Registration

Contact Dejah Wake at dejah.wake@iaap-hq.org to register a team or ask about Organizational Membership.

Source: IAAP Summit 2026 Feedback Survey, 236 respondents. Percentages reflect respondents answering each question.