



# 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*

**51<sup>st</sup>**  
Think Tank  
Corporate PA Summit

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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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# 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](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

*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

# THE SUMMIT PROGRAM 2018

**CORDIS HOTEL, AUCKLAND**

TUESDAY  
15 MAY 2018

## 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

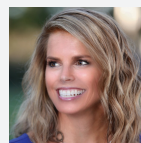
### 15.45 Summit Passport Draw and Sponsor Prize Draws

### 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



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



# 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](http://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**  
*\$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**  
*\$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**  
*\$2195 + GST - Early bird rate, valid until 23 March 2018*  
\$2395 + GST - Full rate, for bookings made after 23 March 2018

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