



# CORPORATE PA SUMMIT

**ONE DAY. A LIFETIME OF INSPIRATION.**

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

PERTH 16 AUGUST 2018



**Anh Do**

*Author, actor, producer, artist and comedian*



**Nadine Champion**

*Thought leader on courage, inner strength and resilience*



**Peggy Grande**

*EA to Ronald Reagan for 10 years*



**Dr Nikki Stamp**

*Cardiothoracic Surgeon and author*

**54<sup>th</sup>**  
Think Tank  
Corporate PA Summit

 **thinktank**  
media



*"IT HAS BEEN FABULOUS. SUCH AN INCREDIBLE DAY. I HAVE LEARNT SUCH GREAT THINGS THAT I CAN TAKE BACK TO MY WORKPLACE. THANK YOU SO MUCH BRINGING THIS EVENT TO PERTH. IT IS LIFE-CHANGING."*

**EA, SHIRE OF TOODJAY**

*"THIS WAS HIGHLY BENEFICIAL GIVING ME PRACTICAL SKILLS AND REVITALISING ME TO TRY NEW THINGS. I LOOK FORWARD TO THE NEXT ONE."*

**EA, DEPARTMENT OF IMMIGRATION AND BORDER PROTECTION**

## 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 Australia'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, Chicago and Los Angeles. 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.

*"FANTASTIC! THE SUMMIT WAS RUN FLAWLESSLY AND THE AGENDA OF SPEAKERS WAS GREAT! ALL SPEAKERS WERE RELEVANT AND VERY MOTIVATIONAL. HOPING TO COME BACK NEXT YEAR!"*

**EA, PWC**

*"I HAVE BEEN SO PLEASANTLY SURPRISED BY BOTH THE SUMMIT TODAY AND YESTERDAY'S MASTERCLASS - A VERY VALUABLE INVESTMENT OF MY TIME AWAY FROM THE OFFICE!"*

**EA, GLAXOSMITHKLINE**

NETWORKING DRINKS SPONSOR

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**FRASERS**  
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**CORPORATE PA  
SUMMIT**

**16 AUGUST 2018 CROWN PERTH**

# A SELECTION OF SPEAKERS 2018



## Anh Do

*Multiple award-winning author, artist, comedian, actor and producer*

Anh Do is a man who went from being a starving refugee at the age of three to one of Australia's best-loved entertainers, an incredible story detailed in his multi award-winning and enormously popular memoir 'The Happiest Refugee'.

Anh is the winner of the 2017 Archibald Price People's Choice Award, and also creator of the ABC series, 'Anh Do's Brush with Fame'



## Dr Nikki Stamp

*Cardiothoracic Surgeon and author*

Dr Nikki Stamp is a heart surgeon, a champion for women achieving in domains that are traditionally dominated by men and a strong advocate for the importance of self-care and work-life balance.

Nikki has written for the likes of The Huffington Post, Women's Agenda and Steel Heels, publishes a popular blog on health and wellbeing and was recently selected as one of Harper Bazaar's Women of the Year for 2017.



## Dixie Marshall

*Head of Creative and Partnerships, Story Lab*

Dixie Marshall walked away from a glamorous 27 year career as a senior television newsreader and journalist, to enter the brutal contact sport of politics. She fundamentally changed the way a state government delivered its stories, and insisted the significance of communications was elevated to the cabinet table. It was a massive shift from the reputation she had forged as a TV newsreader for the Nine Network, and as a sports commentator for the Seven Network.



## Nadine Champion

*Martial arts Sensei (teacher), author and entrepreneur*

Nadine Champion is a truly inspiring keynote speaker. She is a thought leader on courage, inner strength and resilience, having engagingly presented for a wealth of notable companies such as Facebook and Telstra. Her book 10 Seconds of Courage: covers practical yet dynamic concepts for better handling adverse situations to create positive outcomes, overcoming challenges and moving forward to a more meaningful life.



## Corrine Smirk

*Personal Assistant to the General Manager, Services & Engineering WA, Lendlease*

Corrine has worked in real estate, law firms, construction and engineering companies and provided support from her early days as a junior secretary right up to executive level.

Working in industries where there have been constant changes, Corrine will share with you how you can put your best foot forward at home and work, and learn something about yourself along the way



## 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.



## Dr Adrian Medhurst

*Psychologist 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."



## Lisa O'Neill

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

### 9.10 Be The Master of Your Career

*Anh Do, multiple award-winning author, artist, comedian, actor, producer and creator of 'Anh Do's Brush with Fame'*



Anh's personal philosophy – his father's favourite Vietnamese saying – is "There are only two times in life – now and too late". A Vietnamese refugee arriving in Australia in 1980, on a treacherous boat journey involving pirate attacks and death, Anh has since grabbed life by the horns, seizing opportunities

to really make the most of his talents and abilities, forging a life full of incredible positivity and potential and here he'll share his insights and experiences and how you too can forge ahead and create a meaningful career and life for yourself:

- Adapting your career path and developing the confidence to reinvent yourself
- Recognising, finding and making the most of opportunities
- Courageous leadership – taking charge of projects, teams and conversations
- Building meaningful, positive and productive relationships with others
- Dealing with bullies and difficult personalities
- Developing a positive mindset for when adversity strikes
- Recommendations for when you feel stuck in a rut
- Bringing humour and happiness to your life and those around you

### 10.00 How Good Communications Can Solve Any Problem ... Well, Just About Any Problem!

*Dixie Marshall, Head of Creative and Partnerships, Story Lab and communications expert*



How stories are told, and where they are told have changed markedly over Dixie's career, but what remains constant is that good communications are vital, probably more so today than ever. In this session, Dixie will share with you her expertise on how to employ optimum communication strategies

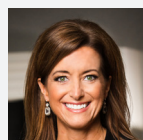
to achieve what you need to get done, and overcome (and even prevent) obstacles along the way:

- Opening up and keeping the lines of communication open with those around you
- The latest communication channels and technologies available and how to best use them
- Matching the best communication channel to the message you want to send
- What to do when faced with a non-communicative colleague
- Communications strategies to rally people into action
- The language to use – and to avoid – to create compelling and engaging messages
- How to speak to be heard

### 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 – where the role is headed and how to get there

### Health & Wellbeing Focus:

### 12.00 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

# THE SUMMIT PROGRAM 2018

**CROWN TOWERS PERTH**  
THURSDAY  
16 AUGUST 2018

into your professional and personal environments

- Rest: getting good rest and relaxation, creating healthy sleep habits, and managing fatigue

## 12.45 Lunch Break

### 13.45 Being the Best You: Personal Branding and High-Power Communicating

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



Lisa is an inspirational speaker, and an expert in personal branding and professional empowerment. Learn practical tools and advice from Lisa on how to be your own brand ambassador, and how to present your best self in your business, and in life.

- Authenticity, knowing who you are and having the confidence to be yourself and feel great
- Creating a brand and image that sells what you do and who you are
- Creating high energy in yourself and in those around you
- Lifting your standards with energy, excellence and enthusiasm
- Boosting your feeling of confidence, self-worth and value yourself and your career
- Tips for presenting yourself as a polished person

### 14.30 Inspirational Keynote Address: 10 Seconds of Courage

*Nadine Champion, martial arts Sensei (teacher) and author*



Champion by name and nature, martial arts expert Nadine Champion is a master of courage, resilience and developing the inner strength to face fear and adversity head-on. She presents globally to audiences such as Facebook and Telstra and today she will share her motivational and inspirational lessons and their relevance to each and every EA and PA, both professionally and personally:

- Developing inner strength, determination, resilience, confidence and courage
- Challenging your thinking and reactions around fear - changing your mindset to succeed
- Summoning up the courage to step outside your comfort zone and tackle challenging situations head-on - using your 10 Seconds of Courage to really experience bravery
- Dealing with nerves, adrenaline and fear
- What does it take to communicate courageously with people?
- Finding your voice
- Getting to know yourself on a deeper level and living up to your values and ideals
- Creating more opportunities to be brave

*"THIS WAS THE BEST PD I HAVE EVER ATTENDED, THE SPEAKERS WERE ALL RELEVANT, THE VENUE AND FOOD WERE TERRIFIC AND THE SPONSORS WERE GREAT. I CAME AWAY FEELING THAT THE DAY HAD BEEN VERY FULFILLING."*

**EA, CATHOLIC EDUCATION OFFICE**

## 15.15 Afternoon Tea

### 15.45 Bringing Your Best Self to Your Role, Everyday

*Corrine Smirk - Personal Assistant to the General Manager, Services & Engineering WA, Lendlease*



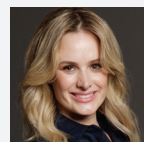
- Gaining and cultivating trust and respect with your executive, and creating a relationship that works for you both
- Tips for 'managing your manager' and tackling difficult conversations that you'd rather avoid
- Facing challenges head on, and creatively finding solutions, when other might not persevere
- 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

## 16.15 Summit Passport Draw and Sponsor Prize Draws

### Inspirational Closing Keynote Address

#### 16.25 Lessons in Self-Care from a Heart Surgeon's Quest for Her Own Health

*Dr Nikki Stamp, Cardiothoracic Surgeon and author*



As a Cardiothoracic surgeon, Dr Nikki Stamp is no stranger to working under pressure and she is a strong advocate for the importance of self-care and work-life balance, and runs a series of podcasts which include discussions on this very topic. 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, and how these can be applied to the everyday role of the modern EA:

- How to look after yourself so you can take your best self to work
- Coping with the demands of work + home, whilst still finding time to nurture your wellbeing
- How to prioritise and still get your work done without putting yourself at the bottom of the list
- When and how to ask for help when you need it
- The simple things that could be sabotaging your health
- Expert tips on fitness and nutrition from the heart surgeon herself!

## 17.10 Closing Remarks From The Chair

## 17.20 Networking Drinks



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# PRE-SUMMIT MASTERCLASS 2018

**CROWN TOWERS PERTH**  
WEDNESDAY  
15 AUGUST 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.



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**16 AUGUST 2018 CROWN PERTH**

# POST-SUMMIT MASTERCLASS 2018

**CROWN TOWERS PERTH**  
FRIDAY  
17 AUGUST 2018

## JUGGLING LIFE: MASTERING EFFICIENCY TO MANAGE YOUR TIME, BOOST PRODUCTIVITY AND MAXIMISE HAPPINESS

LISA O'NEILL



In this masterclass you will learn the art of juggling priorities with good planning, so you can feel on top of it all and can do more of what you want. Lisa will teach you to be a talented multi-tasker, to navigate your never-ending list of roles, learn to let the small stuff go, and prioritise living a life that you love. Filled with plenty of tips, tricks and Lisa's signature bubblyness, you will come away feeling inspired and empowered to exude confidence in all that you do:

- Take control of your time, and manage your productivity
- Learn practical tools to multi-task, set / achieve goals, prioritise and stay ahead of the game
- Increase your happiness and sense of professional and personal fulfilment and happiness
- Master the art of work-life balance

### 8.30 Registration and Welcome Coffee

#### 9.00 Session 1 - Managing Multiple Priorities and Achieving Work-Life Balance

With life being a constant juggling act with so many conflicting priorities, modern EAs can often feel overwhelmed and stressed out. Doing so much for so many, it is very hard to ever feel satisfied that anything is being done to its best potential. This session will help you identify your key roles and understand what is important to achieve balance. Learn how to:

- Juggle priorities with good planning - how to become a talented multi-tasker
- Use time management tricks to make the most of the time you have
- Manage your work-life balance whether you work full-time or part-time
- Manage your inbox!

### 10.30 Morning Coffee Break

#### 10.50 Session 2 - Energy, Efficiency and Enthusiasm - How to Get More...

Without energy we are nothing. Having high levels of physical and mental energy is vital to living life well and experiencing productivity, creativity and fulfilment. This session will show you where you get your energy from and how you can noticeably improve your energy levels to become more effective and productive. Learn how to identify what you need to be at your best:

- Top tips on keeping your physical and mental energy levels up
- Finding balance and the warning signs to watch out for to avoid becoming overwhelmed
- How to restore balance when you're feeling overwhelmed
- Getting good rest and relaxation, creating healthy sleep habits, and managing fatigue

### 12.30 Lunch

#### 13.30 Session 3 - The People in Your Life - Who's Working in Your Support Network?

Feeling unsupported is a huge contributor to feeling overwhelmed. Everyone in your life is either contaminating or contributing. By understanding which people in your life are helping and which are hindering you, you'll learn to identify where your best support lies to enable you to achieve what you need, and achieve it well:

- Creating your best support networks - identifying your contributors and contaminators
- Recognising good advice from bad and learning to follow your instincts well
- Learning how to influence and best communicate with your contributors and contaminators
- Mastering the art of delegation - engaging your contributors effectively

### 15.00 Afternoon Tea Break

#### 15.30 Session 4 - The Keys to Happiness - Get in Charge of Your Life!

Learn Lisa's four keys that will change your life: Planning - Communication - Control - Happiness. Prioritise living a life that you love, gain back control to experience fun and fulfilment. Build your resilience and learn how to handle everything that life throws at you:

- Plan like you've never planned before
- Communicate your needs and wants
- Learn what you can and can't control
- Start your PHD - 'Personal Happiness Development'

### 16.30 Close of Masterclass

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





# CORPORATE PA SUMMIT

## REGISTRATION FORM

To register for the Corporate PA Summit, please complete and fax this form to **02 9555 5949** or email it to **bookings@thinktankmedia.net**. If you would like to register a group, please email us, or if you'd like to register over the phone, please call **02 9555 5940**. 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 29 June 2018*  
\$1395 + GST - Full rate, for bookings made after 29 June 2018

- ☐ **THE SUMMIT AND ONE MASTERCLASS**  
*\$1695 + GST - Early bird rate, valid until 29 June 2018*  
\$1895 + GST - Full rate, for bookings made after 29 June 2018

- ☐ **THE SUMMIT AND BOTH MASTERCLASSES**  
*\$2195 + GST - Early bird rate, valid until 29 June 2018*  
\$2395 + GST - Full rate, for bookings made after 29 June 2018

### Masterclass day options, if applicable:

- ☐ **THE EA/PA STRESS MASTERY CHALLENGE WITH DR ADRIAN MEDHURST**  
☐ **JUGGLING LIFE WITH LISA O'NEILL**

### 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 be sent)  
Account name: **ThinkTank Media Pty Ltd**  
BSB: **112 879**  
Account #: **108 831 121**  
☐ **CHEQUE** (please make payable to ThinkTank Media Pty Ltd and mail to PO Box 416, Balmain NSW 2041)

### Cancellation Policy and Terms & Conditions

For full terms and conditions including cancellation policy, please visit [www.thinktankmedia.net/terms](http://www.thinktankmedia.net/terms)



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