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 13-15 MAY 2019

Dr Libby Weaver
Internationally-acclaimed nutritional biochemist, author and speaker

Rob Fyfe
Former CEO of Air New Zealand and Icebreaker

Mike McRoberts (MC)
News anchor, celebrated journalist and former 60 Minutes current affairs host

Michelle Gibbings
Change, leadership and career expert and executive mentor of choice for leading-edge corporates

57th Think Tank Corporate PA Summit

thinktank media

"SUITABLY IMPRESSED! I ATTENDED 2 YEARS AGO AND WAS AMAZED AT THE CALIBRE OF SPEAKERS THEN, BUT YOU HAVE MAINTAINED THAT EXCEPTIONAL LEVEL – LOVE IT"
EA, SOUTH PORT NZ LTD

"IT HAS BEEN EXCELLENT TO BE TREATED AS VALUED, AND WITH SERIOUS EA TOPICS. NOT THE USUAL 'HOW TO MINIMISE YOUR MAILBOX' TYPE STUFF. THIS IS A 'GROWN UPS' SUMMIT!"
EA, HAMILTON CITY COUNCIL

"ABSOLUTELY WONDERFUL EVENT- WAY ABOVE ANYTHING ELSE BEING PROVIDED. THOUGHT PROVOKING AND GOOD SKILLS, WHICH WILL BE USEFUL IN MY ROLE"
EA, NORTHLAND DISTRICT HEALTH BOARD

"GREAT OPPORTUNITY TO GET OUT OF THE OFFICE, REINVIGORATE IN A USEFUL AND MEANINGFUL WAY WITH THOSE IN SIMILAR ROLES. THANKS FOR ORGANISING A GREAT EVENT"
EA, EASTERN INSTITUTE OF TECHNOLOGY

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, it's one day out of the office, in return for a lifetime of inspiration!

The summit is held annually, in Sydney, Melbourne, Perth, Auckland and Los Angeles. In Auckland, 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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CORPORATE PA SUMMIT

13-15 MAY 2019
CORDIS HOTEL, AUCKLAND

A SELECTION OF SPEAKERS IN 2019

Dr Libby Weaver

Acclaimed nutritional biochemist, author and speaker

Armed with an abundance of knowledge, scientific research and a true desire to help people regain their energy and vitality, Dr Libby empowers and inspires people to take charge of their health and happiness through her books, live events and nutritional support range. Dr Libby's health messages embrace her unique three-pillared approach that explore the interplay between nutrition, emotions and the biochemistry of the body.

Shannah and Lyndall, The Essentialists

Acclaimed educators of life and wellness skills

Dubbed the Thelma & Louise of life and wellness, Shannah and Lyndall have more than three decades of presenting between them and executive coaching experience across public and corporate sectors globally. They inspire their audiences to take control of their health by implementing and committing to what it essential.

Michelle Gibbings

Change, leadership and career expert and executive mentor

Michelle is a change leadership and career expert and founder of Change Meridian. She is the 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 reputation as an advisor and media commentator, featuring regularly in national publications and outlets across the country.

Mike McRoberts (MC)

News anchor, celebrated journalist and former 60 Minutes current affairs host

One of New Zealand's most recognisable faces, Mike McRoberts graces our TV screens weekday evenings bringing us our six o'clock news bulletin with co-anchor, Samantha Hayes. The former 60 Minutes current affairs host is perhaps best known for his journalism work in some of the worlds most dangerous places, covering conflicts in Afghanistan, Iraq, Lebanon, Gaza, East Timor and the Solomon Islands.

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 nonconformist 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.

Hannah McQueen

Founder of 'enableMe', financial personal trainer and author

Hannah is a financial force of nature who is driven by a desire to make Kiwis smarter about money and has built a career on her ability to help them get ahead. Hannah is a Chartered Accountant and holds a Masters of Taxation Studies. She has founded a successful business, is the author of three books, is a mother of two and is a columnist and the go-to media commentator on personal finance issues.

Blythe Rowe

Masterclass facilitator and 'workplace of the future' expert

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 t heir people and business by developing brain-friendly leaders, building connected and accountable teams and creating workplaces which optimise performance.

Kasia Orlowska-Meinen

Masterclass facilitator and expert EA trainer

Kasia has delivered high-quality leadership training and executive coaching programs to private and public sector clients in Australia and internationally since 2009. Kasia has worked with leaders and organisations in helping them develop their cultures and desired behaviours by bringing required change: clarity, purpose and alternative perspectives and creating values and vision alignment.

Register online today at **www.thinktankmedia.net**

thinktank media

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
Mike McRoberts, Leading Journalist and News Presenter

9.10 Inspirational Keynote Address: Taking the road less travelled, creating your ultimate career path
Rob Fyfe, former CEO of Air New Zealand and Icebreaker

Rob Fyfe is one of New Zealand's best known businessmen and former CEO Air New Zealand. He guided the airline through major changes and was at the helm during a period of intensive growth. Rob is currently a director of Air Canada, Michael Hill International and Antarctica New Zealand. In addition, Rob is a strategic advisor to Craggy Range Wines and acted as both CEO and Chairman of Icebreaker from 2012 until its sale in 2018. As Rob himself says: "I've never thought in terms of a career path or career goals. My career has been shaped by curiousness, a desire to constantly learn and grow, an incessant dissatisfaction with the status quo and a sense of adventure and appetite for risk." Hear from Rob about how to:

- Recognise opportunities and act on them
- Adapt to change in a fast-paced corporate environment
- Maintain a constant desire to learn, grow and do better
- Be yourself, develop a sense of purpose and passion for your role - and make a difference
- Create opportunities for leadership and career development within your role

10.00 The future belongs to you: Mastering your inner artist
Mykel Dixon

As an EA, 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 of the inner workings of your department and companies. You are in a position to use your innate creativity, 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 own 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 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 quirk and individuality.

10.45 Morning Coffee Break

11.15 Case Study: Raising the profile of the EA profession, and your own role, through advocacy, networks and mutual respect
Caroline McGlynn Tran, Executive Advisor to Chief Information Officer, Ministry of Social Development

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

Age and experience aren't the only things valuable in working relationships. There's always room for a younger employee to teach an older employee valuable lessons - typically on technology or social media issues, and in return more seasoned employees can help the new ones get to grips with when to tweet and when not to tweet. If you view others as trustworthy, and focus on sharing information and collaborating fully, chances are your colleagues will reciprocate and we all thrive. Hear Caroline's perspectives on:

- 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

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 change for EA's isn't new, but what is new is the pace and breadth of the impact.

In a world of work which is constantly changing, you can't rely on others to accelerate your career. Each person needs to be the leader of their career. Building a dynamic and progressive career isn't about luck. It's about the decisions that a person makes each and every day. In this session, Michelle will share learnings from her executive 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 - is it holding you back or getting you fit for the future?
- Introduced to the steps you can take to amplify your success
- Encouraged to make deliberate choices to liberate and future proof your career

12.30 Lunch Break

THE SUMMIT PROGRAM 2019

CORDIS HOTEL, AUCKLAND
TUESDAY
14 MAY 2019

13.30 Essential Performance - mastering skills for sustained high performance
Shannah Kennedy and Lyndall Mitchell – The Essentialists, leaders in life and wellness education

Known as the 'Thelma and Louise of Wellbeing' Shannah and Lyndall have been operating in the wellness space for over three decades, working with Australasia's blue-chip companies, Olympians and Elite athletes. They know what it takes to be successful in this modern era. They also know that with the right foundation and the right habits, we can truly connect with our better selves, and support our executives, without autopiloting through our life and career. Their essential keynote will help you

- Understand the essentials of stress management – sleep, exercise, mindfulness, neuroplasticity, goal setting and positive mindsets.
- Challenge your time management beliefs – It's not about getting more things done, it's about getting the right things done
- Address your individual core values, and how these relate to your role and your company
- Get off the treadmill of life – How to own who you are and the choices you make – to understand a deeper sense of purpose

14.15 Let's Get Smart: Why financial fitness is key to productivity and freedom
Hannah McQueen – founder and director of 'enableMe', financial personal trainer, and author

Our parents and grandparents only had to be OK with money and they'd be alright, but those default settings will see the current generation worse off than their forebears. We don't do financial literacy very well in this country – but even better financial literacy alone is not enough to combat the challenges the current generation is up against. 83% of us are financially stressed – so it's not just about earning enough! Finances are the leading cause of insomnia in women and most retirees have run out of money within 10 years.

We're not in control and we don't have the tools to change – but Hannah McQueen does. She's literally written the book on finding The Perfect Balance, and one on killing your mortgage and sorting retirement, (not to mention the one about raising financially capable kids) and she's helped thousands of clients take back the reins and sleep at night knowing they're on track. Don't miss this opportunity to take the reins of your own finances, learn how to empower your staff, and become financially savvy for the future.

15.00 Afternoon Tea

EA Case Study
15.30 Bringing your best self to your role, every day
This presentation will be given by a highly succesful senior EA

- Gaining and cultivating trust and respect with your executive, and creating a relationship that works for you both
- Tips for 'managing your manager' and tackling difficult conversations that you'd rather avoid
- Facing challenges head on, and creatively finding solutions, when other might not persevere
- Speaking up and putting your ideas across with confidence
- Coping with adversity at home, and at work, and becoming stronger for it
- Reading body language, and using this to your advantage in any situation
- Negotiating, developing and enhancing your career
- Providing support, and being the best you can be, in any situation

16.00 Summit Passport Draw and Sponsor Prize Draws

16.15 Prioritising health and wellness to drive personal and professional growth
Dr Libby Weaver, internationally acclaimed nutritional biochemist, author and speaker

Dr Libby Weaver is no stranger to working hard and she is a strong advocate for the importance of self-care. In this session she will give her key insights and a welcome dose of honesty around health and the ways in which we can look after ourselves, our workplaces, and how these can be applied to the everyday role of the modern EA:

- What does a healthy workplace look like in the stressful corporate environment of today, and common challenges to be aware of
- How you can promote and encourage good nutrition within a busy workplace and support your colleagues
- Coping with the demands of work and home, whilst still finding time to nurture your wellbeing
- When and how to ask for help when you need it
- The simple things that could be sabotaging your health
- Practical steps to support your physical and psychological wellbeing and avoid the feeling of overwhelm
- Understanding why we do what we do, even though we have the knowledge about food/health that we have

17.00 Closing Remarks From The Chair Followed by Networking Drinks

"EXCELLENT SPEAKERS! I DON'T THINK IT COULD HAVE BEEN BETTER"
EA, CRAIGS INVESTMENT PARTNERS

"GREAT CONFERENCE! THE VENUE, SPEAKERS AND ORGANISATION WERE EXCEPTIONAL"
EA, SIMPSON GRIERSON

PRE-SUMMIT MASTERCLASS 2019

CORDIS HOTEL, AUCKLAND
MONDAY
13 MAY 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

CORDIS HOTEL, AUCKLAND
WEDNESDAY
15 MAY 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

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**

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Please select your Summit preferences

☐ **JUST THE SUMMIT**
$1395 + GST - Early bird rate, valid until 22 March
$1695 + GST - Full rate, for bookings made after 22 March

☐ **THE SUMMIT AND ONE MASTERCLASS**
$2095 + GST - Early bird rate, valid until 22 March
$2395 + GST - Full rate, for bookings made after 22 March

☐ **THE SUMMIT AND BOTH MASTERCLASSES**
$2695 + GST - Early bird rate, valid until 22 March
$2995 + GST - Full rate, for bookings made after 22 March

Masterclass day options:

☐ **FUTURE-PROOF YOUR CAREER (MONDAY)**

☐ **THE EA BUSINESS TOOLIT (WEDNESDAY)**

Why not bring your team along? Group discounts apply:

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

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