



# CORPORATE PA SUMMIT

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

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

CHICAGO SEPTEMBER 18, 2018  
LOS ANGELES SEPTEMBER 20, 2018



**Jason Barger**

*Visionary, positive change and leadership expert*



**RoseMarie Terenzio**

*Former PA to John F Kennedy Jr. and author*



**Ruth Sherman**

*Strategic communications expert and author*



**Sebastian Terry**

*Author of '100 Things - What's On Your List?'*

**55&56<sup>th</sup>** Think Tank  
Corporate PA Summits

**thinktank**  
media



*"THE SPEAKERS WERE AMAZING AND VERY THOUGHT-PROVOKING. I HAVE LOTS OF TAKE-AWAYS FROM THIS AND LOOK FORWARD TO THE NEXT EVENT. THANK YOU."*  
**EA, ENERGY COMPANY**

*"FANTASTICALLY ORGANIZED. FANTASTIC SPEAKERS. LOVELY DAY TO SPEND AT A CONFERENCE, WILL COME AGAIN."*  
**EA, TELEVISION NETWORK**

## ABOUT THE CORPORATE PA SUMMIT

**Motivate, empower and inspire yourself to take your career to even greater heights.** Learn from the stellar line-up of inspirational speakers presenting on topics essential to you in your role, and enjoy networking and sharing ideas with hundreds of your peers. Now in its 14th year, and designed specifically for Administrative, Executive and Personal Assistants and all Office Administrative Professionals, the Corporate PA Summit is a world-leader in the EA/PA industry, providing unbeatable inspiration, motivation and relevant, empowering professional tools and advice to thousands of industry professionals worldwide.

## 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.

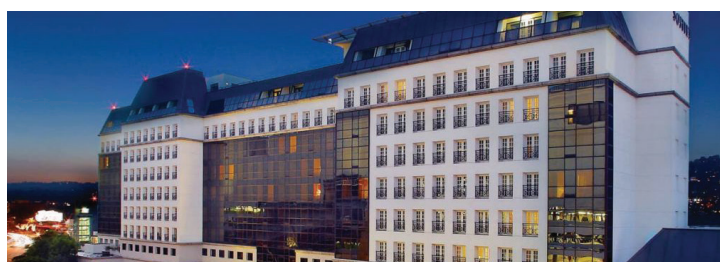
*"JUST SOME FEEDBACK FROM YESTERDAY'S SUMMIT. IT WAS THE BEST PROFESSIONAL DEVELOPMENT I HAVE EVER ATTENDED, THE SPEAKERS WERE ALL RELEVANT, THE VENUE AND FOOD WERE TERRIFIC. I CAME AWAY FEELING THAT THE DAY HAD BEEN VERY FULFILLING. THANK YOU FOR THE DAY.."*  
**EA, EDUCATION OFFICE**



**About your Chicago venue**  
*Park Hyatt Chicago, 800 N Michigan Ave, Chicago*

Park Hyatt Chicago, Hyatt's flagship hotel, neighbors the historic Water Tower in Chicago's Gold Coast. Stay steps from the Magnificent Mile, the Museum of Contemporary Art, and more.

Park Hyatt Chicago is one of the Windy City's five-star luxury hotels that pairs sophisticated, upscale design with welcoming hospitality.



**About your Los Angeles venue**  
*Sofitel Los Angeles At Beverly Hills, 8555 Beverly Blvd, Los Angeles*

Sofitel Los Angeles at Beverly Hills is a stunning hotel in LA, offering elegant luxury accommodations and dramatic décor with an ambiance that combines see-and-be-seen excitement and the calm of an urban resort.

Discover a unique blend of French fashion mixed with Hollywood glamour!

### Accommodation information

Should you need accommodation as part of your summit experience, we have managed to secure excellent value accommodation at the Park Hyatt Chicago and the Sofitel Beverly Hills, both considerably lower than online rates. Accommodation costs are not included in the summit registration fees, and are booked separately, however we will send you full details of how to secure the preferential rates upon registration or request. Please email us at [info@thinktankmedia.net](mailto:info@thinktankmedia.net) if you'd like more information.



**SEPTEMBER 18, 2018** PARK HYATT CHICAGO  
**SEPTEMBER 20, 2018** SOFITEL LOS ANGELES

# A SELECTION OF SPEAKERS 2018



## Jason Barger

*Visionary, author, positive change and leadership expert*

Jason Barger is committed to engaging the minds and hearts of people in order to strengthen leadership, culture, and clarity of mission, vision & values.

He is a globally celebrated Author / Speaker / Consultant and creator of the Step Back from the Baggage Claim Movement – featured in the New York Times, National Geographic Traveler, Kiplinger, Book TV, and many other spots worldwide.

*"A BIG THANK YOU FOR SUCH AN INCREDIBLE PROGRAM YESTERDAY WHICH WAS IMMENSELY ENJOYED BY ME AND MY COLLEAGUES, AND MANY OTHERS AROUND ME. HIGH CALIBER SPEAKERS, THE BEST YET!"*

**EA, TECHNOLOGY COMPANY**

*"THE SUMMIT DID NOT DISAPPOINT - ENJOYED, ENJOYED, ENJOYED!!!"*

**EA, MAJOR SOFTWARE COMPANY**

*"REALLY GREAT DAY, BLEW EXPECTATIONS OUT OF THE WATER. FEEL PRIVILEGED TO BE ABLE TO ATTEND! THANK YOU."*

**EA, GOVERNMENT ORGANIZATION**



## Ruth Sherman

*Strategic communications expert and author*

Ruth Sherman is a well-known consultant, communications expert, commentator, author and speaker. Known as the "Speech Coach to the Stars," Ruth works with CEOs, celebrities and public figures looking to have a greater impact on stage, on-camera, and in the media. Five of her clients have won Oscars and one the Pulitzer Prize. An expert in presidential and political communication, she's widely quoted in the press.



## Dr Jenny Brockis

*Doctor, Author of the 'Future Brain' & Founder of Brain Fit*

Dr Jenny is passionate about all things 'brain'. Her mission is to become the Jamie Oliver of brain health fitness, empowering others to create their own brain that is fit, healthy and optimized to help them work at their best.

Dr Jenny is featured regularly in the media, has authored three books including the best seller 'Future Brain' and is a keen blogger and writer.



## RoseMarie Terenzio

*Former PA to John F. Kennedy Jr. and author*

RoseMarie is the founder & CEO of RMT PR Management, a public relations and strategic communications firm focused on media, politics, crisis communications, publishing, hospitality, fashion and technology. Prior to launching RMT, RoseMarie served as John F. Kennedy, Jr.'s chief of staff, overseeing Kennedy's public relations and philanthropic causes, and served as a board member for his nonprofit, Reaching Up.



## Dr Joanna McMillan

*Health and wellbeing expert*

Dr Joanna McMillan is one of the region's favourite and best-known nutrition and lifestyle specialists. She is a PhD qualified nutrition scientist, dietitian and former fitness instructor, giving her the sound credentials to help us make sense of the increasingly confusing and conflicting health messages we hear in the media. She is a regular on television and is the official nutritionist for the Today Show, as well as radio and print media.



## Sebastian Terry

*Author of '100 Things - What's on Your List?'*

Known worldwide for pursuing an incredible list of 100 Things that he wants to achieve before he dies, Sebastian's story is surprisingly not about a bucket list. It's about something more far reaching - permission, choice, growth and connection. Sebastian's story has grown from an entertaining tale of adventure into a global philanthropic movement to not just set meaningful goals, but pull the trigger and achieve them - all whilst helping others do the same.



## Zoe Mitchell

*Expert facilitator, global specialist in EA and PA training*

Zoe Mitchell is well known for her professional, engaging and highly effective training courses. Specializing in the professional development needs of the busy executive PA, Zoe knows what it takes to become the best in the business, and has a strong understanding of the everyday challenges and support you require to perform your roles effectively.

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



# THE SUMMIT PROGRAM 2018

The summit is packed 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 revitalize 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

*Dr Joanna McMillan*

#### KEYNOTE ADDRESS

### 9.10 Are you Busy, or Effective? Gaining Real Focus and Creating a Positive Impact at Work

*Jason Barger - a visionary, author and leadership expert*



We have never lived in more distracted, cluttered and busy times, with studies revealing that today's modern workers shift their focus and attention between 300-500 times in an average day. What separates the great from the good is the ability to give their eyes, hearts and focus on their highest priorities.

- Focusing on the bigger picture - identifying and remembering the purpose of your mission
- Tools for prioritizing and developing real focus in today's frenzy culture
- Managing workloads and competing priorities
- How to come alive with focus and passion for your work to create a positive impact
- How to more effectively engage with the people around you to encourage more positive and effective business relationships

### 10.00 Health & Wellbeing Focus: Be Your Own Health Advocate

*Dr Joanna McMillan - internationally renowned health and wellbeing expert*



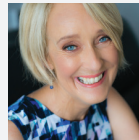
In this presentation, Dr Joanna will share with you the latest knowledge - busting myths and misconceptions along the way - on how food, drink, exercise, activity, stress and sleep can all influence not only your health in the immediate and long-term, but also drive high self-esteem and happiness, and in turn optimal productivity and performance. Invaluable advice, enabling you take charge of your personal health, and to help you drive the health of your organization:

- Tools to decipher the vast information and trends, and debunk myths, around nutrition and fitness to make the best decisions for your own wellbeing
- Taking control of your own holistic health - proven ways to boost your mental and physical health for optimal work/life balance
- Small easily-implementable changes, and mental and physical wellbeing exercises, you can make in your demanding work day to create more energy, increase performance and happiness, restore balance and avoid feeling overwhelmed
- What does a healthy lifestyle look like in the today's relentlessly stressful working environment?
- How to become an effective and influential wellbeing advocate in your workplace

## 10.45 Morning Coffee Break

### 11.15 How to Make Every Day A Great Day At Work

*Dr Jenny Brockis - medical practitioner, brain fitness expert, mentor and author specializing in brain health and mental performance*



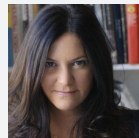
In today's crazy-busy world, achieving success and bringing your best self to work requires a high level of resilience, adaptability and focus. Drawing on the findings of the neuroscience and positive psychology, this fascinating and engaging presentation will enable you to discover how to make great days at work the norm. Find out what it takes to work smarter not harder, boost your energy and overall level of happiness by understanding:

- The Three 'P's' needed for higher performance and productivity
- Why smarter thinking requires your investment and permission
- Why it's all about making sense and a difference
- How to play to your strengths and make new habits stick
- What it takes to create a brain-safe workplace culture

#### KEYNOTE ADDRESS

### 12.00 Managing Crisis Successfully - Lessons From My Time with John F. Kennedy Jr.

*RoseMarie Terenzio - former PA to John F Kennedy Jr, and author*



Assistants are often on the front line when their business is embroiled in a crisis, and, as former PA to John F Kennedy Jr, Rose-Marie was no stranger to having to deal with crisis situations. From political scandals to harassment, discover Rose-Marie's fundamental tools and strategic insight into how you in your EA/PA role can manage and execute a successful crisis response campaign. Alongside her experience working with JFK Jr, Rose-Marie will take you behind the scenes to show you some of the most high-profile crisis cases in the US, and how they were managed. Discover how you can:

- Stay ahead of the game and be sensitive to and prepared for business situations which could turn into a crisis
- Create an action plan and practical checklists to use in the event of a crisis
- Identify the best people - your group of key stakeholders - to engage in difficult times
- Best-practice ways to communicate to others and engage action promptly and efficiently
- How to effectively communicate crisis to the outside world and best preserve business brand health

## 12.45 Lunch Break

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

**EXECUTIVE ASSISTANT, TOYOTA FINANCIAL SERVICES**



CORPORATE PA  
SUMMIT

SEPTEMBER 18, 2018 PARK HYATT CHICAGO  
SEPTEMBER 20, 2018 SOFITEL LOS ANGELES

# THE SUMMIT PROGRAM 2018

**PARK HYATT CHICAGO**  
TUESDAY SEPTEMBER 18, 2018

**SOFITEL LOS ANGELES AT BEVERLY HILLS**  
THURSDAY SEPTEMBER 20, 2018

## INSPIRATIONAL PRESENTATION

### 1.45 100 Things - Finding Your Focus

*Sebastian Terry - Author of '100 Things - What's on Your List?'*



Whether on a business, personal or community level, this inspirational address will bring you the essentials on how to find purpose and focus. In the past nine years, Sebastian has travelled the world ticking over 71 items from his 100 Things list in a pioneering and courageous personal journey that has become a public campaign to evoke change in lives and communities. All of this has been translated into an internationally sold book, '100 Things - What's On Your List?', now translated into 3 languages, a world-wide documentary with a leading adventure channel, a US-based TV Reality Show. Discover how you can find your purpose and bring meaning and positivity to your life – at work, at home and in your communities – and realise your dreams::

- Focusing on the bigger picture – identifying and remembering the purpose of your mission
- Goal-setting to help you achieve your purpose
- Perspective – developing a realistic view
- Finding fulfillment in what you do
- Developing the resilience to deal with any situation

## EA CASE STUDY

### 2.30 How to Exceed The Expectations of Your Executive and Your Colleagues, on a Daily Basis

*Alexandra Curtis - Executive Assistant to CEO, Allianz Global Investors US LLC*

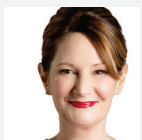
In this session, you will hear tips and tricks from Alexandra Curtis, EA to the CEO of Allianz Global Investors US LLC, on how to excel in your role, and exceed the expectations of your executive and your colleagues on a daily basis. Hear directly from a successful global EA how she always stays one step ahead!

## 3.00 Afternoon Tea

## KEYNOTE ADDRESS - HOLDING YOUR OWN

### 3.30 How to Command Your Audience in Any Situation

*Ruth Sherman – strategic communications expert, author, and commentator*



Ruth has worked with a vast array of business leaders, celebrities and public figures looking to have a greater impact in their personal and public communications and she knows what it takes to command any room. From recurring commentator on 'The Apprentice' to being widely quoted in the New York Times, TIME, Wall Street Journal amongst many leading publications, Ruth's vast experience and strategic know-how is second to none when it comes to developing and delivering a compelling message that leads to action, whether it be on stage, in the media, on-camera, you name it. In fact, five of her clients

have won Oscars! Here she will share with you the tricks of the trade on how you can command your audience wherever you are, be it in the boardroom, in front of a large crowd or with a small group of visiting guests. Learn how to:

- Command your audience, however large or small
- Develop compelling messages, and deliver them with confidence
- Solve the problem of nervousness and stage fright, which are not just common, but a most natural response
- Use your voice and other nonverbal communication codes to greatest advantage, and adapt them appropriately for different scenarios
- Essential everyday communication techniques to make yourself heard and recognized

## 4.30 Closing Remarks From The Chair

## 4.45 Close of Summit followed by Networking Drinks



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

*"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**



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# PRE-SUMMIT MASTERCLASS 2018

**PARK HYATT CHICAGO**  
MONDAY SEPTEMBER 17, 2018

**SOFITEL LOS ANGELES AT BEVERLY HILLS**  
WEDNESDAY SEPTEMBER 19, 2018

## BRAIN SMART: FROM FRANTIC TO FOCUS

DR JENNY BROCKIS



To stay match-fit and future-ready in our crazy busy world, it's vital to have the level of mental agility, flexibility and energy required to thrive. But with so much to do and seemingly too little time, how can we ensure we use our attention wisely and focus on what matters?

The solution is sitting squarely on our shoulders: it's about using our brain in the way it was designed so we work smarter, not harder. Dr Jenny Brockis will take you through all the neuroscience and give you practical, easily-implementable strategies for making your brain run at its most efficient, plus tools to help you thrive in both your professional and your personal life.

### 8.30 Registration and Welcome Coffee

#### 9.00 Session 1 - How Did We Get So Busy?

In a hectic, often-changing and fast-paced corporate environment, how important is attention and how can we fine-tune our attention to really be the most efficient we can with the time that we have? How do attention spans differ amongst us in the workplace, and how can we ensure that our attention span holds out in a frenetic, corporate environment:

- Why attention matters?
- The cost of failing to pay attention
- The allure of neuromyths
- How long is your attention span?

### 10.30 Morning Coffee Break

#### 11.00 Session 2 - Meet Your Brain, How We Pay Attention

Knowing how your brain works is fundamental to knowing how to train it to function at its best capacity, helping you to deal efficiently and effectively with multitasking, overseeing and completing your projects and helping you to communicate more positively with others to drive them into action:

- Why your brain is magic
- The two things your brain desires the most
- How to identify your attention modifiers
- Living with a Goldilocks brain
- Focus, learning and memory - how to remember better

### 12.30 Lunch

### 1.30 Session 3 - Busy Brain Syndrome

Feeling overwhelmed is a common occurrence, particularly at work, so how can we ensure that we can carry on with our busy workloads, achieving our tasks successfully and in time, without burning out and becoming stressed:

- How to recognise the symptoms of BBS
- Reclaiming energy - where to start first
- Reclaiming time - what really works

### 3.00 Afternoon Tea Break

#### 3.30 Session 4 - Minding Your Brain

The science behind mental health and promoting a mentally healthy workplace. Learn practical, scientifically-researched techniques for helping you and your colleagues to look after your brains, overcome distraction and thrive mentally in a busy, demanding workplace - fostering great workplace morale in the process!

- What the brain science has shown to work best to boost efficiency, effectiveness and performance
- How to find your thinking space
- Create your Distraction Management Plan

### 4.30 Close of Masterclass

**Masterclasses will be conducted using a combination of presentation material and group exercises to maximise your learning potential.** Please note that the masterclass content will be tailored to participants' individual needs so the length of each session may vary. Refreshments will be served at appropriate times, including morning and afternoon teas and lunch.

# POST-SUMMIT MASTERCLASS 2018

**PARK HYATT CHICAGO**  
WEDNESDAY SEPTEMBER 19, 2018

**SOFITEL LOS ANGELES AT BEVERLY HILLS**  
FRIDAY SEPTEMBER 21, 2018

## EA BUSINESS TOOLKIT 2018: LEADERSHIP, IMPACT AND INFLUENCE

ZOE MITCHELL



**A day full of EA / PA essential skills – identify your leadership style and learn how to capitalize 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.**

The role of the EA 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. While the expectations of the EA role have expanded many EAs 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 capitalize 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

#### 1.30 Session 3 - Creating Impact and Influence

This session will focus on building your personal brand and communication style – recognize 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

### 3.00 Afternoon Tea Break

#### 3.30 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

### 4.30 Close of Masterclass

*"ZOE IS SUCH A WONDERFUL PRESENTER - SO VERY PERSONABLE, ARTICULATE, INTELLIGENT, PROFESSIONAL AND WELL PRESENTED. THIS WAS THE BEST WORKSHOP I'VE EVER ATTENDED!"*

**EA, TOP-TIER UNIVERSITY**

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 (213) 550 5212 or email it to [bookings@thinktankmedia.net](mailto: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 (213) 550 5444. You can also register online at [www.thinktankmedia.net](http://www.thinktankmedia.net)

Name \_\_\_\_\_ Position \_\_\_\_\_  
Company \_\_\_\_\_ Email \_\_\_\_\_  
Mailing Address \_\_\_\_\_  
Phone \_\_\_\_\_ Cell phone \_\_\_\_\_

### Please select your Summit preferences

CHICAGO

LOS ANGELES

JUST THE SUMMIT

*\$795 - Early bird rate, valid until August 10, 2018*

\$995 - Full rate, for bookings made after August 10, 2018

THE SUMMIT AND ONE MASTERCLASS

*\$1295 - Early bird rate, valid until August 10, 2018*

\$1495 - Full rate, for bookings made after August 10, 2018

THE SUMMIT AND BOTH MASTERCLASSES

*\$1595 - Early bird rate, valid until August 10, 2018*

\$1795 - Full rate, for bookings made after August 10, 2018

### Masterclass day options, if applicable:

BRAIN SMART - FROM FRANTIC TO FOCUS

EA BUSINESS TOOLKIT 2018: LEADERSHIP, IMPACT AND INFLUENCE

Why not bring your team along? Group discounts apply:

*2-4 attendees, 10% discount*

*5+ attendees, 20% discount*

### Payment

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Cardholder's Name \_\_\_\_\_

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Please send a credit card payment receipt

### 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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