



CORPORATE PA SUMMIT

ONE DAY. A LIFETIME OF INSPIRATION.

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

AUCKLAND 14-16 MAY 2018



Rt Hon Sir John Key GNZM AC
*Former Prime Minister
of New Zealand*



Nadia Lim
*Celebrity Chef, Nutritionist
and Author*



Peggy Grande
EA to Ronald Reagan for 10 years



Dr Elizabeth Lombardo
*America's most-interviewed
celebrity psychologist*

51st
Think Tank
Corporate PA Summit

 **thinktank**
media



"WELL ORGANISED, AMAZING SPEAKERS, LOVED THE DIVERSITY, RELEVANCE AND RANGE. VERY IMPRESSIVE. THANK YOU."

EA, TE WANANGA O AOTEAROA

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

EA, ACC

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 New Zealand'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 and Los Angeles. The 2018 Auckland summit marks the 51st summit since its inception. 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.

"REALLY ENJOYED THE DAY - EXCELLENT SPEAKERS AND TOPICS, VERY RELEVANT AND CAN PUT INTO PRACTICE. THANKS VERY MUCH."

EA, NZ RUGBY

"AN AMAZING OPPORTUNITY TO NETWORK WITH OTHER FABULOUS EAS/PAS FROM AROUND THE COUNTRY AND TO LISTEN TO AND BE INSPIRED BY WONDERFUL SPEAKERS. THANK YOU"

EA, UNIVERSITY OF OTAGO

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NEW ZEALAND

CORPORATE PA SUMMIT

14-16 MAY 2018
CORDIS HOTEL, AUCKLAND

A SELECTION OF SPEAKERS 2018



Rt Hon Sir John Key
GNZM AC

Former Prime Minister of New Zealand

Rt Hon Sir John Key GNZM AC was Prime Minister of New Zealand from 2008 to 2016, winning 3 general elections as leader of the centre-right National Party. He led the country through the aftermath of the global financial crisis and a series of devastating earthquakes in New Zealand's second-biggest city. When he retired from office, New Zealand had one of the highest growth rates of any advanced economy.



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.



Nadia Lim

*Celebrity Chef, MasterChef
Winner, Nutritionist and Author*

Nadia Lim brings fresh insight into nutrition. A co-founder of the 'My Food Bag' business, which has revolutionised boosting nutrition for the time-poor, Nadia brings her holistic insight and extensive knowledge around nutrition, health and wellbeing. Nadia also has her own lifestyle Magazine, 'Nadia', which was launched in October 2016. She is an ambassador of the Cambodia Charitable Trust, a charity that supports schools and teacher training colleges in rural Cambodia.



Dr Adrian Medhurst

*Psychologist, author and
performance optimisation
expert*

Adrian is a thought leader on a mission to optimise performance and wellbeing for people and organisations. He 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."



Amy Scott

*Speaker, Mentor, Trainer,
Coach, Facilitator and Author*

Amy is passionate about empowering people, families, businesses, organisations, teams, workplaces and communities everywhere. Following a career as a practising lawyer, Amy changed direction and has since had over 10 years' experience as a communication consultant, speaker, trainer, mentor, coach and facilitator. She is a recognised thought leader in the areas of connection, courage and compassion.



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.



Nadine Higgins

*Summit MC, Leading Business
Journalist and News Presenter*

News presenter and reporter Nadine Higgins has been appearing on screens for nearly a decade. She's been a presenter for TVNZ, and host on Breakfast, Business, Seven Sharp and One News.

Today, she's delivering news on Newstalk ZB, writing a regular column for the Sunday Star Times and is a popular fill in on TV3's 'The Project'.



Lisa O'Neill

*Personal Brand Expert, Author,
and #1 rated speaker at the
2017 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

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

Nadine Higgins, Leading Business Journalist and News Presenter

9.10 Tackling Change, Not Only To Survive, But To Thrive

Sir John Key GNZM, former Prime Minister of New Zealand



Rt Hon Sir John Key GNZM AC was Prime Minister of New Zealand from 2008 to 2016, winning three general elections as leader of the centre-right National Party. He led the country through the aftermath of the global financial crisis and a series of devastating earthquakes in New Zealand's second-biggest city.

When he retired from office New Zealand had one of the highest growth rates and best fiscal positions of any advanced economy. Sir John was well respected in international affairs and chaired the International Democrat Union and the United Nations Security Council in 2016. Here, Sir John will speak candidly on:

- Guiding yourself and your team through change - reviewing your mindset, goals and attitude around change to best deal with turbulent times, uncertainty and changing work environments
- Tools for building your own strength, positive mindset and resilience to face challenges well
- Boosting your own wellbeing and how in turn you can influence organisational wellbeing - how to motivate, communicate and provide hope, particularly when you yourself are feeling anything but stable
- Sir John's view on his expectations of - and how he values the role of - the EA and his advice on what makes an outstanding EA and productive and positive EA/Manager partnership

10.00 Connecting Courageously with Different Personalities

Amy Scott, Speaker, Mentor, Trainer, Coach, Facilitator & Author



In our rapidly changing work environments we are often asked to cope with not just changes in business structures and processes but also with a multitude of different personalities. Naturally different people connect in different ways but how do we best employ emotional intelligence and adapt our communication

styles to manage our diverse professional relationships for a happier, more positive and more productive workplace?

- Understand your natural communication, negotiation and operating style
- What does it take to communicate with courage?
- How to deal with conflict and office politics - essential conflict resolution strategies
- How to connect with diverse personalities, and achieve what you need?
- Understanding the psychology of the workplace and how you contribute to it - what attitude do you bring to the workplace?
- Dealing with workplace bullies
- Create strong and long-lasting relationships
- Overcoming feelings of self-doubt and mastering courageous conversations
- Find your voice - in a group, meeting or in one-on-one situations

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 Juggling Life: Achieving Work-Life Balance and

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



Highest-rated speaker from delegate feedback from the Corporate PA Summit NZ in 2017, Lisa O'Neill is an inspiration in how to achieve personal and professional empowerment. With modern lives being a constant juggling act, Lisa will share with you how you can most definitely and effectively achieve the elusive work-life balance - with gusto:

- Juggling priorities with good planning and how to become a talented multi-tasker
- Keeping your physical and mental energy levels up
- How to manage your work-life balance, finding balance and the warning signs to watch out for to avoid becoming overwhelmed
- How to be everything to everyone, exude confidence and be true to yourself along the way
- Creating your best support networks and identifying your contributors and contaminators
- Prioritising living a life that you love - experiencing fun, fulfilment and gaining control
- Building resilience and learning how to handle what life throws at you
- Mastering the art of delegation



**CORPORATE PA
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**14-16 MAY 2018
CORDIS HOTEL, AUCKLAND**

12.45 Lunch Break

13.45 Nutrition for Peak Performance and Wellbeing

Nadia Lim, Celebrity Chef, MasterChef New Zealand Winner, Nutritionist and Author



Nadia Lim brings fresh insight into nutrition. Co-founder of the 'My Food Bag' business, which has revolutionised boosting nutrition for the time-poor, Nadia brings her holistic insight and extensive knowledge around nutrition, health and wellbeing. In this presentation, she will focus on what you can do to foster essential, good nutrition and lifestyle habits for a healthier, happier and more productive you:

- The current killer – sedentary work – and how to fight the effects through good nutrition
- Effectively enhancing the power of nutritious food to boost your performance
- Essential nutrition and wellbeing habits to help you to de-stress and foster great sleep
- You are what you absorb – more information on essential nutrients and how to boost them
- Foods to foster your happiness and boost your immunity
- Innovative ways in which you can engage not only yourself but also your colleagues in healthy-eating and self-care habits - wellness strategies that work at work

14.30 Busting Stress and Boosting Wellbeing *Dr Adrian Medhurst, Optimal Performance and Wellness Expert*



Many people are experiencing immense pressure in work and life these days, and this is noticeably so in the EA/PA industry. We are stressing, rushing and juggling in a wild attempt to prioritise overcommitted schedules and get everything done. It's no wonder our happiness, wellness and productivity levels are being affected. Avoidable job stress and poor mental health have proven to contribute to a significant reduction in lifespan. So how to tackle stress? Dr Adrian Medhurst has worked with many corporate and government organisations (Medibank, CBA, Qantas, Fairfax, SBS, BP to name just a few). Here he will share with you his fresh practical, insightful and scientific approach to how you can combat stress and cope under pressure to help you perform at your best both personally and professionally - and help encourage and support your manager and other colleagues to do so along the way:

- Mastery: a framework for modern life to help you boost your performance and wellbeing
- Mindset: proven strategies for developing resilience and a growth-mindset
- Meaning: creating meaningful progress – becoming more creative, adaptive and productive
- Mindfulness: the statistics and science around mindfulness, and practical, science-based ways in which you can build mindfulness into your professional and personal environments
- Rest: getting good rest and relaxation, creating healthy sleep habits, and managing fatigue

15.15 Afternoon Tea

15.45 Summit Passport Draw and Sponsor Prize Draws

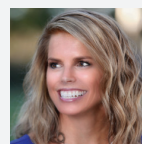
15.55 Technology and Time Management Focus

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 Followed by Networking Drinks



PRE-SUMMIT MASTERCLASS 2018

CORDIS HOTEL, AUCKLAND
MONDAY
14 MAY 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

CORDIS HOTEL, AUCKLAND
WEDNESDAY
16 MAY 2018

COMMUNICATION, NEGOTIATION & RESILIENCE 101 FOR THE EA

AMY SCOTT



We're excited to welcome the dynamic people expert Amy Scott to run this invaluable one-day masterclass designed exclusively for EAs and PAs. Covering crucial topics including communication, negotiation, relationship building, conflict management, courage and resilience-building, it's designed to help equip you with all the essential, practical and easily-implementable skills to help you take your career to the next level.

8.30 Registration and Welcome Coffee

9.00 Session 1 - How Do We Naturally Communicate? Understanding Your Communication, Negotiation and Operating Style

- Understanding how you prefer to communicate and interact at work with your boss, your peers and your direct reports
- Self-awareness and relationship building
- How do we communicate when under pressure or stress?
- Learning how to quickly identify others' operating styles so that you can adjust accordingly

10.30 Morning Coffee Break

11.00 Session 2 - Building Your Confidence and Fine Tuning Your Communication Skills

Effective communication skills are your keys to success, regardless of who you are or the company you work for. This session will fine tune your communication skills so you can affect change, command respect, be heard and improve your leadership skills.

- Have the confidence in yourself, your ideas and your concepts
- Learning how to make yourself heard in order to sell your ideas confidently and effectively to your manager and your peers
- Tips for communicating with busy big-picture executives
- Interpretation and perception of others - vital to communication
- Using personality profiling to read other people and adjust your communication style accordingly
- Commanding respect and authority
- Using communication techniques to improve your leadership skills and become more visible in the organisation

12.30 Lunch

13.30 Session 3 - Becoming the Ultimate Negotiator at Work

Every day we negotiate, often without realising it - with our partner, friends and with our work colleagues. Being able to negotiate well can have huge benefits at work; you'll be able to affect change and encourage people to do more to help. This session will give you the tools and tricks to become the ultimate negotiator at work.

- Negotiation 101
- Recognising different personality types and learning ways to better relate to others when negotiating
- Understanding and uncovering the hidden agendas
- Knowing when to be assertive and when to hold back
- Identifying the main areas that you can use your new negotiation skills as an Executive PA
- Seeing immediate results in all aspects of your life

15.00 Afternoon Tea Break

15.30 Session 4 - Building Courage and Resilience for Conflict Management and Resolution

We all know them. Difficult people that is. Have you ever wondered why some people are harder to get on with at work than others - and why some people are downright difficult? This hands-on session will help you build the courage and resilience necessary to survive in difficult environments and/or work with difficult people.

- Relationship management
- Tricks for dealing with difficult people
- Being aware of your own buttons so you know when they are being pushed
- Boosting your courage and resilience to be able to deal with conflict situations confidently, positively and assertively
- Practical ways in which you can diffuse pressure in your workplace

16.30 Close of Masterclass

Register online today at www.thinktankmedia.net



CORPORATE PA SUMMIT

REGISTRATION FORM

To register for the Corporate PA Summit, please complete and fax this form to **+64 9 801 0022** or email it to **bookings@thinktankmedia.net**. If you would like to register a group, or register over the phone, please call **+64 9 801 1200**. You can also register online at **www.thinktankmedia.net**

Name Position

Company Email

Mailing Address

Phone Mobile

Please select your Summit preferences

- JUST THE SUMMIT**
\$1095 + GST - Super early bird rate, valid until 22 December 2017
\$1195 + GST - Early bird rate, valid until 23 March 2018
\$1395 + GST - Full rate, for bookings made after 23 March 2018

- THE SUMMIT AND ONE MASTERCLASS**
\$1595 + GST - Super early bird rate, valid until 22 December 2017
\$1695 + GST - Early bird rate, valid until 23 March 2018
\$1895 + GST - Full rate, for bookings made after 23 March 2018

- THE SUMMIT AND BOTH MASTERCLASSES**
\$2095 + GST - Super early bird rate, valid until 22 December 2017
\$2195 + GST - Early bird rate, valid until 23 March 2018
\$2395 + GST - Full rate, for bookings made after 23 March 2018

Cancellation Policy and Terms & Conditions

For full terms and conditions including cancellation policy, please visit www.thinktankmedia.net/terms

Masterclass day options:

- THE EA/PA STRESS MASTERY CHALLENGE**
- COMMUNICATION, NEGOTIATION AND RESILIENCE 101 FOR THE EA**

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 also be sent)

Account name: **ThinkTank Media**
Account #: **12-3025-0442562-00**

- CHEQUE** (please make payable to ThinkTank Media and mail to PO Box 26692, Epsom Auckland 1344)



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