



# CORPORATE PA SUMMIT

**ONE DAY. A LIFETIME OF INSPIRATION.**

The Corporate PA Summit. Australia's #1 EA conference, with the most relevant and cutting-edge topics from the most motivational speakers in the business.

MELBOURNE 31 JULY 2018  
SYDNEY 7 AUGUST 2018



**Anh Do**

*Author, actor, producer, artist and comedian*



**Nadine Champion**

*Thought leader on courage, inner strength and resilience*



**Peggy Grande**

*EA to Ronald Reagan for 10 years*



**Dr Elizabeth Lombardo**

*America's most-interviewed celebrity psychologist*

**52&53**<sup>rd</sup>  
Think Tank  
Corporate PA Summit

 **thinktank**  
media



*"THE SPEAKERS WERE AMAZING AND VERY THOUGHT-PROVOKING. I HAVE LOTS OF TAKE-AWAYS FROM THIS AND LOOK FORWARD TO THE NEXT. THANK YOU."*  
**EA, ORIGIN ENERGY**

*"FANTASTICALLY ORGANISED. FANTASTIC SPEAKERS. LOVELY DAY TO SPEND AT A CONFERENCE, WILL COME AGAIN."*  
**EA, WIN NETWORK**

*"JUST SOME FEEDBACK FROM YESTERDAY'S CONFERENCE IN MELBOURNE. IT WAS THE BEST PD I HAVE EVER ATTENDED, THE SPEAKERS WERE ALL RELEVANT, THE VENUE AND FOOD WERE TERRIFIC AND THE SPONSORS WERE GREAT. I CAME AWAY FEELING THAT THE DAY HAD BEEN VERY FULFILLING. THANK YOU FOR THE DAY.."*  
**EA, CATHOLIC EDUCATION OFFICE**

## ABOUT THE CORPORATE PA SUMMIT

Motivate, empower and inspire yourself to take your career to even greater heights. The Corporate PA Summit has been running since 2005 and is Australia's leading event designed to help PAs and EAs excel by meeting, interacting with and learning from the best in the business. The summit is held annually, in Sydney, Melbourne, Perth, Auckland, Chicago and Los Angeles. The summit will discuss many issues facing the modern PA and EA. We take time to listen to the needs and requirements of delegates from past events to ensure our topics are current, inspiring and - most importantly - based on delivering the knowledge specific to PAs and EAs to develop their career skill-set.

## WHY ATTEND?

- Meet, network with and learn from the best minds in the industry
- Be inspired by top-level keynote speakers to take your career to the next level
- Learn how to make yourself even more valuable
- Develop the skills to achieve the elusive balance between work, home and lifestyle.

### LUNCH SPONSOR

**SCG**  
EVENTS

### NETWORKING DRINKS SPONSORS

**RYDGES**  
PORT MACQUARIE

### EXHIBITORS

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PORT MACQUARIE  
*by Rydges*

**THE GRACE**  
SYDNEY  
**FUNCTIONS**

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GROUP

# A SELECTION OF SPEAKERS 2018



## Anh Do

*Multiple award-winning author, artist, comedian, actor and producer*

Anh Do is a man who went from being a starving refugee at the age of three to one of Australia's best-loved entertainers, an incredible story detailed in his multi award-winning and enormously popular memoir 'The Happiest Refugee'.

Anh is the winner of the 2017 Archibald Price People's Choice Award, and also creator of the ABC series, 'Anh Do's Brush with Fame'

*"A BIG THANK YOU FOR SUCH AN INCREDIBLE PROGRAM YESTERDAY WHICH WAS IMMENSELY ENJOYED BY ME AND MY COLLEAGUES, AND MANY OTHERS AROUND ME. HIGH CALIBRE SPEAKERS, THE BEST YET!"*

**EA, SIEMENS**

*"THE SUMMIT DID NOT DISAPPOINT - ENJOYED, ENJOYED, ENJOYED!!!"*

**EA, ORACLE**

*"REALLY GREAT DAY, BLEW EXPECTATIONS OUT OF THE WATER. FEEL PRIVILEGED TO BE ABLE TO ATTEND! THANK YOU."*

**EA, ACC**



## Dr Elizabeth Lombardo

*America's Most-Interviewed Celebrity Psychologist*

Considered Shaquille O'Neal's "Head coach for Happiness", Dr. Elizabeth Lombardo is on a mission to free people from their inner critic to create the health, wealth and happiness they crave. Her unique ability to help people unlock their own, unique personal happiness code has made her America's most-interviewed celebrity psychologist, with over 75 radio and TV appearances on shows like Dr. Oz, The TODAY Show, Steve Harvey, CNN and many others.



## Holly Ransom

*CEO of Emergent*

Holly Ransom received worldwide acclaim as chair of the 2014 G20 Youth Summit (appointed by the Prime Minister). She's also the youngest ever female director of an AFL Club, Port Adelaide FC. She has presented across 6 continents, including delivering a peace charter to the Dalai Lama. Holly is renowned for generating innovative solutions to complex problems for corporations, governments and nonprofit organisations around the world.



## Nadine Champion

*Martial arts Sensei (teacher), author and entrepreneur*

Nadine Champion is a truly inspiring keynote speaker. She is a thought leader on courage, inner strength and resilience, having engagingly presented for a wealth of notable companies such as Facebook and Telstra. Her book 10 Seconds of Courage: covers practical yet dynamic concepts for better handling adverse situations to create positive outcomes, overcoming challenges and moving forward to a more meaningful life.



## Peggy Grande

*EA to Ronald Reagan for 10 years*

President Ronald Reagan chose Peggy Grande to work at his side for 10 years, and together they created a powerful partnership. Serving as his post-presidency Executive Assistant, Peggy was the liaison between Ronald Reagan personally and his staff, the public, local dignitaries and world leaders. She ensured that his events, travel, personal and political relationships and day to day operations were handled efficiently and effectively.



## Dr Joanna McMillan

*Health and wellbeing expert*

Dr Joanna McMillan is one of Australia's favourite and best-known nutrition and lifestyle specialists. She is a PhD qualified nutrition scientist, dietitian and former fitness instructor, giving her the sound credentials to help us make sense of the increasingly confusing and conflicting health messages we hear in the media. She is a regular on television and is the official nutritionist for the Today Show, as well as radio and print media.



## Lisa O'Neill

*Personal Brand Expert, Author, and #1 rated speaker at the 2017 NZ Corporate PA Summit*

Lisa O'Neill is a keynote speaker and motivator, who has dedicated her life to the art of empowerment. She is the author of two books, 'Look Gorgeous, Be Happy' and 'Juggling in High Heels'. Lisa believes we all want to be happy, to have energy, to feel amazing, but so few know how. How to have, do, and be the vibrant energetic person that they dream of being.

Register online today at [www.thinktankmedia.net](http://www.thinktankmedia.net)

# THE SUMMIT PROGRAM 2018

The summit is packed equally with information, inspiration and motivation essential to the role of each and every EA/PA. You'll hear real success stories and professional and personal life lessons from expert presenters with practical, educational and inspirational advice to share. Through the summit, you'll find many ways to make a key difference in both your professional and personal life, to enrich and revitalise your career and to take it to even greater heights of success.

## 8.30 Registration And Welcome Coffee

### 9.00 Official Welcome And Opening Remarks

*Dr Joanna McMillan, Australia's favourite and most trusted health and wellbeing expert*

### 9.10 Be The Master of Your Career

*Anh Do, multiple award-winning author, artist, comedian, actor, producer and creator of 'Anh Do's Brush with Fame'*

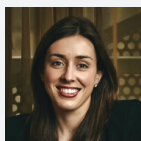


Anh's personal philosophy - his father's favourite Vietnamese saying - is "There are only two times in life - now and too late". A Vietnamese refugee arriving in Australia in 1980, on a treacherous boat journey involving pirate attacks and death, Anh has since grabbed life by the horns, seizing opportunities to really make the most of his talents and abilities, forging a life full of incredible positivity and potential and here he'll share his insights and experiences and how you too can forge ahead and create a meaningful career and life for yourself:

- Adapting your career path and developing the confidence to reinvent yourself
- Recognising, finding and making the most of opportunities
- Courageous leadership - taking charge of projects, teams and conversations
- Building meaningful, positive and productive relationships with others
- Dealing with bullies and difficult personalities
- Developing a positive mindset for when adversity strikes
- Recommendations for when you feel stuck in a rut
- Bringing humour and happiness to your life and those around you

### 10.00 What a CEO looks for in an EA: Embracing Change to Adapt and Thrive

*Holly Ransom, CEO, Emergent, Chair of the G20 Youth Summit*



Stability is something that unfortunately we can't all rely on nowadays, and change is more and more a part of our everyday professional lives and adapting to change needs to be faced head on rather than feared. The EA/PA role is no stranger to this phenomenon, and staying relevant and indispensable

is key. Hear expert advice from high-profile CEO, Holly Ransom, on how you in your role can adapt to changing expectations and pressures and build on your expertise and ideas to make yourself not only indispensable to your manager, but equally make yourself a force for positive change within your business:

- What key aspects CEO Holly really appreciates in her EA, and vice versa - plus her experience of manager/EA relationships within organisations she has worked with
- Recommendations on how to best manage your manager
- How Holly values the role of the EA/PA, and envisages the future for the industry
- Fostering connection + building a productive and professional boss/EA relationship - and common pitfalls to be aware of
- Tools for communicating with multi-generational bosses
- Staying ahead of the game - preparing yourself + your boss for

change and periods of stress

- Tools for building resilience and a positive mindset
- Key strategies for problem-solving and setting goals and objectives
- Becoming an intreprenuer - how you can step outside your comfort zone and realise your professional ideas to make the most of your career and benefit your manager + organisation

### 10.45 Morning Coffee Break

### 11.15 EA Case Study: Be a GATEWAY, not a GATEKEEPER, and other lessons from the front row

*Peggy Grande, Former Executive Assistant to President Reagan*



With a decade of experience working as the Executive Assistant to President Ronald Reagan in his post-presidency office, Peggy Grande has served at the highest level of the EA profession. She knows what it takes to not just survive - but thrive. She will share stories and insights learned directly from her ten years' working alongside a global icon and discuss the importance of developing an executive presence and a leadership mindset, regardless of your title or role. As a mother of four, Peggy knows firsthand the challenges of juggling personal and professional life and will reframe the myth of work/life balance in a new and positive way. She approaches the EA role from a fresh and inspiring point of view which will challenge you, motivate you and give you renewed perspective and enthusiasm for your job. She will talk about:

- The importance of both the mechanics and the mindset of the EA role in order to be truly successful
- The vital difference between establishing a partnership vs. becoming a partner
- Seeing yourself as a leader and setting the pace and the tone for your workplace
- Prioritising people amidst productivity, ensuring relationships remain intact
- Learn to lead, live and leave the lasting legacy of your own choosing
- What's next for the future of the EA/PA profession

### 12.00 Being the Best You: Personal Branding and High-Power Communicating

*Lisa O'Neill, International speaker, author and motivator and highlight of the 2017 NZ Corporate PA Summit*



Lisa is an inspirational speaker, and an expert in personal branding and professional empowerment. Learn practical tools and advice from Lisa on how to be your own brand ambassador, and how to present your best self in your business, and in life.

- Authenticity, knowing who you are and having the confidence to be yourself and feel great
- Creating a brand and image that sells what you do and who you are
- Creating high energy in yourself and in those around you
- Lifting your standards with energy, excellence and enthusiasm
- Boosting your feeling of confidence, self-worth and value yourself and your career
- Tips for presenting yourself as a polished person

# THE SUMMIT PROGRAM 2018

## CROWN MELBOURNE

TUESDAY  
31 JULY 2018

## HILTON SYDNEY

TUESDAY  
7 AUGUST 2018

### 12.45 Lunch Break

#### Health & Wellbeing Focus:

#### 13.45 Be Your Own Health Advocate

*Dr Joanna McMillan, Australia's favourite and most trusted health and wellbeing expert*



Dr Joanna will share with you the latest knowledge – busting myths and misconceptions along the way – on how food, drink, exercise, activity, stress and sleep can all influence not only your health in the immediate and long-term, but also drive high self-esteem and happiness, and in turn optimal productivity and performance. Invaluable, practical advice to enable you to take charge of your personal health, and to help you drive the health of your organisation:

- Common health problems seen across businesses Australia-wide – what to be aware of
- Tools to decipher the vast information and trends, and debunk myths, around nutrition and fitness to make the best decisions for your own wellbeing
- Taking control of your own holistic health – proven ways to boost your mental and physical health for optimal work/life balance
- Small easily-implementable changes, and mental and physical wellbeing exercises, you can make in your demanding work day to create more energy, increase performance and happiness, restore balance and avoid feeling overwhelmed
- Tips on nutrition to fundamentally help your wellbeing both at work and at home
- What does a healthy lifestyle look like in today's relentlessly stressful working environment? Finding time to incorporate your wellbeing into your already hectic day to make sustainable change for the better.
- The impact of psychological wellbeing on your physical health
- How to become an effective and influential wellbeing advocate in your workplace

#### 14.30 Inspirational Keynote Address: 10 Seconds of Courage

*Nadine Champion, martial arts Sensei (teacher) and author*



Champion by name and nature, martial arts expert Nadine Champion is a master of courage, resilience and developing the inner strength to face fear and adversity head-on. She presents globally to audiences such as Facebook and Telstra and today she will share her motivational and inspirational lessons and their relevance to each and every EA and PA, both professionally and personally:

- Developing inner strength, determination, resilience, confidence and courage
- Challenging your thinking and reactions around fear – changing your mindset to succeed
- Summoning up the courage to step outside your comfort zone and tackle challenging situations head-on – using your 10 Seconds of Courage to really experience bravery
- Dealing with nerves, adrenaline and fear
- What does it take to communicate courageously with people?

- Finding your voice
- Getting to know yourself on a deeper level and living up to your values and ideals
- Creating more opportunities to be brave

### 15.15 Afternoon Tea

#### 15.45 Summit Passport Draw and Sponsor Prize Draws

#### 15.55 Technology and Time Management Focus

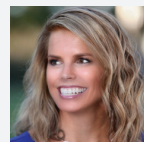
*Senior EA to be Announced Shortly*

- Keeping up-to-date with the latest technological trends and advances – their practical use within the EA/PA role
- Tips and tricks to using technology better to organise and prioritise your workload and enhance your productivity
- Hands-on advice on how to wrangle the multitude of new and existing technologies
- The changing role of the EA and how new technology fits in – what does the future look like?
- Using technology to your best advantage to free up time, avoid becoming swamped and become more productive: essential tips and tricks on time management, email management, prioritising workloads, managing competing priorities, goal setting...
- IT upskilling

#### Inspirational Closing Keynote Address

#### 16.25 Finding Your True Voice

*Dr Elizabeth Lombardo, America's Most-Interviewed Celebrity Psychologist*



Success is more than achieving external accolades. Dr Elizabeth Lombardo works with household names who seem to 'have it all', but who feel very unhappy on the inside. She helps them with her Theory of True Success – having the internal passion and happiness to create a life of meaning, fun and fulfilment. Imagine

waking up to every day with very real feelings of excitement and the motivation to feel and achieve your best. In this session, Dr Elizabeth will guide you on:

- Strategies to control your inner critic and create a life you love
- How to develop the most resilient type of self-confidence and self-belief
- Developing the confidence to deal with a multitude of situations, including public speaking
- How to change your dialogue, to get more of what you need, and create true success
- How to optimally deal with anyone – the positive and the negative people in your life
- Ways to prosper and experience genuine positivity and achievement, even during tough times

### 17.10 Closing Remarks From The Chair

### 17.20 Networking Drinks

# PRE-SUMMIT MASTERCLASS 2018

**CROWN MELBOURNE**

MONDAY  
30 JULY 2018

**HILTON SYDNEY**

MONDAY  
6 AUGUST 2018

## THE EA/PA STRESS MASTERY CHALLENGE: FINDING BALANCE AND BOOSTING YOUR PERFORMANCE + PRODUCTIVITY

DR ADRIAN MEDHURST



### ABOUT YOUR FACILITATOR, DR ADRIAN MEDHURST

Dr Adrian Medhurst is a psychologist, author, and co-founder of the work-life wellbeing tech business - Benny Button. He is on a mission to optimise performance and wellbeing for people and organisations.

Adrian firmly believes that when we mindfully live at the intersection of our optimal level of performance and wellbeing, we are on the path to discovering new peaks of our potential.

"We need wellbeing to perform at our best - no exceptions. This means wellbeing AND performance deserve our mindful attention and effort - no exceptions."

### 8.30 Registration and Welcome Coffee

#### 9.00 Session 1 - The Balancing Act?

- The energy demands of modern work and life in the EA/PA industry
- The impact of stress and importance of resilience fitness. How psychological, physical and social fitness help us master stress and fatigue.
- How busy, hyperconnected cultures lead people to miss opportunities for rest and recovery and what you can do about it
- Your role in encouraging and supporting 'Stress Mastery'
- Leading life on the see-saw: How balancing effort with ease is the key to sustaining wellbeing and performance
- Rest and Relaxation - tips to help you get good rest and relaxation, create healthy sleep habits, and manage fatigue
- Physical Practice: Movement practice for energising your mind and body

### 10.30 Morning Coffee Break

#### 11.00 Session 2 - The Paradox of Pressure

- How pressure is both a driver and drainer of our effort and energy
- Mastery - becoming resilient and attaining peak wellbeing + performance
- Mindset - Evidence-based strategies to help you develop growth-mindset and resilience in periods of change, challenge, pressure and uncertainty
- Meaning - How to create meaningful progress by cutting through biases and default patterns of thinking for more creative, adaptive and productive action
- Social Practice: Mindful meals and relationships

### 12.30 Lunch

### 13.30 Session 3 - Stress Mastery

- Mindfulness - the scientific benefits of mindfulness practices for 'stress mastery', resilience, rest, recovery, performance and productivity
- Practical, science-based techniques for bringing more mindfulness into our lives and workplace cultures
- Mindful Influence - key principles for influencing mindful teams and organisational cultures
- Psychological Practice: Mindfulness practices for work and life (highly practical suggestions for establishing healthy mindfulness routines)

### 15.00 Afternoon Tea Break

#### 15.30 Session 4 - Practise Makes Progress

- Einstein was right that "Nothing happens until something moves" - and we won't make progress without practice. Learn to practice how to move beyond cognition to intention plus action.
- Building commitment and setting a great example to promote healthy minds - strategies for role modelling at work as a powerful ingredient for positive team and cultural change.
- Creating a Practical Plan. Integrating what we have learned, experienced and practiced into our lives now, and over time. Setting our intention, planning our practice, establishing a routine, evolving through progress
- Mind-Body Practice: Balancing energy and ease

### 16.30 Close of Masterclass

**Masterclasses will be conducted using a combination of presentation material and group exercises to maximise your learning potential.** Please note that the masterclass content will be tailored to participants' individual needs so the length of each session may vary. Refreshments will be served at appropriate times, including morning and afternoon teas and lunch.

# POST-SUMMIT MASTERCLASS 2018

## CROWN MELBOURNE

WEDNESDAY  
1 AUGUST 2018

## HILTON SYDNEY

WEDNESDAY  
8 AUGUST 2018

### JUGGLING LIFE: MASTERING EFFICIENCY TO MANAGE YOUR TIME, BOOST PRODUCTIVITY AND MAXIMISE HAPPINESS

LISA O'NEILL



In this masterclass you will learn the art of juggling priorities with good planning, so you can feel on top of it all and can do more of what you want. Lisa will teach you to be a talented multi-tasker, to navigate your never-ending list of roles, learn to let the small stuff go, and prioritise living a life that you love. Filled with plenty of tips, tricks and Lisa's signature bubblyness, you will come away feeling inspired and empowered to exude confidence in all that you do:

- Take control of your time, and manage your productivity
- Learn practical tools to multi-task, set / achieve goals, prioritise and stay ahead of the game
- Increase your happiness and sense of professional and personal fulfilment and happiness
- Master the art of work-life balance

#### 8.30 Registration and Welcome Coffee

#### 9.00 Session 1 - Managing Multiple Priorities and Achieving Work-Life Balance

With life being a constant juggling act with so many conflicting priorities, modern EAs can often feel overwhelmed and stressed out. Doing so much for so many, it is very hard to ever feel satisfied that anything is being done to its best potential. This session will help you identify your key roles and understand what is important to achieve balance. Learn how to:

- Juggle priorities with good planning - how to become a talented multi-tasker
- Use time management tricks to make the most of the time you have
- Manage your work-life balance whether you work full-time or part-time
- Manage your inbox!

#### 10.30 Morning Coffee Break

#### 10.50 Session 2 - Energy, Efficiency and Enthusiasm - How to Get More...

Without energy we are nothing. Having high levels of physical and mental energy is vital to living life well and experiencing productivity, creativity and fulfilment. This session will show you where you get your energy from and how you can noticeably improve your energy levels to become more effective and productive. Learn how to identify what you need to be at your best:

- Top tips on keeping your physical and mental energy levels up
- Finding balance and the warning signs to watch out for to avoid becoming overwhelmed
- How to restore balance when you're feeling overwhelmed
- Getting good rest and relaxation, creating healthy sleep habits, and managing fatigue

#### 12.30 Lunch

#### 13.30 Session 3 - The People in Your Life - Who's Working in Your Support Network?

Feeling unsupported is a huge contributor to feeling overwhelmed. Everyone in your life is either contaminating or contributing. By understanding which people in your life are helping and which are hindering you, you'll learn to identify where your best support lies to enable you to achieve what you need, and achieve it well:

- Creating your best support networks - identifying your contributors and contaminators
- Recognising good advice from bad and learning to follow your instincts well
- Learning how to influence and best communicate with your contributors and contaminators
- Mastering the art of delegation - engaging your contributors effectively

#### 15.00 Afternoon Tea Break

#### 15.30 Session 4 - The Keys to Happiness - Get in Charge of Your Life!

Learn Lisa's four keys that will change your life: Planning - Communication - Control - Happiness. Prioritise living a life that you love, gain back control to experience fun and fulfilment. Build your resilience and learn how to handle everything that life throws at you:

- Plan like you've never planned before
- Communicate your needs and wants
- Learn what you can and can't control
- Start your PHD - 'Personal Happiness Development'

#### 16.30 Close of Masterclass

Register online today at [www.thinktankmedia.net](http://www.thinktankmedia.net)



# CORPORATE PA SUMMIT

## REGISTRATION FORM

To register for the Corporate PA Summit, please complete and fax this form to **02 9555 5949** or email it to **bookings@thinktankmedia.net**. If you would like to register a group, please email us, or if you'd like to register over the phone, please call **02 9555 5940**. You can also register online at **www.thinktankmedia.net**

Name ..... Position .....

Company ..... Email .....

Mailing Address .....

Phone ..... Mobile .....

### Please select your Summit preferences

- SYDNEY
- MELBOURNE
- 
- JUST THE SUMMIT**  
*\$1195 + GST - Early bird rate, valid until 25 May 2018*  
\$1395 + GST - Full rate, for bookings made after 25 May 2018
- 
- THE SUMMIT AND ONE MASTERCLASS**  
*\$1695 + GST - Early bird rate, valid until 25 May 2018*  
\$1895 + GST - Full rate, for bookings made after 25 May 2018
- 
- THE SUMMIT AND BOTH MASTERCLASSES**  
*\$2195 + GST - Early bird rate, valid until 25 May 2018*  
\$2395 + GST - Full rate, for bookings made after 25 May 2018

### Masterclass day options, if applicable:

- THE EA/PA STRESS MASTERY CHALLENGE**
- JUGGLING LIFE:**

### Why not bring your team along? Group discounts apply:

*1-2 delegates, price as above*  
*3-4 delegates, 10% discount*  
*5-7 delegates, 15% discount*  
*8+ delegates, 20% discount*

### Please select your payment method

- CREDIT CARD** (an invoice will be sent which can be paid by all major credit cards)
- BANK TRANSFER** (details below - an invoice will be sent)  
Account name: **ThinkTank Media Pty Ltd**  
**BSB: 112 879**  
Account #: **108 831 121**
- CHEQUE** (please make payable to ThinkTank Media Pty Ltd and mail to PO Box 416, Balmain NSW 2041)

### Cancellation Policy and Terms & Conditions

For full terms and conditions including cancellation policy, please visit [www.thinktankmedia.net/terms](http://www.thinktankmedia.net/terms)



**31 JULY 2018** CROWN MELBOURNE  
**7 AUGUST 2018** HILTON SYDNEY