



# CORPORATE PA SUMMIT

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

16 August 2018, Crown, Perth



## YOUR SUMMIT WORKBOOK



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.

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# CORPORATE PA SUMMIT

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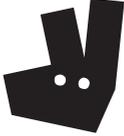
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# CORPORATE PA SUMMIT

16 August 2018, **Crown, Perth**

Dear attendee,

Thank you for attending the Corporate PA Summit Perth 2018. We are here to be of service to you during the conference, so please don't hesitate to call on myself, Cass, Lauren or any of the ThinkTank Media staff for any questions you may have during the event.

The workbook you are reading contains short biographies of the presenters you will hear today, as well as a full program of events and important information about the day. Links to the speaker presentations delivered on the day will be made available after the Summit.

Before we start, we just have a few housekeeping points to take note of:

- **Badges.** You will have been given a badge at registration; please make sure you wear your badge at all times whilst in the conference area, for security purposes.
- **Evaluation forms.** You will find a form on your desk. It is invaluable to our speakers, and to us, to know what you think, so please fill this in before you leave.
- **Lunch.** A buffet lunch will be served in the pre-function area of the main conference room. Staff will be on hand to direct you at the appropriate times.
- **Questions.** You are encouraged to ask questions at the end of each presentation, should you wish to. Please wait for the hand-held microphone, and state your name and company before asking your question.
- **Mobile phones.** Please, as a courtesy to our speakers, have these either turned off or on silent.
- **Dietary requirements.** If you advised us of your dietary requirements prior to the Summit, please see the staff at the desk for further information.

We very much hope you enjoy the event, and we look forward to your feedback.



James Matthews  
Director  
ThinkTank Media

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## ABOUT THINKTANK MEDIA

ThinkTank Media specialises in business to business conferences and training. The conferences and training we offer are designed to help our customers stay at the forefront of their industry.

ThinkTank Media is owned and operated in Australia, led by an experienced management team based in Sydney. Our purpose is to provide you with events that will help you reach the top - or stay at the top - of your chosen field.

## THE THINKTANK TEAM



**Lauren Hindmarsh**  
Operations Director



**Cass Brownlow-Davies**  
Corporate Partnerships  
Manager



**James Matthews**  
Director

Please come and find us if you have any questions or need anything throughout the event. You can contact us after the event on 02 9555 5940, or by email at [info@thinktankmedia.net](mailto:info@thinktankmedia.net).

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## UPCOMING THINKTANK EVENTS

### THE CORPORATE PA SUMMIT

Designed to help EAs and PAs become the best they can be, professionally and personally, the Corporate PA Summit has been running since 2005 and welcomes thousands of top EAs every year.

**Held annually in Sydney, Melbourne, Perth, Auckland, Los Angeles and Chicago**



**CORPORATE PA**  
**SUMMIT**



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### THE CORPORATE HEALTH & WELLBEING SUMMIT

Focused squarely on improving productivity and business performance through a healthy, happy and invigorated workforce.

**Held annually in Sydney, Melbourne and Auckland**



**CORPORATE**  
**health & wellbeing**  
**SUMMIT**



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# CORPORATE PA SUMMIT

## WELCOME TO THE CORPORATE PA SUMMIT PERTH 2018

**15 AUGUST - 17 AUGUST 2018**

Crown, Perth

15 August 2018 Pre-Summit Masterclass

**The EA/PA Stress Mastery Challenge: Finding balance and boosting your performance + productivity with Dr Adrian Medhurst**

Crown Ballroom 3A

16 August 2018 Summit Day

**The Corporate PA Summit 2018**

Crown Ballroom

17 August 2018 Post-Summit Masterclass

**Juggling Life: Mastering efficiency to manage your time, boost productivity and maximise happiness with Lisa O'Neill**

Crown Ballroom 3A

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**CORPORATE PA**  
**SUMMIT**

## THE SUMMIT PROGRAM

08.30 Registration and welcome coffee

**09.00 Opening remarks from the chair**

CARMEN BRAIDWOOD

**09.10 Be the master of your career**

ANH DO

**10.00 How good communications can solve any problem...well just about any problem**

DIXIE MARSHALL

10.45 Morning coffee

**11.15 EA Case study: Be a gateway, not a gatekeeper and other lessons from the front row**

PEGGY GRANDE

**12.00 Health & wellbeing focus: Busting stress and boosting wellbeing**

DR ADRIAN MEDHURST

12.45 Lunch break

**13.45 Being the best you: Personal branding and high-power communicating**

LISA O'NEILL

**14.30 Inspirational keynote address: 10 seconds of courage**

NADINE CHAMPION

15.15 Afternoon tea

**15.45 Bringing your best self to your role, everyday**

CORRINE SMIRK

**16.15 Sponsor prize draws**

**16.25 Inspirational closing keynote address: Lessons in self care from a heart surgeon's quest for her own health**

DR NIKKI STAMP

17.15 Closing remarks from the chair followed by networking drinks

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# CORPORATE PA SUMMIT

**09.00 - 09.10**

**OPENING REMARKS FROM THE CHAIR**

## **CARMEN BRAIDWOOD**



Carmen started her media career in WA as a producer on radio. She graduated to working the mic as a music announcer and later as a newsreader for Mix 94.5 and Hit 92.9.

Today, Carmen brings the skills she picked up in the commercial media to the digital world, offering consultancy, coaching and suite of creative services to businesses in Perth and beyond.

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# CORPORATE PA SUMMIT

**09.10 - 10.00**

**BE THE MASTER OF YOUR CAREER**

## **ANH DO**



Anh Do is an accomplished author, actor, producer and comedian, 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*.

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# CORPORATE PA SUMMIT

**10.00 - 10.45**

**HOW GOOD COMMUNICATIONS CAN SOLVE  
ANY PROBLEM...WELL, JUST ABOUT ANY  
PROBLEM**

**DIXIE MARSHALL**



Dixie Marshall walked away from a 27 year career as a senior television newsreader & journalist, to enter the brutal 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.

Dixie is now head of creative & partnerships for the Story Lab, part of the global media agency Dentsu Aegis.

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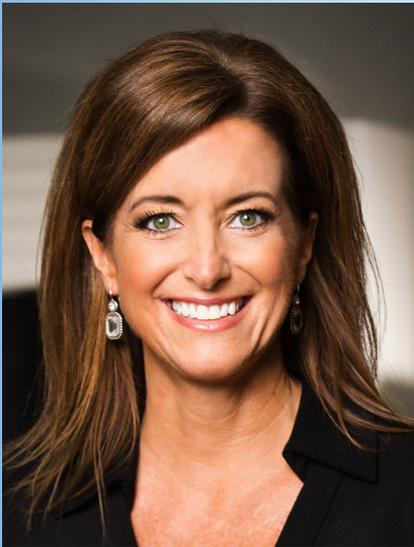


# CORPORATE PA SUMMIT

**11.15 - 12.00**

**EA CASE STUDY: BE A GATEWAY, NOT A  
GATEKEEPER, AND OTHER LESSONS FROM  
THE FRONT ROW**

**PEGGY GRANDE**



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 had a front row seat to history and got to know Ronald Reagan the man, not just the president.

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# CORPORATE PA SUMMIT

**12.00 - 12.45**

**BUSTING STRESS AND BOOSTING  
WELLBEING**

**DR ADRIAN MEDHURST**



Adrian is a psychologist, author and thought leader on a mission to optimise performance and wellbeing for people and organisations. Adrian's expertise extends from a doctorate in organisational psychology, over 10 years in corporate consulting, university lecturing and dedicated ongoing scientific study and practise in performance psychology, wellbeing science, organisational innovation and mindfulness meditation.

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# CORPORATE PA SUMMIT

**13.45 - 14.30**

**BEING THE BEST YOU: PERSONAL  
BRANDING AND HIGH-POWER  
COMMUNICATING**

**LISA O'NEILL**



Lisa is a well known speaker, presenter and MC. With 20 years experience in the fashion industry Lisa knows a thing or two about personal presentation and how to look your best.

She is passionate about people living big happy lives and regularly speaks and mentors people around the importance of their personal brand.

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# CORPORATE PA SUMMIT

**14.30 - 15.15**

**INSPIRATIONAL KEYNOTE ADDRESS:  
10 SECONDS OF COURAGE**

## **NADINE CHAMPION**



Nadine is a truly inspiring speaker, martial arts Sensei, author and entrepreneur. She is a thought leader on courage, strength & resilience. Her closing TEDx Sydney 2015 speech saw a packed audience rising to their feet to applaud her performance. Having herself faced some of life's biggest challenges such as cancer, she is an authority on facing fears and negotiating change.

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# CORPORATE PA SUMMIT

**15.45 - 16.15**

**BRINGING YOUR BEST SELF TO YOUR ROLE,  
EVERYDAY**

## **CORRINE SMIRK**



From the commencement of her career at the Australian Society of Accountants, to owning & operating her own franchise, Corrine has met many different personalities along the way.

In industries where there have been constant changes, Corrine has been committed to supporting her managers. Corrine will be able to share with you, how you can put your best foot forward at home and work.

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# CORPORATE PA SUMMIT

**16.25 - 17.10**

**LESSONS IN SELF-CARE FROM A HEART  
SURGEON'S QUEST FOR HER OWN HEALTH**

**DR NIKKI STAMP**



Dr Nikki Stamp is a heart surgeon, a champion for women and a strong advocate for the importance of self-care and work-life balance. One of only 11 female cardiothoracic surgeons in Australia, she holds a Bachelor of Medicine & Bachelor of Surgery with Honours from Uni of WA, & is a Fellow of the Royal Australasian College of Surgeons, specialising in cardiothoracic surgery.

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# CORPORATE PA SUMMIT

**WE HOPE YOU ENJOYED THE  
SUMMIT!**

**WE LOOK FORWARD TO YOUR FEEDBACK  
AND WE HOPE TO SEE YOU AGAIN IN 2019!**



**13-15 MAY 2019**  
CORDIS HOTEL, AUCKLAND



**30 JULY - 1 AUGUST 2019**  
HILTON SYDNEY



**5-7 AUGUST 2019**  
CROWN MELBOURNE

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