



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.

LOS ANGELES SEPTEMBER 23-25, 2019



Jason Womack

Best-selling author, performance expert and Fortune 500 advisor



Allison Massari

Executive Coach and one of the Top Ten Best Motivational Speakers in America



Jill Tupper M.A.

Keynote Speaker, runner, rock-climber, adventurer and leadership expert



Peggy Grande

Executive Assistant to President Ronald Reagan for 10 years

60th

Think Tank

Corporate PA Summit



thinktank
media



"CONFERENCE WAS REALLY WELL PUT TOGETHER. I ENJOYED THE VARIETY OF SPEAKERS AND CONTENT. I LIKE THAT IT FOCUSED ON GROWTH AND MAKING ME BETTER IN LIFE AND AT WORK."
EA, ADIDAS

"THIS HAS BEEN THE MOST RELEVANT EVENT THAT I'VE EVER ATTENDED! THE CONTENT WAS DELIVERED IN A VERY POWERFUL EXECUTION AND FULLY CONFIDENT AND KNOWLEDGEABLE WAY!"
EA, US BANK

ABOUT THE CORPORATE PA SUMMIT

The Corporate PA Summit turns 15 this year, tirelessly and fiercely advocating for the EA role in the organization, whilst helping motivate, empower and inspire many thousands of PAs and EAs to take their career to even greater heights. Simply put, if you can spare one day out of the office, we will give you a lifetime of inspiration!

The summit is held annually, in Los Angeles, Auckland, Sydney, Melbourne and Perth. In LA this year, you'll find a program full of topics designed to help you overcome the many issues facing you as a modern PA, EA or administrative assistant. Our speakers work hard to deliver exclusive content specific to you, to ensure you develop new skills, new insights and new friends!

WHY ATTEND?

- Meet, network with and learn from the best minds in the industry
- Be inspired by top-level keynote speakers to take your career to the next level
- Learn how to make yourself even more valuable
- Develop the skills to achieve the elusive balance between work, home and lifestyle.

"THOROUGHLY ENJOYED TODAY'S SPEAKERS AND HELPFUL HINTS - I FEEL THAT I HAVE BEEN INSPIRED TO BE A BETTER AND PASSIONATE PA, EA. AMAZING PROGRAM AND SPEAKERS. THANK YOU!"
EA, LADWP

About your summit venue

*The London West Hollywood at Beverly Hills
 1020 N San Vicente Blvd, West Hollywood, CA 90069*

The London West Hollywood is a tranquil oasis that combines cosmopolitan British elegance and laid-back California cool to create an unparalleled destination for a discerning new breed of luxury traveler.

With spacious, all-suite accommodations, seamless service, inspired culinary options, and unrivaled amenities - included a rooftop pool with panoramic views of the city and beyond - this hotel is the ultimate urban refuge.



Accommodation information

The London West Hollywood at Beverly Hills is pleased to offer delegates attending the Corporate PA Summit a rate of \$339++ per night. A complimentary breakfast for hotel guests is available daily in Boxwood Café which features an assortment of fruits, artisan breads and pastries. Accommodation costs are not included in the summit registration fees, and are booked separately. We will send you full details of how to secure the preferential rates upon registration. Please email us at info@thinktankmedia.net if you'd like more information.



SEPTEMBER 23-25, 2019
THE LONDON, WEST HOLLYWOOD

A SELECTION OF **SPEAKERS** 2019



Jason Womack

Best-selling author, performance expert and Fortune 500 advisor

With over 20 years of operational experience, Jason has been involved in the creation and transformation of programs and discussions focused on prioritization and engagement in the workplace.

His books, *Get Momentum* and *Your Best Just Got Better* achieved best-selling status within five weeks of publication.



Allison Massari

Executive Coach and one of the Top Ten Best Motivational Speakers in America

While most speakers have a story to tell, there are a select few with one so impactful and poignant that the audience is forever changed. That is what happens when Allison Massari speaks.

Allison ignites vitality, inspires confidence, and offers essential tools for self-mastery to audiences worldwide. Prepare to be inspired, moved, and energized. Prepare to be taken on a journey.



Jill Tupper M.A.

Keynote Speaker, runner, rock-climber, adventurer and leadership expert

Jill draws upon her adventures in marathons, triathlons, rock-climbing, out-rigging, travelling the world and climbing Kilimanjaro to inspire others to take on the triathlon of life with goals, guts and grit.

As a professor at the Rady Executive Business School, Jill is uniquely qualified to harness the power of the mind and body connection.



Rabia Siddique

History making humanitarian, and a power house for change.

Entertaining, powerful and engaging, this best-selling author represents a living example of how each one of us can be a force for positive change in our own lives and those around us.

Drawing on extensive experience as a former criminal, war crimes, terrorism and human rights lawyer, military career, psychology training and business, Rabia is also a sought after transformational coach and mentor.



Phoenix Normand

Career EA, Author and Personal Success Coach

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.



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Executive Assistant to President Ronald Reagan for ten years

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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.



Blythe Rowe

Masterclass facilitator and 'workplace of the future' expert

Blythe Rowe, often described as a 'little pocket rocket' is widely recognised for her expertise in 'People, Culture & Performance' as well as her ability to shake things up. She partners with organizations in their quest to future proof their people and business by developing brain-friendly leaders, building connected and accountable teams and creating workplaces which optimise performance.

Register online today at www.thinktankmedia.net

THE SUMMIT PROGRAM 2019

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 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

Peggy Grande

KEYNOTE ADDRESS

9.10 Mastering workplace performance: How to prioritize, produce, and become more effective

Jason Womack - executive coach and author



Jason Womack is a global expert in productivity and performance. In this presentation, Jason will show you how to improve your productivity with ease and efficiency, so you will have more time, energy and focus for your 'Most Important Things.' He will teach you how to clarify your habits, build mindset-based strategies, and give you specific strategies to consistently and incrementally improve performance by maximizing your four most limited resources - time, energy, focus, and productivity. Jason will show you how to:

- Step up when being asked to do more, with less time
- Reduce your stress levels and find more time in the day
- Develop communication and prioritization processes which will help you work more collaboratively with others and get more done
- Reduce overwhelm and complexity in your work and life
- Get the keys to a more productive day

10.00 Authenticity, Resilience, Humanitarianism - becoming an agent of positive change

Rabia Siddique, criminal and human rights lawyer



Rabia Siddique is a criminal and human rights lawyer, a retired British Army officer, a former terrorism and war crimes prosecutor, a professional speaker, trainer, MC, facilitator and published author. In 2006 Rabia was awarded a Queen's commendation for her human rights work in Iraq. Rabia uses her personal story of resilience, courage, strength and forgiveness, in addition to her psychology, military and legal training, to convey a message of authentic leadership, resilience, equality and diversity.

Rabia's keynote address will relate to her very personal story of battling with discrimination, abuse, chronic illness and PTSD after her involvement in a hostage crisis in Iraq, and then being written out of history. She explores what it means to display moral courage and lead by example, to stand up for one's principles in the face of criticism, adversity and sacrifice, to fight for equality and to live what she teaches.

- How to build resilience, display moral courage and lead by example
- Negotiation and conflict resolution - lessons from an expert
- How to stand up for your principles in the face of criticism or discrimination
- What it means to display moral courage and lead by example

- Standing up for your values and principles
- Fostering tolerance, diversity and equality within your workplace
- Empowering yourself and influencing others to make positive changes in your world

10.45 Morning Coffee Break

11.15 EA Case Study: Working in partnership with your executive, and making their goals yours

Tessa Gould, partner at Forbes Tate and former Chief of Staff to United States Senator Heidi Heitkamp



Tessa Gould is no stranger to working under pressure, unearthing leadership opportunities and building relationships based on trust and mutual respect. With two decades experience in the role of Chief of Staff, and most recently Chief of Staff to United States Senator Heidi Heitkamp, Tessa knows that building and sustaining relationships area at the core of any workplace and career. Senator Heitkamp describes Tessa as "There are few people I trust more than Tessa. The combination of her leadership abilities, political savvy, and deep policy knowledge made her an invaluable member of my team." In this session Tessa will impart invaluable advice on how to take this into any partnership and workplace

- Developing a successful partnership with your executive
- Understanding your executive's goals and the business goals and making them yours
- How can you add increased value for your executive?
- Having the courage to become a key influencer, and how to influence positive morale
- Key tips to fostering a great team culture and making a real difference across the business
- Engaging support from your manager and across the business for your leadership initiatives

11.45 INSPIRATIONAL KEYNOTE: 10 Seconds of Courage

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



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 extremely 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



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THE LONDON, WEST HOLLYWOOD

THE SUMMIT PROGRAM 2019

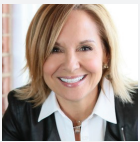
**THE LONDON WEST
HOLLYWOOD**
TUESDAY
SEPTEMBER 24, 2019

- 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

12.30 Lunch Break

1.30 The Executive Assistant Triathlete

Jill Tupper, Corporate Wellness Strategist, Leadership Trainer and Media Wellness Commentator



Triathletes swim, bike and run to cross the finish line; successful EAs train their body, mind and business know-how to reach their peak potential. In this keynote – which speaks to the whole self – Jill will challenge and inspire you to put yourself first, as hard as that may seem, and in turn strengthen your power to go the distance and soar across the finish line. Jill will arm you with the tools to:

- Harness the super power of the mind-body connection to maximize productivity, creativity and innovation
- Decrease stress and enhance wellbeing to perform in a fast-moving environment
- Establish the mindset, behavior and performance focus to thrive in your role, and to partner with your executive

2.15 Case study: How to bring your best self your role, every day

Phoenix Normand, Career EA, Author and Personal Success Coach



The workplace rarely stays the same for long. With new challenges, restraints on your time, ever evolving company culture, not to mention different personality types, you need to be able to roll with the punches. In this session, you will hear tips and tricks from an experienced Executive Assistant on how they bring their

best self to their role, regardless of what kind of day is happening around them. Hear Phoenix's tips and tricks on:

- Managing your manager' and tackling difficult conversations that you'd rather avoid
- Facing challenges head-on, and creatively finding solutions, when others might not persevere
- Speaking up and putting your ideas across with confidence
- Expert tips for calendar management, email management, project management and consistency
- Negotiating, developing and enhancing your career
- Providing support, and being the best you can be, in any situation

2.45 Afternoon Tea

CLOSING KEYNOTE ADDRESS

3.15 Turn your challenges into opportunities

Allison Massari, executive coach and award-winning visual artist



Allison Massari is a master of turning challenges into opportunities. After experiencing two life-threatening accidents and suffering second and third-degree burns to more than half her body, Allison has learned invaluable lessons that have transformed her life.

Allison's experiences make her uniquely equipped to discuss some of life's biggest questions and her story will give you a fresh perspective on how to approach challenges and setbacks, both personally and professionally.

Let Allison take you step-by-step through the lessons she has learned and discover how you can create opportunities for success by:

- Employing self-leadership and taking personal command of your life
- Learning how to find internal strength in times of adversity
- Bouncing back from burnout with a strong sense of wellbeing
- Accessing humor, joy and grace in even the most stressful of situations
- Using self-awareness and emotional intelligence techniques to navigate conflict

4.15 Closing Remarks From The Chair

4.30 Close of Summit followed by Networking Drinks



*"ABSOLUTELY AMAZING
CONFERENCE AND OVERALL
EXPERIENCE. HOSPITALITY,
CONTENT, SPEAKERS,
COMMUNICATION, PROGRAM
LOGISTICS. EVERYTHING HAS
BEEN 5/5!"*
EA, CAL STATE UNIVERSITY

*"I THINK THE SUMMIT DAY IS
AMAZING!"*
EA, PIVOTAL



Register online today at www.thinktankmedia.net

PRE-SUMMIT MASTERCLASS 2019

**THE LONDON WEST
HOLLYWOOD**
MONDAY
SEPTEMBER 23, 2019

MAKING YOUR BEST EVEN BETTER

JASON WOMACK



In an increasingly technology-driven world, full of time-saving devices, apps and shortcuts, we find ourselves busier and more overwhelmed than ever.

This masterclass is designed for the modern Executive Assistant who wants to be at the forefront of the modern era, armed with strategies and skills to thrive, by focusing on what is important, setting priorities and carving out efficiencies.

8.30 Registration and Welcome Coffee

9.00 Session 1 - Setting Goals and Managing Priorities

With so much to do, more than ever the important thing becomes deciding what NOT to do. This session will focus on how you can identify and separate the good, versus the great work you can be doing, and prioritize like never before.

- Managing energy and focus, not time and calendars
- Understanding the direction of your organization and how it relates to your role
- 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

10.30 Morning Coffee Break

11.00 Session 2 - Mastering Your Performance at Work

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 - Focus and Time Management

Are you trying to manage the most finite resource we have: time? Like many of your colleagues, you may be ending each day feeling like you're not getting enough done. This session will focus less on time itself, and our ability to manage our mental focus, to make the most of that time.

- Understanding the natural working of the mind and how it seeks to understand and identify discrepancy and "unfinished-business"
- Setting yourself up at the beginning, middle and end of each day to focus on the most important things
- Get the tasks and projects done that will make the biggest difference to you and your organization
- Fine-tune your attention to really be the most efficient you can with the time you have

3.00 Afternoon Tea Break

3.30 Session 4 - How to Get More Done in Less Time

The final session of the day will be full of practical hints and tips which you can implement into your day immediately. You'll significantly enhance your productivity and enjoyment of your business tools with techniques to get your work done, faster.

- Avoiding wasting time with technology and making it work for you
- Developing a willingness to ask the question, "Is there a better, easier, faster way to do what I'm doing?"
- Regain 15-45 minutes a day by implementing easy-to-learn, high-impact techniques
- Become the superstar of your organization when you bring back to the office easy, how-to computer and technology tips that free up time and save your company a fortune!

4.30 Close of Masterclass



**CORPORATE PA
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SEPTEMBER 23-25, 2019
THE LONDON, WEST HOLLYWOOD

POST-SUMMIT MASTERCLASS 2019

THE LONDON WEST
HOLLYWOOD
WEDNESDAY
SEPTEMBER 25, 2019

FUTURE PROOF YOUR CAREER

BLYTHE ROWE



This one-day masterclass is designed to give you a glimpse into the workplace of the future. The latest trends in people, technology and the skills needed to remain relevant to not only survive but thrive.

The workshop will also focus on building your 'personal leadership', which will be critical for EAs and PAs to stay ahead of the change curve, continue to add tremendous value and help you put steps in place today, to future proof your career for tomorrow.

Bonus tip: the workshop will also give you some tips on how you can help your boss stay healthy and relevant too!

8.30 Registration and Welcome Coffee

9.00 Session 1 - The Future of Work and the Future Role of the Assistant

This opening session will be taking a quick trip "into the future" to explore the trends and how this will impact your role and the skills you will need to be successful.

- Overview of the five significant revolutions that have shaped our world and the next revolution rapidly changing the way we work
- Analysing the current workplace trends, including the impact of AI and automation
- The changing role of the EA/PA and the potential jobs of the future
- Exploring the three key skills necessary to future proof your career

10.30 Morning Coffee Break

11.00 Session 2 - Thriving Through Change

We live and operate in a VUCA world. A workplace that is volatile, uncertain, complex and ambiguous. As such, change fatigue is a common issue facing many individuals and they often experience stress and anxiety because of this change. This session explores this concept and helps participants understand why they may feel and behave they way they do in times of change and tips to navigate it.

- Why Change Management is not the answer
- How our brain is wired and responds in times of change
- Where you play most & how this could be holding you back
- Understanding your own reaction to change and 'threat' triggers
- How you can lead the dance with change and uncertainty

12.30 Lunch

1.30 Session 3 - Skill Building: Performance and Collaboration

When we take care of our brain and body, we are better positioned to manage our emotions and remain calm in stressful situations. We are able to provide more solutions and make better decisions. All critical if we want to future proof our career. Further, in an artificial workplace, our ability to make meaningful, human connections in order to collaborate effectively will be essential. In this session, we will explore:

- Why performance is more than just about KPIs and outcomes
- How to take care of your biological system, to improve your performance, both at work and in life
- Collaboration essentials: the keys to successfully influence and inspire
- Tweak your Speak: effective, inspirational & assertive communication
- Connection Calibrator: Find, build & nurture your support team

3.00 Afternoon Tea Break

3.30 Session 4 - Skill Building: Innovation and Agility

This final session will explore how we can all learn to think creatively, looking for better, faster, smarter ways of doing things. It will also give tips to influence your boss to be able to think differently. Now that's a game changer. Finally, it will uncover how to build your resilience and agility to stay ahead of the curve.

- Understand how our brain functions when we have a creative insight to demonstrate how anyone can access creative thinking
- Implement ways for you and your boss to be able to "think differently" to add more value and evolve your skill set (and potentially role)
- Tips to build your resilience and agility
- The difference between a growth and fixed mindset
- Finally, self reflection: why you are more resourceful than you probably think

4.30 Close of Masterclass

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 (213) 550 5212 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 (213) 550 5444. You can also register online at www.thinktankmedia.net

Name _____ Position _____
Company _____ Email _____
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Please select your Summit preferences

- ☐ **JUST THE SUMMIT, TUESDAY SEPTEMBER 24, 2019**
\$995
- ☐ **THE SUMMIT AND ONE MASTERCLASS**
\$1595
- ☐ **THE SUMMIT AND BOTH MASTERCLASSES**
\$1995

Masterclass day options, if applicable:

- ☐ **MAKING YOUR BEST EVEN BETTER WITH JASON WOMACK**
Monday September 23, 2019
- ☐ **FUTURE-PROOF YOUR CAREER WITH BLYTHE ROWE**
Wednesday September 25, 2019

Why not bring your team along? Group discounts apply:

2-4 attendees, 10% discount
5+ attendees, 20% discount

We also offer deals for Non-Profit organizations and charities, and also can help if you are based outside the LA region and have additional travel costs to factor in. Email 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

Payment

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