



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 leading motivational and industry speakers.

CROWN PERTH 13 NOVEMBER 2019



Karl O'Callaghan

Former WA Police Commissioner



Dr Jenny Brockis

Medical doctor, Brain health and mental performance expert, and bestselling author



Rabia Siddique

International humanitarian and bestselling author



Julie Meek

Thought leader, sports dietitian and performance coach

61st

Think Tank

Corporate PA Summit

 **thinktank**
media



*"FABULOUS YET AGAIN -
ALWAYS INSPIRING AND
THOUGHT-PROVOKING"*
PA, DFES

*"AWESOME! THANK YOU
FOR BRINGING THIS
CALIBRE OF SPEAKERS TO
PERTH"*
EA, SHIRE OF TOODJAY

*"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 PA Summit provides only the very best, most relevant speakers for your industry. It's the biggest EA event in Australia, attracting hundreds of like-minded, career-focused EAs from all industries – a great place to share ideas and make new contacts.

The conference delivers content that is cutting-edge, highly beneficial, easily transferable, and inspirational. It's designed to help you fulfill your potential and be the best you can be. Attendees feel empowered to affect change and implement their ideas within their workplace. They acquire the skills to achieve greater recognition for their work and leave the event inspired, full of new ideas, with new friends and many hints and tips from the experts.

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.

*"WOW! A REFRESHING
AND EXHILARATING DAY
FILLED WITH MOTIVATING,
INSPIRING AND
INFORMATIVE SPEAKERS"*
EA, CITY OF ARMADALE

*"HAD A GREAT DAY AND
THOROUGHLY ENJOYED
THE EVENT!"*
**MANAGEMENT
ASSISTANT, SUNCORP**

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12-13 NOVEMBER 2019 CROWN PERTH

A SELECTION OF SPEAKERS 2019



Jessica Strutt
(Summit MC)
Political reporter

Jessica Strutt has worked as a political reporter in Western Australia for more than a decade and has experience across all media platforms. She joined ABC News Perth as the State political reporter four years ago, after two years out of journalism working as a senior media adviser in government. In 2008, Jessica won the top State print news award and in 2016, she was the joint winner of WA's top political reporting prize.



Karl O'Callaghan
Former WA Police Commissioner

Karl O'Callaghan is the former Police Commissioner for Western Australia. He is the longest serving post-war West Australian Police Commissioner and served as a police officer for more than 43 years. During his time as Police Commissioner, he gained respect for his practical and common-sense approach. He is credited with being one of the only Police Commissioners in Australia to regularly work on the street with front line officers.



Nyssa Lambkin
Advanced executive assistant at Ernst & Young

Nyssa Lambkin is an Advanced Executive Assistant and Federal Government Tender Coordinator at Ernst & Young (EY). Nyssa was Executive PA Media's 2017 PA of the Year Australasia, and runner up of Page Personnel's EA of the Year 2017. In her current role, Nyssa supports EY's Oceania Health & Life Sciences Leader, working as an advisor, managing all aspects of engagement delivery and driving business outcomes.



Julie Ambrosi
Executive Assistant at St John Ambulance WA

Backpacking from London to Sydney armed with a certificate in touch-typing and a language degree, Julie found a clerking role at Sydney City Council. Two years later, she was PA to the City Planner of Sydney and undertaking a Masters in Public Management. Julie's warm and perceptive disposition, and ability to think strategically, stands her in good stead for the varied challenges of the EA world. In 2017, Julie was an AIOP Office Professional of the Year finalist.



Dr Jenny Brockis
Medical practitioner, brain fitness expert and author

Passionate about all things 'brain' Dr Jenny is on mission is to become the Jamie Oliver of brain fitness, empowering others to always think and work at their best.

Concerned by the alarming increase in the level of stress, stress-related illness and mental health problems, Dr. Jenny believes the time is now to reconnect to what makes us truly happy, healthy and human.



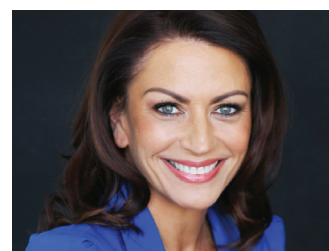
Peter Dhu
Communications expert and presentation skills coach

Peter Dhu spent much of his career as a scientist, managing pathology labs and WA's Organ Donation Agency. He now helps people to overcome their fear and find their voice through public speaking training. This is a remarkable transition because Peter comes from a position of fear and self doubt. He brings his real-life success story to his work, showing people how they can change the world one conversation at a time.



Julie Meek
Thought leader, sports dietitian and performance coach

Julie Meek is a thought leader and keynote speaker in peak performance. She inspires leaders to achieve personal success by utilising the strategies of world-class athletes and performers at the top of their game. She brings the attributes of elite athletes to business to assist leaders and their teams in achieving high performance. Julie is known for her signature no-nonsense approach and unique ability to inspire immediate action.



Rabia Siddique
International humanitarian and best-selling author

Rabia Siddique is a living example of how we can be a force for positive change. Having survived a hostage crisis in Iraq, Rabia garnered global attention for making the British military accountable for silencing her about her ordeal. Standing up for justice in the face of public ridicule, Rabia became a catalyst for policy change to ensure a fairer workplace for women and cultural minorities in the British military.

Register online today at www.thinktankmedia.net

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 key differences to your life, to enrich and revitalise your career and to take it to even greater heights of success.



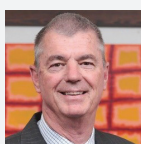
8.30 Registration and welcome coffee

9.00 Official welcome and opening remarks from the chair

JESSICA STRUTT, Political reporter

9.10 Forging a great executive and EA partnership

KARL O'CALLAGHAN, Former WA Police Commissioner



Karl spent much of his time as the public face of the Western Australian police. The role would be considered by some to be high pressure and demanding, but Karl managed this role with grace, and was able to achieve so much during his 14 years as commissioner.

Karl has great first-hand experience of the importance of working with a supportive and professional team and knows the difference that a great Executive and EA/PA partnership can make. Here, he will share his stories, insights and practical advice on what makes this invaluable partnership really work:

- The important role Karl's assistants have played and how vital they were to his role as WA Police Commissioner
- What an executive really needs from their EA/PA, and what makes an invaluable, stand-out EA/PA
- Where an EA/PA can really add value to their executive, and to the organisation as a whole
- Practical ways to forging good communication and positive engagement in this partnership
- Managing the Executive and EA/PA partnership in periods of change
- Karl's take on the strategic value-add of the EA/PA, the transition of the modern EA/PA role, and how he sees the EA/PA career progressing and evolving
- Effective ways to manage your manager – a manager's view!

10.00 EA CASE STUDY: Raising the profile of both the EA profession and your own role, through advocacy, networks and mutual respect

NYSSA LAMBKIN, Advanced Executive Assistant at Ernst & Young



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, gain buy-in and ensure you are working as a team with equally engaged and aligned colleagues.

- 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

10.30 Morning coffee break

11.00 The Executive Assistant as a mindful leader and communicator

KASIA ORLOWSKA-MEINEN, Leadership facilitator and executive coach



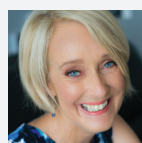
Communication, emotional intelligence and interpersonal skills are a necessity for the modern EA. In your normal work day – where you will be required to write email, text, talk, listen, plan or simply think – you will spend the majority of your hours communicating. The good news is that these skills can be strengthened by becoming more mindful, which we can do with daily practice.

As an EA you need to approach communication in a holistic way, thoughtfully and with an open ear, and also view interactions and relationships through a wider lens. In this session, Kasia will help you understand and transform your current interactions and communication patterns by presenting you with the knowledge and tools to:

- Apply mindfulness for effective communication, and the relevance in doing so
- Recognise your own emotions and emotional reactions of others in any situation, in order to apply the right response
- Be present by responding rather than reacting in even the most stressful situations
- Choose mindful practices best suited improve your interactions with others
- Apply specific strategies to improve the way you communicate and to build rapport, trust and connection with stakeholders

11.45 How to make every day a great day at work

DR JENNY BROCKIS, medical practitioner, brain fitness expert, mentor and author



Bringing your best self to work, achieving your goals and enjoying that quiet satisfaction of a job well done requires a high level of resilience, adaptability and focus. How you show up each morning determines your energy and outcomes and influences those around you.

Drawing on the findings of the neuroscience and positive psychology, Dr Jenny will share how you can create more great days at work, with more mental energy, a sense of wellbeing and greater psychological safety. In this session Jenny reminds us we are human not machine, and reveals what really motivates us to do great work (PS it's not just having access to great coffee and on-site daycare)

- The Three 'P's' needed for higher performance and productivity
- Why smarter thinking requires your investment and permission
- How to work with your super-powers to maximise reward and minimise pain
- Making work work, so everyone can flourish

12.30 Lunch break

13.30 The power of a courageous mindset

PETER DHU, Communications expert and presentation skills coach



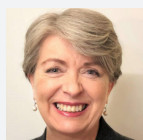
When you hear Peter talk, it's hard to believe that he has overcome a severe speech impediment, which resulted in him being mute for many years. Peter's deeply personal experience of overcoming this communication barrier and becoming a motivational speaker is a testament to the power of adopting a courageous mindset.

Peter will share how he was able to overcome his self-limiting beliefs and the profound impact it has had on his life. You'll also hear how a courageous mindset can help you to:

- Speak up when it matters and value your unique perspective
- Build the confidence to initiate difficult conversations with your manager and colleagues
- Use your strengths and passions to your advantage
- Develop the resilience and enthusiasm to keep going when times are tough
- Find creative solutions for day-to-day challenges

14.15 How to exceed the expectations of your executive and your colleagues on a daily basis

JULIE AMBROSI, Executive Assistant at St John Ambulance WA



Asking why we want to exceed expectations is a personal question, but an important one. Understand how to exceed the expectations of your executive, take control of your success and master the art of staying one step ahead! A soon to be announced Senior EA will help you navigate the landscape of understanding your manager, to have the tools and ability to create a relationship based on deep insight and knowledge. They will also share insight on how to:

- Observe human behaviour and mastering the ability to adapt and be flexible
- Tackle the corporate environment and understand recognition, how to get it and why
- Learn the importance of looking inside yourself – can you do VS do you do?
- Elevate expectations through identifying opportunities where you can outperform
- Tactical tips for calendar management, email management, project management and consistency

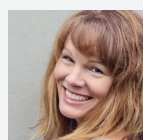
14.45 Afternoon tea

"THIS WAS THE BEST [PERSONAL DEVELOPMENT] 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 Perform like a world-class athlete in business

JULIE MEEK, Thought leader, sports dietitian and performance coach



You may not be international artist, author, award-winning chef, prime minister or elite athlete, but as an Executive Assistant, in the many roles you play, you are expected to 'perform' at your peak from the moment you start your day. Your workload usually demands it.

In this thought-provoking presentation Julie Meek will share inspiring success secrets from international high performers. But it's not just about inspiration. She will provide valuable tips that can be applied immediately in the quest for peak performance and productivity, and ultimately, success. Julie's key take-homes will include:

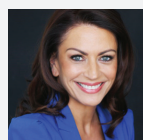
- The top five strategies that can be applied immediately to maximise your potential, and support your whole self
- The magic formula that successful people use to get to the top and stay there
- The tools required to embrace the mindset of top performers
- How people at the top of their game influence others around them to perform at their peak and achieve success
- Inspiration that you can use to get to the top of your own game

16.00 Summit passport draw and sponsor prize draws

Inspirational closing keynote address

16.10 What's holding you hostage in your career?

RABIA SIDDIQUE, International humanitarian and bestselling author



Being career-minded and ambitious doesn't always mean looking for the next promotion. Nor does it have to mean working 24/7, prioritising work above all else. In a world which is constantly changing, you need to work smarter, not harder, to be truly successful as a valued employee and individual.

In this session, Rabia will help you uncover what is holding you back from reaching your potential. Perhaps, you aren't aware of exactly what that impediment to growth is? Whether it be a colleague, a fear, self limiting beliefs, a friend or past experiences, you need to identify and overcome these limitations to thrive in your career. You will uncover:

- The common elements of every hostage situation. Understand that a hostage situation is about power. Ultimately, in most situations, we have the power to free ourselves
- Naming your captor – Identify and confront what is holding you captive, the warning signs to watch out for to prevent it happening again
- How to identify your values, ethics and what drives you
- The courage to identify where the disconnects are in your life
- Four actions to commit to for lasting change

17.00 Closing remarks from the chair followed by networking drinks

PRE-SUMMIT MASTERCLASS 2019

CROWN PERTH
TUESDAY
12 NOVEMBER 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

PHOTOS AND PAST ATTENDEE FEEDBACK

Thousands of EAs and PAs have attended the Corporate PA Summit in the last fifteen years, and the feedback has been incredible. Check out some of the hundred of past delegate testimonials below. Plenty more can be found online at www.thinktankmedia.net

**"AS ALWAYS - AMAZING
AND INSPIRATIONAL!"**

EXECUTIVE ASSISTANT, UNISUPER

ALWAYS WELL ORGANISED,
GREAT MOTIVATING SPEAKERS,
LOCATION, CATERING AND
STAFF. IT'S GOOD WHEN THE
SPEAKERS REFERENCE EACH
OTHER. THANK YOU FOR
HAVING US AND ORGANISING A
FABULOUS EVENT!"

EA, STRUCTERRE CONSULTING



*"A GREAT FORMAT AND THOUGHT-
PROVOKING PROGRAM. FIVE-STAR SPEAKERS
WERE SO BRILLIANTLY INSPIRATIONAL."*

EA, WOODSIDE ENERGY



*"I REALLY ENJOYED THE SUMMIT. IT WAS
A GREAT WAY TO BE AMONGST MY PEERS.
THANK YOU FOR AN AMAZING EXPERIENCE"*

EA, RESERVE BANK



**"LOVE THIS
CONFERENCE! I HAVE
BEEN BEFORE AND RAVE
ABOUT IT."**

EA, AMP CAPITAL

*"AMAZING SPEAKERS WITH
DIFFERENT STORIES AND
MESSAGES. I WILL TAKE AWAY
SOMETHING USEFUL FOR EACH
SPEAKERS. THANKS FOR THE
VARIETY FROM SUCH RELEVANT
SPEAKERS."*

EA, PWC



**"I'M LEAVING THE
CONFERENCE TODAY
FEELING INSPIRED TO BE
THE BEST I CAN BE!"**

EA, LINK GROUP

*"BRILLIANT! ALWAYS FEEL
INSPIRED AND ENERGISED
AFTER THE EVENT."*

**EXECUTIVE ASSISTANT,
TOYOTA FINANCIAL SERVICES**

*"THE BALANCE OF TOPICS AND SPEAKERS IS
GREAT - A BRILLIANT EVENT, THANK YOU!"*

EA, BOEING



Register online today at www.thinktankmedia.net



CORPORATE PA SUMMIT

REGISTRATION FORM

To register for the Corporate PA Summit, please complete and fax this form to **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**
\$1395 + GST - Early bird rate, valid until 11 October 2019
\$1695 + GST - Full rate, for bookings made after 11 October 2019

☐ **THE SUMMIT AND PRE-SUMMIT MASTERCLASS**
\$2095 + GST - Early bird rate, valid until 11 October 2019
\$2395 + GST - Full rate, for bookings made after 11 October 2019

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

We also offer deals for NFPs and charities, and also can help if you are based outside Perth and have additional travel costs to factor in. Send an email to **bookings@thinktankmedia.net** with your requirements and we can arrange the best possible deal for you.

Cancellation Policy and Terms & Conditions

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

Please select your payment method:

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☐ VISA ☐ MASTERCARD ☐ AMEX ☐ DINERS CLUB

Card Number

Expiry Date

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Signature _____

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Account #: 4978 36793

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SUMMIT

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