



# 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.

SYDNEY: 30 JULY - 1 AUGUST 2019  
MELBOURNE: 5-7 AUGUST 2019



**Monica Lewinsky**

*Social activist, global public speaker and contributing editor to Vanity Fair*



**Lisa O'Neill**

*International speaker, author, motivator and a highlight of the Corporate PA Summit in 2018*



**Samantha Gash**

*Endurance athlete, social impact entrepreneur and author*



**Leigh Sales**

*Walkley Award-winning journalist and author*

**58&59**<sup>th</sup>  
Think Tank  
Corporate PA Summit

 **thinktank**  
media



*"IT WAS MAGNIFICENT!! I AM INSPIRED! I AM MORE CONFIDENT AND BRAVE!!! THANK YOU!!!"*

**EA, HAGER ELECTRO**

*"GREAT DAY. I REALLY ENJOYED IT AND LEARNED SO MANY GREAT THINGS."*

**EA, COMMONWEALTH BANK**

*"VERY PROFESSIONAL AND RELEVANT SUMMIT. ACTIONABLE TAKE-AWAYS TO START USING FROM TOMORROW."*

**EA, TOGA GROUP**

*"THANK YOU FOR ORGANISING SUCH AN INSPIRATIONAL GROUP OF SPEAKERS. I HAVE TRULY ENJOYED MY DAY AT THE SUMMIT."*

**EA, THE UNIVERSITY OF QUEENSLAND**

*"GREAT CONFERENCE AND SO WELL ORGANISED! THANK YOU TO ALL THE TEAM AT THINKTANK AND ALL THE SPEAKERS - FANTASTIC!"*

**EA, COLAS AUSTRALIA**

*"THOROUGHLY ENJOYED THE EVENT. INSPIRING AND ENTERTAINING SPEAKERS. WOULD DEFINITELY RECOMMEND TO OTHERS. LOVED IT!"*

**EA, BREVILLE**

## ABOUT THE CORPORATE PA SUMMIT

The Corporate PA Summit turns 15 this year, tirelessly and fiercely advocating for the EA role in the organisation, whilst helping motivate, empower and inspire many thousands of PAs and EAs to take their career to even greater heights. Simply put, if you can spare one day out of the office, we will give you a lifetime of inspiration!

The summit is held annually, in Sydney, Melbourne, Perth, Auckland and Los Angeles. In Sydney and Melbourne, you'll find a program full of topics designed to help you overcome the many issues facing you as a modern PA or EA. Our speakers work hard to deliver exclusive content specific to you, to ensure you develop new skills, new insights and new friends!

## 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.

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# A SELECTION OF SPEAKERS IN 2019



## Mark Wales

*SAS Commander, Australian Survivor contestant and growth mindset expert*

Following high school, Mark embarked on a career in the Australian military that led him to the battlefields of Afghanistan. Like many in his situation, Mark battled depression and stress disorders. Mark loves to reveal the common threads that run through human competition and the importance of a growth-mindset to overcoming mental illness and driving success in future endeavours.



## Samantha Gash

*Endurance athlete, social impact entrepreneur and author*

From a young age, Samantha had a desire to challenge herself and to make a difference in the world. Samantha ambitiously entered the '4 Deserts Grand Slam', one of the toughest endurance events on the planet. Samantha became the first woman and the youngest person to complete this event. Samantha's experience has made her an inspiring and energetic communicator with a unique ability to inspire people to push through their limitations.



## Leigh Sales (summit MC)

*Walkley Award-winning journalist and author*

Leigh Sales is one of the most respected journalists in Australia. A Walkley Award-winning journalist and best-selling author, she presents ABC's national flagship current affairs program 7.30 nightly and has two Walkley awards, Australia's highest journalist honour. Leigh is also the anchor of the ABC's federal election and budget night broadcasts and has interviewed innumerable world leaders and celebrities. She also hosts the wildly popular culture podcast 'Chat 10 Looks 3'.



## Monica Lewinsky

*Social activist, global public speaker and contributing editor to Vanity Fair*

Monica Lewinsky advocates for a safer social media environment and promotes digital resilience, privacy, cultivating compassion, overcoming shame, and equality for women. Monica's essay 'Shame and Survival' was nominated for a National Magazine Award and her TED talk 'The Price of Shame' has been viewed over 12 million times. Monica is an Ambassador for The Diana Award's Anti-Bullying Program and Bystander Revolution.



## Mykel Dixon

*Speaker, mentor, trainer, coach, facilitator and artist*

Named 'Breakthrough Speaker of the Year 2018', Mykel Dixon is on a colourful crusade to unleash the Art of You. A jazz-musician by trade, gypsy by nature, fierce non-conformist and prolific anti-perfectionist, Mykel Dixon is the not-so-secret weapon for those of us who need to consistently produce beautiful, meaningful and highly original work. Which nowadays, is all of us.



## Alexandra Curtis

*Executive Assistant to CEO, Allianz Global Investors*

Joining Allianz Global Investors in 2011, Alexandra is the Executive Assistant to the CEO. She supports the Executive Office in all capacities and assists with the organisation and prioritisation of critical issues to facilitate efficient decision-making. Prior to this role, Alexandra worked as the Executive Assistant to the CEO of DeBeers Diamond Jewellers, part of the Louis Vuitton Moët Hennessy Group.



## Michelle Gibbings

*Change, leadership and career expert and executive mentor*

Michelle is a change leadership and career expert, and author of 'Step Up: How to Build Your Influence at Work', and 'Career Leap: How to Reinvent and Liberate your Career'. Obsessed with unlocking high-impact choices to accelerate meaningful progress, Michelle has built a distinguished global reputation facilitating and developing leaders and teams to get fit for the future of work. She also features regularly in media outlets across the country.



## Lisa O'Neill

*International speaker, author and motivator*

Lisa is obsessed with people living the lives that they want to live - to be magnificent in their chosen life domain, honouring themselves by being more of themselves. She believes that we all want to be happy, to have energy and to live fully expressed lives - but so few know how. How to have, be and do everything you want while you are alive. Lisa is guaranteed to leave you feeling motivated, inspired and full of energy.

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



# THE SUMMIT PROGRAM 2019

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 from the Chair

*Leigh Sales*  
*Walkley Award-winning journalist and author*

### 9.10 Leadership and self belief: The confidence to stand up

*Lisa O'Neill, international speaker, author, motivator and highlight of the 2018 Australian Corporate PA Summit*

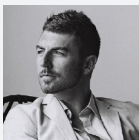


It's time to stop playing small, to be good enough, and to take charge. Lisa is an expert in Self Leadership – how to lead yourself so that you can lead others. To lead a family, a company or a team you need to be at your very best.

In a world where we are constantly under pressure to perform, to achieve, to sell and to do more, having the confidence to be the most magnificent version of yourself is the secret. It feels great to look great, to feel congruent and to present your best self to the world. Learn how to be the best version of yourself, get inspired and level up!

### 10.00 The future belongs to you: Mastering your inner artist

*Mykel Dixon, author and advisor in the emerging fields of Artisan Thinking, Cultural Architecture and Atmospheric Design*



As an Executive Assistant, you are in an enviable position. You hold and build relationships throughout your business with colleagues and suppliers. Not only do you hold the confidence of your executive, but you have a clear understanding of the dynamics and inner workings of your

department and companies. You are in a position to propel your company, your executive and your career forward, and Mykel's presentation will show you how.

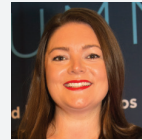
- Learn how to harness your innate creativity, and develop your ability to improvise in the EA role
- Develop specific techniques to build creative confidence and develop an authentic confidence to be all of you, all of the time
- Break free from traditional thinking and uncover vast new possibilities
- Expand your ability to deal with ambiguity and recover from setbacks
- Learn practical techniques to discover your differentiated edge
- Unlock the power of contrast, juxtaposition and paradox when describing yourself
- Learn to be transparent and vulnerable without losing yourself
- Develop ways to own, enjoy and leverage your individuality

### 10.45 Morning Coffee Break

*"VERY WELL ORGANISED SUMMIT. THANK YOU VERY MUCH. SPEAKERS ARE EXCELLENT. TOPICS COVERED ARE SUPER."* EA, COCA COLA AMATIL

### 11.15 EA case study: How to exceed the expectations of your executive and your colleagues on a daily basis

*Alexandra Curtis, Executive Assistant to CEO, Allianz Global Investors*



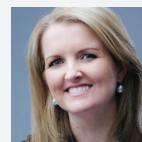
Asking why we want to exceed expectations is a personal question, but an important one. Understand how to exceed the expectations of your executive, take control of your success and master the art of staying one step ahead!

Alexandra, a successful global EA, will help you navigate the landscape of understanding your manager, to have the tools and ability to create a relationship based on deep insight and knowledge. Alexandra will also share insight on how to:

- Observe human behaviour and mastering the ability to adapt and be flexible
- Tackle the corporate environment and understand recognition, how to get it and why
- Learn the importance of looking inside yourself – can you do VS do you do?
- Elevate expectations through identifying opportunities where you can outperform
- Tactical tips for calendar management, email management, project management and consistency
- Stay focused on your goals, not your obstacles!

### 11.45 How to future-proof your role, and super-charge your career

*Michelle Gibbings, change leadership and career expert and founder of Change Meridian*



Executive Assistants are not immune to the role changes that are being generated by the increased use of robotics and automation across workplaces globally. Role changes for EAs aren't new, but what is new is the pace and breadth of the impact.

In a world of work that is constantly changing, you can't rely on others to accelerate your career. Everyone needs to be the leader of their career. Building a dynamic and progressive career isn't about luck. It's about the decisions you make each and every day.

Michelle will share learnings from her career and the interviews she conducted as part of her second book – *Career Leap: How to Reinvent and Liberate Your Career*, as well as insights into the changing nature of the working world. You will be:

- Challenged to think about how you currently manage your career, and whether it is holding you back or getting you fit for the future
- Introduced to the steps you can take to amplify your career success
- Encouraged to make deliberate choices to liberate and future proof your career

### 12.30 Lunch Break

### 13.30 Combining passion, purpose and process for ultimate outcomes

*Samantha Gash, Endurance athlete, social impact entrepreneur and author*



Whether on a business, personal or community level, this inspirational address will bring you the essentials on how to find purpose and focus. Discover how you can bring meaning and positivity to your life – and realise your dreams.

Like many young people her age, Samantha Gash had a desire to challenge herself and to make a difference in the world. Ambitious, determined, naïve and stubborn Samantha couldn't have imagined her journey would take her to the four corners of the earth and impact so many lives. Samantha's experience has made her an inspiring communicator with a unique ability to inspire people to push through their limitations. This presentation will show you how can you link something you are passionate about for a purpose outside of yourself through a process of focus, leadership and collaboration.

- Learn Samantha's methodology in being able to push her body and mind through some of the most extreme environments – and how you can apply this to a challenge of your own
- How to develop motivation and create wins
- Focusing on the bigger picture – identifying and remembering the purpose of your mission
- Retaining composure and resilience under stress – Samantha's formulae for maintaining clear goals in extreme, and sometimes dangerous settings

### 14.15 Who dares wins: Lessons from an elite SAS commander

*Mark Wales, SAS Commander, Australian Survivor contestant and growth mindset expert*

Any endeavour requires applying the basics of a clear mission, a high-performing team, and mastery of self. Mark draws on his experience at the top levels of Special Operations and business to show you that the basics done well, are the foundations of mission success.



Mark grew up in the red dirt of West Australian mining towns in the Pilbara. After deciding to join the SAS in high school, Mark embarked on a career in the Australian military that led him to the battlefields of Afghanistan. As a Troop Commander in charge of 30 elite soldiers, Mark's role was to lead combat missions against senior enemy commanders, deep behind enemy lines. Through this unique and harsh environment, Mark developed his skills in leadership, teamwork and high performance.

Mark will show you how you can ace every mission at work using military values proven by 2,000 years of history. Mark discusses the importance of rest, nutrition, exercise and growth for maintaining your foundation as an individual reaching their full potential every day.

### 15.00 Afternoon tea

### 15.30 EA Case Study: Raising the profile of both the EA profession and your own role, through advocacy, networks and mutual respect

*Nyssa Lambkin, Advanced Executive Assistant and Federal Government Tender Coordinator, Ernst & Young*



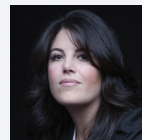
As an EA you are hugely valuable to your organisation, but to reach your full potential, it's important to advocate for the role of the EA, gain buy-in and ensure you are working as a team with equally engaged and aligned colleagues.

- Leveraging networks to become more effective in your role
- Providing guidance and support to others, whilst understanding what you need to progress your own role
- Boosting your effectiveness by working with equally engaged and aligned assistants toward the same objective
- How aligned teams and networks (virtual or otherwise) can create a new cohesion, and become excellent at all times

### 16.00 Sponsor prize draws

### 16.10 Inspirational Keynote Address: Using resilience to excel, manage adversity and achieve the success you deserve

*Monica Lewinsky, social activist, global public speaker and contributing editor to Vanity Fair*



You cannot run away from who you are or how you've been shaped by your experiences, so the ability to face adversity head-on, and remain resilient in the face of challenges and hardships can mean the difference between succumbing to their pressures, and getting through troubled times and living life to the fullest.

Monica advocates for a safer social media environment and addresses such topics as digital resilience and reputation, privacy, cultivating compassion, overcoming shame and equality. Monica's lens for these societal issues is focused by her myriad unique and profound experiences: working in government – both in the White House and the Pentagon; the investigation that resulted from her time in Washington, D.C.; involvement in media projects as an entrepreneur and designer; and lastly, education. Monica will be sharing many of the challenges she's faced, and the lessons she's learnt through her unique and profound experiences:

- Staying in control when you're faced with multiple challenges
- Being the best you can be, whatever the world throws at you
- Facing challenges head-on and flipping the coin to your advantage
- Culturing compassion in a challenging world
- Overcoming adversity – dealing with and learning from traumatic experiences
- Examining the options open to management, bystanders, those who are bullied or accused of workplace bullying

### 5.00 Closing remarks from the Chair

### 5.10 Networking drinks

# PRE-SUMMIT MASTERCLASS 2019

**SYDNEY HILTON**  
TUESDAY 30 JULY 2019

**CROWN MELBOURNE**  
MONDAY 5 AUGUST 2019

## FUTURE PROOF YOUR CAREER: HOW TO REMAIN RELEVANT IN AN ARTIFICIAL WORLD

BLYTHE ROWE



### ABOUT YOUR FACILITATOR, BLYTHE ROWE

Blythe Rowe, often described as a 'little pocket rocket' is widely recognised for her expertise in 'People, Culture & Performance' as well as her ability to shake things up.

She partners with organisations across the globe in their quest to future proof their people and business by developing brain-friendly leaders, building connected and accountable teams and creating workplaces which optimise performance.

Blythe is as authentic as it gets. Audiences absolutely love her energy, passion and fun that she brings to the masterclass as well as the simple and pragmatic strategies that they can apply!

### 8.30 Registration and welcome coffee

#### 9.00 Session 1 - The future of work and the future role of the assistant

This opening session will be taking a quick trip "into the future" to explore the trends and how this will impact your role and the skills you will need to be successful.

- Overview of the five significant revolutions that have shaped our world and the next revolution rapidly changing the way we work
- Analysing the current workplace trends, including the impact of AI and automation
- The changing role of the EA/PA and the potential jobs of the future
- Exploring the three key skills necessary to future proof your career

### 10.30 Morning coffee break

#### 11.00 Session 2 - Thriving through change

We live and operate in a VUCA world. A workplace that is volatile, uncertain, complex and ambiguous. As such, change fatigue is a common issue facing many individuals and they often experience stress and anxiety because of this change. This session explores this concept and helps participants understand why they may feel and behave they way they do in times of change and tips to navigate it.

- Why Change Management is not the answer
- How our brain is wired and responds in times of change
- Where you play most & how this could be holding you back
- Understanding your own reaction to change and 'threat' triggers
- How you can lead the dance with change and uncertainty

### 12.30 Lunch

After lunch the masterclass focuses on skill-building to develop your personal leadership skills, which will be vital for your success professionally and personally.

### 13.30 Session 3 - Skill building: performance and collaboration

When we take care of our brain and body, we are better positioned to manage our emotions and remain calm in stressful situations. We are able to provide more solutions and make better decisions. All critical if we want to future proof our career. Further, in an artificial workplace, our ability to make meaningful, human connections in order to collaborate effectively will be essential. In this session, we will explore:

- Why performance is more than just about KPIs and workplace outcomes.
- How to take care of your biological system, to improve your performance, both at work and in life.
- Collaboration essentials: the keys to successfully influence and inspire others.
- Tweak your Speak: effective, inspirational & assertive communication
- Connection Calibrator: Find, build & nurture your support team

### 15.00 Afternoon tea

#### 15.30 Session 4 - Skill building: innovation and agility

This final session will explore how we can all learn to think creatively, looking for better, faster, smarter ways of doing things. It will also give tips to influence your boss to be able to think differently. Now that's a game changer. Finally, it will uncover how to build your resilience and agility to stay ahead of the curve

- Understand how our brain functions when we have a creative insight to demonstrate how anyone can access creative thinking.
- Implement ways for you and your boss to be able to "think differently" to add more value and evolve your skill set
- Tips to build your resilience and agility.
- The difference between a growth and fixed mindset.
- Finally, self reflection: why you are more resourceful than you think

### 16.30 Afternoon tea

# POST-SUMMIT MASTERCLASS 2019

**SYDNEY HILTON**  
THURSDAY 1 AUGUST 2019

**CROWN MELBOURNE**  
WEDNESDAY 7 AUGUST 2019

## THE EA BUSINESS TOOLKIT 2019: LEADERSHIP, IMPACT AND INFLUENCE

*KASIA ORLOWSKA-MEINEN*



### ABOUT YOUR MASTERCLASS

This is a day packed full of Executive Assistant essential skills – identify your leadership style and learn how to capitalise on your strengths, develop your relationship building skills to grow your professional network, shape your workplace presence for greater impact and influence and build strategies to better manage your work life balance to enable you to perform at your best.

Designed to give EAs a series of fundamental skills that can be easily applied and immediately implemented in the workplace, this masterclass is a must for all EAs who are looking to take their career to the next level.

The role of the Executive Assistant has evolved enormously over the past decade. With this change has come a broader range of responsibilities and an increased need for more sophisticated leadership, communication and networking skills than ever before. While the expectations of the Executive Assistant role have expanded many Executive Assistants are not provided with the training needed to meet these new demands. This masterclass addresses the critical skills required to be successful as an executive assistant today.

#### 8.30 Registration and welcome coffee

#### 9.00 Session 1 - Leadership and the Executive Assistant

Leadership can mean different things in different situations, but in today's office environments, those leadership skills learnt by CEOs can be equally relevant for EAs. This session looks at the leadership traits that will be of most help to you in your business, and how they can be applied in a practical sense when you return to the office

- The relevance of leadership to the role of Executive Assistant
- Identifying personal leadership styles
- Building your leadership potential
- Learn how to capitalise on leadership style strengths
- Discover how to adapt your personal leadership style to better influence others

#### 10.30 Morning coffee break

#### 11.00 Session 2 - Grow your professional network

This session will focus on nurturing and maintaining your professional relationships and leveraging your network to help you make positive changes at work and at home. Introvert or extrovert – this session will show you how to build your network, your way

- Why networking is important especially in the role of Executive Assistant

- Understand what effective networking is and is not
- Improve your relationship building skills
- Gain tools and techniques to grow your professional connections
- Be ready to make connections at any time

#### 12.30 Lunch

#### 13.30 Session 3 - Creating Impact and Influence

This session will focus on building your personal brand and communication style – recognise how you come across to others, and how you would like to come across in order to influence positively, whilst gaining recognition and respect from your colleagues

- Learn how to create a great first impression
- Increase your leadership presence
- Build your self confidence
- Turn negative self talk around
- Actively manage the perception others have of you

#### 15.00 Afternoon tea

#### 15.30 Session 4 - The work/life balance continuum

There is immense pressure in work and life these days. People are stressing, rushing and juggling in a wild attempt to prioritize their overcommitted schedules and get everything done. If you are struggling to sustain high levels of performance and wellbeing at the same time, this session is for you!

- Understand stress and its link to peak performance
- Learn strategies to boost your resilience
- Identify when you are tipping into and out of balance
- Develop techniques to keep you in balance
- Conduct a work/life balance audit

#### 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](mailto:bookings@thinktankmedia.net). If you would like to register a group or register over the phone, please call **02 9555 5940**. You can also register online at [www.thinktankmedia.net](http://www.thinktankmedia.net)

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**Please select your Summit location**

SYDNEY       MELBOURNE

**Please select your Summit preferences**

**JUST THE SUMMIT**  
\$1495 + GST

**THE SUMMIT AND ONE MASTERCLASS**  
\$2195 + GST

**THE SUMMIT AND BOTH MASTERCLASSES**  
\$2795 + GST

**Masterclass day options:**

**FUTURE-PROOF YOUR CAREER (PRE-SUMMIT)**

**THE EA BUSINESS TOOLKIT (POST-SUMMIT)**

Why not bring your team along? Group discounts apply:

*3-4 delegates, 10% discount*  
*5-7 delegates, 15% discount*  
*8+ delegates, 20% discount*

We also offer deals for NFPs and charities, and also can help if you are travelling interstate and have additional travel costs to factor in. Send an email to [bookings@thinktankmedia.net](mailto:bookings@thinktankmedia.net) with your requirements and we can arrange the best possible deal for you.

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**BANK TRANSFER** (details below - an invoice will be sent)

Account name: **ThinkTank Media Pty Ltd**  
BSB: 012 227  
Account #: 4978 36793

**CHEQUE** (please make payable to ThinkTank Media and mail to PO Box 416, BALMAIN NSW 2041, AUSTRALIA)

**Cancellation Policy and Terms & Conditions**

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**31 JULY 2019** HILTON SYDNEY  
**6 AUGUST 2019** CROWN MELBOURNE