



ONE DAY.
A LIFETIME OF INSPIRATION.



CORPORATE PA
SUMMIT

5 MAY 2020, CORDIS HOTEL AUCKLAND

NEW ZEALAND'S #1 PA SUMMIT, with the most relevant and cutting-edge
topics from the best motivational speakers in the business.

SYDNEY | MELBOURNE | AUCKLAND | PERTH | LOS ANGELES

62nd

Think Tank

Corporate PA Summit



thinktank
media

ABOUT THE SUMMITS

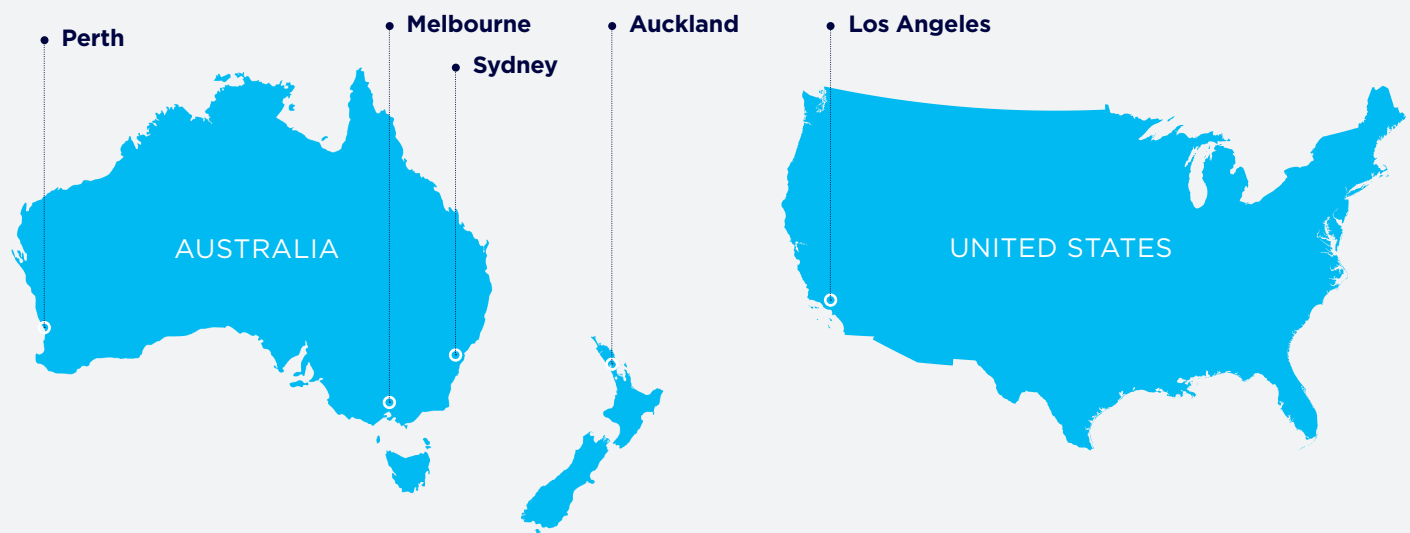
The Corporate PA Summit provides only the very best, most relevant speakers for your industry. Join us in Auckland in May 2020, for the biggest EA / PA event in New Zealand, attracting hundreds of like-minded, career-focused EAs and PAs from all industries – a great place to share ideas and make new contacts.

You will feel empowered to affect change and implement your ideas within their workplace. You will acquire the skills to achieve greater recognition for your work, and you'll leave the event inspired, full of new ideas, new friends and many hints and tips from the experts.

"REALLY WONDERFUL SUMMIT. THE QUALITY OF THE SPEAKERS BLEW ME AWAY. I'LL DEFINITELY BE BACK NEXT YEAR. THANK YOU.
PORT NELSON



PA SUMMITS AROUND THE WORLD



We host Summits in Sydney, Melbourne, Auckland, Perth, and Los Angeles every year – and have done so since 2005. The events enjoy a huge following around the world, tirelessly and fiercely advocating for every EA in every organisation. The summit has helped motivate, empower and inspire many thousands of PAs and EAs to take their career to even greater heights.

THE CALIBRE OF **OUR** **SPEAKERS**

We are proud to have attracted an amazing array of inspirational, talented people to speak at our Summits, as you'll see below – and this year's line-up is set to be our best yet. From New Zealander of the Year Mike King to Augustine fashionista Kelly Coe, the line-up is as diverse as it is brilliant.



PROUD **SPONSORS**



CLAUDELANDS



**FOR ALL
ENQUIRIES OR
TO REGISTER,
CONTACT:**

Rhiannon Coen
ThinkTank Media
09 801 1200
bookings@thinktankmedia.net

THE SUMMIT PROGRAM 2020

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
Melissa Chan-Green, Newshub presenter

9.10 Keynote Address: Flexing your mental fitness muscle
Mike King ONZM - internationally recognised NZ comedy icon & mental health educator



New Zealander of the Year, and relentless Mental Health campaigner Mike King is on a personal crusade to create positive awareness of mental health issues.

Mike's inspirational talk will help you identify individuals in your network that could need a helping hand and give you the tools you need to deal with them.

Hear him discuss his own battles with depression and addiction, how he is casting light on New Zealand's growing suicide problem, plus:

- Overcoming the stigma, and changing your own attitude around mental health
- How to ask for help, and to be someone that is asked for help
- The best ways to support those suffering from mental health issues in the workplace and at home
- Build life-long habits to improve your mental wellbeing into the future
- Practical, simple and effective tools and techniques to add to your own mental wellness toolkit

10.00 Fulfilling your potential and overcoming imposter syndrome

Jess Stuart - author, coach and speaker



According to the International Journal of Behavioural Science, 70% of people suffer from Imposter Syndrome. It's the domain of high achievers yet rarely talked about and the more success we achieve, the greater these feelings can become. Do you struggle to own your success,

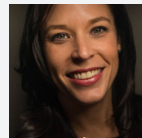
downplay achievements or wave away praise? If you worry that people around you over-rate you and might find out one day that you're not as good as they think you are this might be the reason! Jess Stuart is a master at helping you recognise – and appreciate your successes, and helping you achieve your full potential

- Understand what Imposter Syndrome is, where it comes from, how it manifests and ways we can navigate it to ensure it doesn't halt our career progression and development
- Learn how to overcome feelings of self-doubt, the importance of owning your success, being comfortable accepting praise and the power of leaning in
- Understand the impacts of fear of failure, perfectionism and our people pleasing tendencies
- Unlocking our true potential and banishing feelings of self-doubt to truly achieve our goals

10.45 Morning Coffee Break

11.15 Relate. Communicate. Collaborate

Monique Helstrom - former executive assistant (chief) to Simon Sinek, trainer and keynote speaker



StrengthsFinder. DISC Assessment. Myer-Briggs. We may have taken these personality tests and consequently learned about ourselves, and how we observe and react to the world around us. This also brings to light our innate differences, including communication and listening behaviors, ways of motivating or deterring, handling conflict or feedback, among so many others.

So how do we thrive and connect when surrounded by the spectrum of personality types within one organisation, team, or personal circle? How can we build solid teams, when no two people – and no two partnerships – are the same? How can you use your instinctive skills and natural abilities to establish your worth and grow in your position?

In her session, you will hear Monique Helstrom, former Chief of Simon Sinek, the New York Times Best-Selling author and TED celebrity, present the precise steps you can take to cultivate successful relationships with multiple personality types, thereby unlocking the secrets to increased productivity, efficiency, profits, resources, and harmony in your life.

12.00 Creating a powerful personal brand - lessons from the ultimate professional

Kelly Coe - co-owner, director and designer of Augustine



As the co-owner, director and designer of one of NZ's most loved fashion labels Augustine, Kelly Coe has spent the last 10 years cultivating an incredible following for her colourful and relatable clothing line. Kelly has a keen interest in the role that fashion plays in personal and professional settings, as well as the importance of promoting yourself and bringing your whole self to work. Join Kelly for this session, where she will share her guiding principles in business and life, including:

- How to build your personal brand by leveraging your strengths and interests
- Creating impactful first impressions when representing your executive and your company
- How to stay at the forefront of your manager and team's minds to ensure you are considered as opportunities arise
- The importance of being your authentic self, finding your community and making connections
- Kelly's top tips on creating a powerful personal brand which works for you, both in and out of the workplace

12.45 Lunch Break



**CORPORATE PA
SUMMIT**

Find out more today CorporatePASummit.com

13.45 Keynote Address

Your after-lunch keynote speaker will be confirmed shortly. As in previous years, you can be assured that this will be a seriously awesome speaker to welcome you back after lunch. Full details coming soon.

14.30 Supporting and sustaining a high-performance

Gemma McCaw – former Black Stick striker, Olympian and performance coach



Rarely is life as simple as achieving work-life balance. More likely you're juggling of myriad of roles. Maybe as well as being an awesome Executive Assistant, you're also managing relationships within your Executive Board. Event Planner? Strategy sounding board?

Crisis Manager? Maybe you're a mother or father, supporting a colleague, friend or family member through health issues, maybe those health issues are your own. How do we keep these balls in the air?

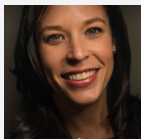
Gemma McCaw is only too aware of being pulled in different directions, and to giving her all, in whatever she undertakes. In this talk, Gemma will draw on her experience as a world-class hockey player and Olympian, her work as a performance coach and studies in sports science, not to mention her personal experience of juggling.

Gemma will share how to enhance your personal wellbeing, especially in the areas of exercise, nutrition, sleep and balance to live a happier and healthier life. She will also offer her candid advice on how to reach your full potential and maximum performance in all areas do your life.

15.15 Afternoon Tea

15.45 Executive Assistant Q&A

Led by Monique Helstrom, this session will feature a selection of successful New Zealand executive assistants, discussing a range of topical issues facing the EA role today.



This session is designed to give you the opportunity to hear from a diverse group of senior assistants in an interactive and fast-paced environment. The additional panellists will be announced shortly.

Topics discussed will be flexible, but will likely include:

- Apps and tools, automating processes and advances in technology that will help EAs and PAs
- Practical time management and project management skills
- How to promote confidence, how to develop resilience and how to tackle adversity should it arise
- Integrating health & wellbeing initiatives into your work life, and finding ways to ensure you are taking care of yourself as a priority
- Tips for creating a collaborative relationship with your boss
- Navigating challenging situations and managing conflict

16.15 Summit Passport Draw and Sponsor Prize Draws

16.30 Inspirational Address - Harness your inner strength and take full ownership of your life

Dr Paul Wood



'Failure is just an opportunity to learn and grow and come back stronger' – Dr Paul Wood, Doctor of Psychology, author and internationally sought keynote speaker and coach. Dr Paul's TEDx talk is the most highly watched and rated of any TEDx events in New Zealand and was listed by the New Zealand Herald as one of its top 10 TED talks to watch. It might come as a surprise that Paul is also the first person in New Zealand's history to progress through undergraduate and Masters degrees while incarcerated.

Paul will explore what it means to show moral and emotional courage, to be open to your own limitations and willing to learn and grow. This eye-opening session will relate to his own story of transformational change and growth, and the relevant key messages and insights that can be applied to your role as an assistant.

- Turning adversity to your advantage
- Taking control of your own personal development
- Demonstrating courage in the pursuit of excellence
- Incorporating your values into everyday workplace interactions
- Proactively building and maintaining the emotional fitness (i.e., mental toughness/grit and resilience) required to remain effective and rewarding to deal with
- How to build resilience, display moral courage and lead by example

17.15 Closing Remarks From The Chair Followed by Networking Drinks

"AMAZING DAY - THE SPEAKERS WERE PHENOMENAL. I HAVE LEARNT SO MUCH."

EA, UPPER HUTT CITY COUNCIL

"THIS CONFERENCE IS MY LIFE SAVER. EVERY YEAR I ARRIVED EXCITED, NEVER DISAPPOINTED AND LEAVE WITH MY BUCKET FULL."

EA, SOUTH PORT NEW ZEALAND

"I LOVED THE CONTENT - INSPIRING, MOTIVATIONAL SPEAKERS ON A WIDE RANGE OF TOPICS, BUT ALL INTERCONNECTED."

EA, STRUCTEX HARVARD

"MY FIRST EXPERIENCE AT THE SUMMIT HAS BEEN BEYOND MY EXPECTATIONS. THANK YOU TO THE WHOLE TEAM."

EA, EY

PRE-SUMMIT MASTERCLASS 2020

CORDIS HOTEL, AUCKLAND
MONDAY
4 MAY 2020

OVERCOME THE OVERWHELM

LAUREN PARSONS



ABOUT YOUR MASTERCLASS

This masterclass will help you get out of the 'overwhelm trap', showing you how to regain control, boost resilience and super-charge your productivity so you make the most of every day.

Learn exactly how to juggle the multiple demands of life, work and family, while staying in control. Enjoy extraordinary energy and vitality throughout the day. Strengthen your communication skills to set boundaries that keep you in-balance. Transform the way you approach and structure your life and workflows so you achieve much more in less time, regain balance and experience more joy and satisfaction.

Designed exclusively for EAs and PAs, this is a must-attend session for any busy admin professional who wants more personal and professional success.

8.30 Registration and welcome coffee

9.00 Session 1 - Secrets to Remaining Resilient and Highly Energised

Discover the essential (but not often used) daily routines that set the foundation for your mental, physical and emotional wellbeing. Uncover the secrets to massively strengthen your energy, focus and resilience so you perform at your best.

- Learn the worst way to start your day and what to do instead
- Discover how to 'win the day' from the moment you wake
- Discover the negative consequences of poor sleep and how restorative sleep enhances every system in your body and brain
- Improve cognitive performance and decision-making ability by establishing daily routines that will boost your vitality
- Learn how to engage in deep restorative sleep and wake up feeling refreshed and energised ready to perform at your peak

11.00 Session 2 - Overcome the Overwhelm

This session will help you carve a pathway through the overwhelm and show you how to get the most important things done each and every day. You'll massively boost your effectiveness and remain cool calm and collected, even on the busiest of days. **You'll discover:**

- The biggest mistake that makes you lose hours every week
- How clarity around what is truly important will transform your decision making ability
- Exactly how to overcome the 'tyranny of the urgent' and get the right things done
- How to carve out time for yourself to increase your resilience
- The critical mindset shift and practical steps to ensure you take regular time to recharge – completely guilt free
- How to create a calm, positive atmosphere in which you can thrive
- The steps to reduce anxiety and be confident and centred within seconds, regardless of what's going on around you

13.30 Session 3 - Super-charge Your Productivity

Imagine being so productive and focused, you achieve all your key tasks in less than a standard workday and head home early, completely satisfied and feeling ahead of the game, ready to spend quality time with your loved ones. Packed with practical time-saving tips to reduce stress and help you achieve more with less time, this session can help make that a reality.

- Understand the best places to focus your time and effort to live life the way you really want
- Discover a revolutionary way to plan and schedule your week
Maximise your productivity by mastering daily success planning so your highest objectives are never missed
- Uncover productivity techniques that top-performers use to create more freedom and flexibility
- Work smarter not harder and gain hours back every week
- Learn the best time-savings tips, hacks and strategies for both home and work

15.30 Session 4 - Set Boundaries, Say No, Get What You Want

Master the skills of confident, positive and assertive communication to significantly improve the quality of your interactions and both your personal and professional relationships.

- Discover the most common communication mistake you make and how to avoid it
- Learn the fundamentals of assertive communication to calmly and respectfully ask for what you really want and need
- Learn a new way to approach difficult conversations and the non-confrontational way to change the way people treat you
- Establish positive boundaries that create more freedom
- Be able to say no, guilt-free
- Come away equipped with practical strategies you can use immediately in your personal and professional life

16.30 Close of masterclass

POST-SUMMIT MASTERCLASS 2020

CORDIS HOTEL, AUCKLAND
WEDNESDAY
6 MAY 2020

UNLEASH YOUR FULL POTENTIAL AND BECOME THE BEST VERSION OF YOU

SASHA DUMARESQ



ABOUT YOUR MASTERCLASS

Most people will never have the courage to express their true self and even fewer get to truly connect with their centred self. Start today by giving yourself the gift of discovering powerful tools and techniques that allow you to bring your whole self to work and to live life with more meaning, simply by being authentically you.

By joining this masterclass you will start to experience the clarity and confidence that comes when you connect to yourself at your core, you'll learn what drives your decisions, and of those around you. You will begin to see how your life can be deeper and more fulfilling, and as a result, you'll become much more effective at work and in your personal life.

8.30 Registration and welcome coffee

9.00 Session 1 - Get to know YOU better than before

In this first session we get curious about what shaped your beliefs, values, and behaviour. When you understand this, you have the power to choose a new experience of the world, today.

- The principles of self-esteem and how to live them
- The mindset shifts we can make to get what we truly want
- How focusing inward can help your relationship with yourself, your colleagues and your loved ones
- Let go of what's holding you back, propel yourself forward on your terms

10.30 Morning coffee break

11.00 Session 2 - Keep the power, live consciously and create effective boundaries

Boundaries give us a sense of where we begin and end and show others how to interact with us. A lack of healthy boundaries can lead to pain, anger and resentment; we effectively give our power away. Creating clear boundaries communicates what's important to us which improves the quality of our relationships and enjoyment in our daily lives.

- Boundaries vs. rules, and how they're vastly different
- Realign and focus on what you gain from having clear boundaries
- Remove unwanted emotional charge and choose harmony instead
- Learn to recognise when the world around you is leaving clues
- Choose to live consciously instead of living on automatic

12.30 Lunch

13.30 Session 3 - The secret to life-long joy - that you can give yourself

Many adults have a fractured relationship with meeting their own needs. Often, we try to meet our needs externally through work, friendships, family and partnerships only to find ourselves lacking. Learning to connect to, and appreciate, our internal needs is vital to our ongoing happiness and fulfilment.

- Our internal and external worlds, and how they're worlds apart
- How to quit elevating others' needs before your own
- Identify and connect to your desired needs resourcefully
- Learn the secrets to living a most connected life

15.00 Afternoon tea

15.30 Session 4 - Colour your emotions, colour your life

Emotions shape our existence every day. In this session we'll delve into the wonderful, multi-coloured world of emotions. It's time to step into your personal power and feel the way you want to feel.

- Discover the emotional spectrum and how to access all of your emotions
- Learn how to communicate the rich language of emotions congruently with your words, emotions and body
- Open up emotions you may not have felt in a while to bring joy and healing
- Create healthy emotional connections by being clear on your emotional needs

16.30 Close of masterclass

This masterclass will equip you with the awareness and areas of focus required for you to live your best life. You are truly worthy of the most spectacular life you can imagine



REGISTRATION FORM

To register for the Corporate PA Summit, please complete and fax this form to 09 801 0022 or email it to Rhiannon at bookings@thinktankmedia.net.

If you would like to register a group, or register over the phone, please call 09 801 1200. You can also register online at www.thinktankmedia.net

YOUR CONTACT DETAILS

Name _____ Position _____
Company _____ Email _____
Mailing Address _____
Phone _____ Mobile _____

YOUR SUMMIT PREFERENCES

- ☐ **JUST THE SUMMIT (TUESDAY 5 MAY 2020)**
\$1295 + GST. Super early bird rate, valid until 20 December
\$1395 + GST. Early bird rate, valid until 27 March 2020
\$1695 + GST. Full rate, for bookings made after 27 March
- ☐ **THE SUMMIT AND ONE MASTERCLASS**
\$1995 + GST. Super early bird rate, valid until 20 December
\$2095 + GST. Early bird rate, valid until 27 March 2020
\$2395 + GST. Full rate, for bookings made after 27 March
- ☐ **THE SUMMIT AND BOTH MASTERCLASSES**
\$2595 + GST. Super early bird rate, valid until 20 December
\$2695 + GST. Early bird rate, valid until 27 March 2020
\$2995 + GST. Full rate, for bookings made after 27 March

MASTERCLASS OPTIONS

- ☐ **Overcome The Overwhelm (Monday)**
- ☐ **Unleash Your Full Potential (Wednesday)**

PAYMENT OPTIONS

- ☐ **CREDIT CARD**
- ☐ VISA ☐ MASTERCARD ☐ AMEX ☐ DINERS CLUB
- Card Number**
□□□□ □□□□ □□□□ □□□□
- Expiry Date** □□ / □□ **CVV** □□□□
- Cardholder's Name** _____
- Signature** _____
- ☐ Please send a credit card payment receipt

- ☐ **BANK TRANSFER** (details below - an invoice will 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)

Cancellation Policy and Terms & Conditions
For full terms and conditions including cancellation policy, please visit www.thinktankmedia.net/terms