

ONE DAY.
A LIFETIME OF INSPIRATION.



CORPORATE PA
SUMMIT

VIRTUAL 25 NOVEMBER 2020

AUSTRALIA'S #1 PA SUMMIT, with the most relevant and cutting-edge topics
from the best speakers in the business.

ABOUT THE SUMMITS

The Corporate PA Summit provides only the very best, most relevant speakers for your industry. Join us online in November 2020, and network with hundreds of like-minded, career-focused EAs and PAs from all industries – a great place to share ideas and make new contacts.

You will feel empowered to affect change and implement your ideas within your workplace. You will acquire the skills to achieve greater recognition for your work, and you'll leave the event inspired, full of new ideas, new friends and many hints and tips from the experts.

"REALLY WELL PUT TOGETHER SUMMIT. EXCELLENT PRESENTERS. WIDE VARIETY OF TOPICS WHICH I CAN RELATE TO - NOT ONLY WORK LIFE, BUT PERSONAL TOO. REALLY BENEFICIAL." **ENERGY AUSTRALIA**



THE CALIBRE OF OUR SPEAKERS

We are proud to have attracted an amazing array of inspirational, talented people to speak at our summits, as you'll see below – and this year's line-up is set to be our best yet. From former foreign minister The Hon Julie Bishop to Simon Sinek's former chief of staff Monique Helstrom, the line-up is as diverse as it is brilliant.



THE HON JULIE
BISHOP





GROUP DISCOUNTS

Group discounts apply when you register three or more attendees from the same organisation at the same time. Group discount rates are as follows:

3-4 attendees: 10% | 5-7 attendees: 15% | 8+ attendees: 20%

SPECIAL RATES

Do you work for a not for profit, social enterprise or charity? We'd love to help you attend - please email bookings@thinktankmedia.net to discuss the best possible rate we can offer you.

SUMMIT PRICING

Attendance Type:	Early Bird (until 26 Oct 2020)	Full Rate (after 26 Oct 2020)
Main Summit Day	\$795 + GST	\$995 + GST
Main Summit Day and one masterclass	\$1395 + GST	\$1595 + GST
Main Summit Day and both masterclasses	\$1895 + GST	\$2095 + GST

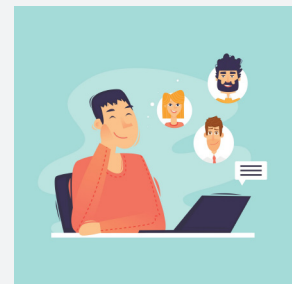
THANK YOU TO OUR MAJOR SPONSORS



SPONSORSHIP OPPORTUNITIES

Would you like to sponsor the Corporate PA Summit? We have some amazing value sponsorship options available for this event, at greatly reduced rates when compared to our physical events.

For full details, please visit www.thinktankmedia.net/sponsor, or email Cass at cass.davies@thinktankmedia.net



FOR ALL ENQUIRIES OR TO REGISTER, CONTACT:

Rhiannon Coen
ThinkTank Media
02 9555 5940
bookings@thinktankmedia.net

THE SUMMIT PROGRAM 2020

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.

All times are in Australian Eastern Daylight Time (AEDT)

8.30 Registration and welcome coffee

9.00 Official welcome and opening remarks from the MC

Jessica Strutt, *ABC Journalist and Presenter*

9.10 Keynote Address: Living with purpose and making your voice heard

The Hon Julie Bishop



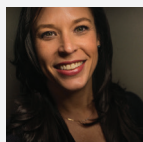
The Hon Julie Bishop served as Australia's Minister for Foreign Affairs from 2013 until her resignation in 2018. She was the first female to hold the role as well as the first female Deputy Leader of the Liberal Party, serving for 11 years. She was the longest serving Member for Curtin in the House of Representatives, elected in 1998 until 2019.

In her presentation, Ms Bishop will discuss the unique challenges and opportunities that face the modern EA in today's work environment, and in particular how you can ensure that your voice is heard and you are able to find real purpose in your work. Her presentation will show you how you can remain true to your values and reach your full potential.

The session will include a 20 minute 'in conversation with' Q&A, where you will be able to pose your own questions to Ms Bishop.

10.00 Relate. Communicate. Collaborate

Monique Helstrom, *former Executive Assistant (chief) to Simon Sinek, trainer and keynote speaker*



StrengthsFinder. DISC Assessment. Myer-Briggs. We may have taken these personality tests and have consequently learned about ourselves and how we observe and react to the world around us. What this also brings to light are our innate differences, including communication and listening

behaviours, ways of motivating or deterring, handling conflict or feedback, among so many others.

So how do we thrive and connect when surrounded by the spectrum of personality types within one organisation, team, or personal circle? How can we build solid teams, when no two people - and no two partnerships - are the same? How can you use your instinctive skills and natural abilities to establish your worth and grow in our position?

In her session, you will hear Monique Helstrom, former Chief of Simon Sinek, the New York Times Best-Selling author and TED celebrity, present the precise steps you can take to cultivate successful relationships with multiple personality types, thereby unlocking the secrets to increased productivity, efficiency, profits, resources, and harmony in our lives.

10.45 Morning break

11.00 Start with you – tune-in, step up and adapt

Belinda Brosnan, *Leadership expert and coach*



Before you even contemplate leading others, you need to have the courage and curiosity to lead yourself first. We know that 5 different generations are now operating in the workplace, meaning for PAs the ability to adapt and navigate different people is key. In this keynote, Belinda will have you "tuning-in" to shift out of autopilot to be adaptive in times of change and uncertainty. Feel fuelled rather than fatigued by the people stuff, learn to shift your influence up a gear, and build your adaptive intelligence muscle along the way!

- **RECOGNISE:** How to shift out of cruise control and work with discomfort, so you lead yourself consciously ensuring bias and blind-spots don't create self-sabotage.
- **STRATEGISE:** Human beings need safety, belonging and meaning. Recognise patterns of resistance and engage it to build stronger connections.
- **GALVANISE:** How to adapt, shift gears and get the buy-in of those you want to influence

11.45 The power of perspective - developing purpose, connection and performance mindsets

Ben Crowe, *high performance coach and mentor for women's no 1 tennis player Ash Barty*



Ben will take you on an inspiring and unexpected journey to discover the quirky and counterintuitive principles behind successful teams and leaders - unpacking authenticity, vulnerability, connection and storytelling.

Ben explains the power of purpose using stories from some of the world's most successful organisations, teams and athletes, and explains how a focus on gratitude, humility and humour can help achieve peak performance, avoid the distractions that typically sabotage performance and balance achievement with fulfilment.

Ben will challenge you deeply about your own perspectives towards themes such as:

- Expectation vs appreciation
- Resume virtues vs eulogy virtues
- Extrinsic motivation vs Intrinsic motivation
- Achievement vs fulfilment
- I vs we

12.30 EA Panel: Spotlight on communication

Samantha Webb, *EA to the CEO at Beyond Blue*

Carmel Bond, *EA at Grocon and founder of the Melbourne EA Group*

Kate Brownscombe, *EA team leader at EY*

How we communicate has changed on so many levels. EAs need to use communication to cultivate trust and respect in relationships, to be productive and reliable, but are under more pressure than ever. Our panel will discuss how they communicate clearly, regardless of what their external environment looks like.

13:00 Lunch break

13.45 Productivity and self-care - an unlikely duo

Nick Ginsburg – executive assistant to the provost and senior vice-president at Monash University



Nick's passion for his role as executive assistant at Monash University, is only matched by his enthusiasm to share his experience and wealth of knowledge to help others.

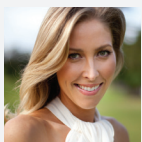
Productivity is a particular strength and interest of Nick's; however, not simply through the lens of output or efficiency, but also how you can ensure increased productivity leads to improved self-care. We don't often think of productivity and self-care together, but they are a marriage made in heaven. Over the years, productivity has received a bit of a bad rap, often seen as a tool for management to increase workload and profits. Sure, this can happen, but productivity is so much more than that.

In this session, Nick will share:

- Easy tips and tricks to increase your productivity
- How to use your increased productivity as a self-care tool
- Productivity tools to help reduce stress, be present and focus on the tasks you love

14.15 Emotional agility and resilience for the modern EA

Chelsea Pottenger – Founder of EQ Minds, internationally accredited mindfulness and meditation practitioner, and R u Ok? ambassador



What do you wish you could change about your brain? Do you wish to have a stronger sense of calm, less anxiety and be less reactive? Do you wish you were equipped to come up with solutions under pressure? Maybe to have a stronger memory, or be a more creative thinker? Perhaps it is a combination of a few. Then you can't afford to miss this keynote dedicated entirely to your mental wellbeing.

As an ambassador for mental health charities, Chelsea's greatest passion is the development of mental resilience. She draws on her insight into brain science to show you how to prioritise your wellbeing, whilst harnessing peak performance and productivity. Chelsea will provide tips, hacks and mindset shifts that can be applied at work and home, and she will show you:

- Valuable tools to become more resilient, powerful and perform at your best
- How to break negative feedback loops when we get caught up in stress or worry
- Neuroscience behind clinical habituation and discipline
- Neuroscience behind meditation, along with positivity, empathy and compassion
- Mental health: Spotting signs and symptoms within yourself, your peers and your family
- Personal rituals and non-negotiables
- Mindset shifts for mental fitness

15:00 Afternoon break

15.15 EA Panel: Networking and personal brand focus

Sarah Tabboush EA to VP at ServiceNow and founder of Sassy Assistants

Rhiannon Ward, former EA to the founders at Canva

Laura Price, EA to the CEO at PeopleCare

2020 has seen a shift in how we network and interact, and there certainly isn't a one size fits all solution. Combined with an increase in digital interaction, our digital footprint and personal brand has never been more critical. Join our panel as they share their insights on networking and personal brand for the modern assistant, and how you can flourish regardless of your personality or interaction type.

15.45 Your confident self

Dr Louise Mahler

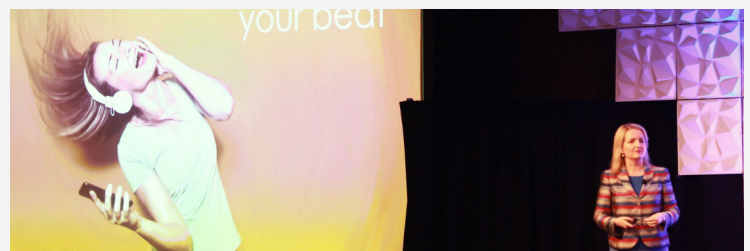


You can't buy confidence. But we need it every day in critical PA engagements, not only because it is good for you as an individual but because it is the key to building trust in others. In fact, the two words 'confidence' and 'trust' are the one word combined in most European languages.

And it does not evolve from simple integrity of mind. You have to exude it. You have to know what you are doing physically and vocally, plus how you are thinking. Then you practice bringing your very best to every engagement. There is no replacement for excellence.

Dr Mahler takes no prisoners in her hilarious, interactive presentation that is full of practical takeaways for building credence and genuine confidence. In the new world, there will be those who get it and achieve success and those that don't. Get on board and be one that does.

16.30 Closing remarks from the chair



"I LOVED THE CONTENT - INSPIRING, MOTIVATIONAL SPEAKERS ON A WIDE RANGE OF TOPICS, BUT ALL INTERCONNECTED."

EA, STRUCTEX HARVARD

"MY FIRST EXPERIENCE AT THE SUMMIT HAS BEEN BEYOND MY EXPECTATIONS. THANK YOU TO THE WHOLE TEAM."

EA, EY

PRE-SUMMIT MASTERCLASS 2020

VIRTUAL MASTERCLASS
TUESDAY 24 NOVEMBER
2020

OVERCOME THE OVERWHELM

LAUREN PARSONS



ABOUT YOUR MASTERCLASS

This masterclass will help you get out of the 'overwhelm trap', showing you how to regain control, boost resilience and super-charge your productivity so you make the most of every day.

Learn exactly how to juggle the multiple demands of life, work and family, while staying in control. Enjoy extraordinary energy and vitality throughout the day. Strengthen your communication skills to set boundaries that keep you in-balance. Transform the way you approach and structure your life and workflows so you achieve much more in less time, regain balance and experience more joy and satisfaction.

Designed exclusively for EAs and PAs, this is a must-attend session for any busy admin professional who wants more personal and professional success.

8.30 Registration and welcome coffee

9.00 Session 1 - Secrets to Remaining Resilient and Highly Energised

Discover the essential (but not often used) daily routines that set the foundation for your mental, physical and emotional wellbeing. Uncover the secrets to massively strengthen your energy, focus and resilience so you perform at your best.

- Learn the worst way to start your day and what to do instead
- Discover how to 'win the day' from the moment you wake
- Discover the negative consequences of poor sleep and how restorative sleep enhances every system in your body and brain
- Improve cognitive performance and decision-making ability by establishing daily routines that will boost your vitality
- Learn how to engage in deep restorative sleep and wake up feeling refreshed and energised ready to perform at your peak

11.00 Session 2 - Overcome the Overwhelm

This session will help you carve a pathway through the overwhelm and show you how to get the most important things done each and every day. You'll massively boost your effectiveness and remain cool calm and collected, even on the busiest of days. You'll discover:

- The biggest mistake that makes you lose hours every week
- How clarity around what is truly important will transform your decision making ability
- Exactly how to overcome the 'tyranny of the urgent' and get the right things done
- How to carve out time for yourself to increase your resilience
- The critical mindset shift and practical steps to ensure you take regular time to recharge – completely guilt free
- How to create a calm, positive atmosphere in which you can thrive
- The steps to reduce anxiety and be confident and centred within seconds, regardless of what's going on around you

13.30 Session 3 - Super-charge Your Productivity

Imagine being so productive and focused, you achieve all your key tasks in less than a standard workday and head home early, completely satisfied and feeling ahead of the game, ready to spend quality time with your loved ones. Packed with practical time-saving tips to reduce stress and help you achieve more with less time, this session can help make that a reality.

- Understand the best places to focus your time and effort to live life the way you really want
- Discover a revolutionary way to plan and schedule your week
Maximise your productivity by mastering daily success planning so your highest objectives are never missed
- Uncover productivity techniques that top-performers use to create more freedom and flexibility
- Work smarter not harder and gain hours back every week
- Learn the best time-savings tips, hacks and strategies for both home and work

15.30 Session 4 - Set Boundaries, Say No, Get What You Want

Master the skills of confident, positive and assertive communication to significantly improve the quality of your interactions and both your personal and professional relationships.

- Discover the most common communication mistake you make and how to avoid it
- Learn the fundamentals of assertive communication to calmly and respectfully ask for what you really want and need
- Learn a new way to approach difficult conversations and the non-confrontational way to change the way people treat you
- Establish positive boundaries that create more freedom
- Be able to say no, guilt-free
- Come away equipped with practical strategies you can use immediately in your personal and professional life

16.30 Close of masterclass

POST-SUMMIT MASTERCLASS 2020

VIRTUAL MASTERCLASS
THURSDAY 26 NOVEMBER
2020

UNLEASH YOUR FULL POTENTIAL AND BECOME THE BEST VERSION OF YOU

SASHA DUMARESQ



ABOUT YOUR MASTERCLASS

Most people will never have the courage to express their true self and even fewer get to truly connect with their centred self. Start today by giving yourself the gift of discovering powerful tools and techniques that allow you to bring your whole self to work and to live life with more meaning, simply by being authentically you.

By joining this masterclass you will start to experience the clarity and confidence that comes when you connect to yourself at your core, you'll learn what drives your decisions, and of those around you. You will begin to see how your life can be deeper and more fulfilling, and as a result, you'll become much more effective at work and in your personal life.

8.30 Registration and welcome coffee

9.00 Session 1 - Get to know YOU better than before

In this first session we get curious about what shaped your beliefs, values, and behaviour. When you understand this, you have the power to choose a new experience of the world, today.

- The principles of self-esteem and how to live them
- The mindset shifts we can make to get what we truly want
- How focusing inward can help your relationship with yourself, your colleagues and your loved ones
- Let go of what's holding you back, propel yourself forward on your terms

10.30 Morning break

11.00 Session 2 - Keep the power, live consciously and create effective boundaries

Boundaries give us a sense of where we begin and end and show others how to interact with us. A lack of healthy boundaries can lead to pain, anger and resentment; we effectively give our power away. Creating clear boundaries communicates what's important to us which improves the quality of our relationships and enjoyment in our daily lives.

- Boundaries vs. rules, and how they're vastly different
- Realign and focus on what you gain from having clear boundaries
- Remove unwanted emotional charge and choose harmony instead
- Learn to recognise when the world around you is leaving clues
- Choose to live consciously instead of living on automatic

12.30 Lunch

13.30 Session 3 - The secret to life-long joy - that you can give yourself

Many adults have a fractured relationship with meeting their own needs. Often, we try to meet our needs externally through work, friendships, family and partnerships only to find ourselves lacking. Learning to connect to, and appreciate, our internal needs is vital to our ongoing happiness and fulfilment.

- Our internal and external worlds, and how they're worlds apart
- How to quit elevating others' needs before your own
- Identify and connect to your desired needs resourcefully
- Learn the secrets to living a most connected life

15.00 Afternoon break

15.30 Session 4 - Colour your emotions, colour your life

Emotions shape our existence every day. In this session we'll delve into the wonderful, multi-coloured world of emotions. It's time to step into your personal power and feel the way you want to feel.

- Discover the emotional spectrum and how to access all of your emotions
- Learn how to communicate the rich language of emotions congruently with your words, emotions and body
- Open up emotions you may not have felt in a while to bring joy and healing
- Create healthy emotional connections by being clear on your emotional needs

16.30 Close of masterclass

This masterclass will equip you with the awareness and areas of focus required for you to live your best life. You are truly worthy of the most spectacular life you can imagine.



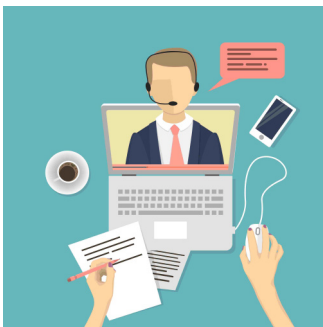
HOW TO REGISTER

To register for the Corporate PA Summit, please visit www.thinktankmedia.net/virtual and click 'Book Now'. Alternatively, please feel free to contact us directly at bookings@thinktankmedia.net, or by phone on 02 9555 5940

WHAT'S INCLUDED IN YOUR TICKET?

Despite the 2020 summit running virtually, rather than in-person, we have packed the summit full of all of the usual experiences you have come to expect from a ThinkTank summit, including networking opportunities, the ability to ask questions of the speakers, and lots more. Here is a snapshot of what you can expect:

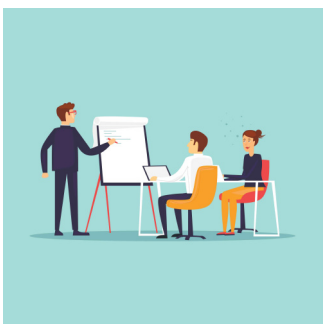
SUMMIT DAY ONLY



From free webinars to virtual prize draws, this year's PA Summit is the best value ever! Here's a taste of what you can expect:

- Live streamed access to all speaker presentations and panel discussions
- Complimentary access to 6 months of ThinkTank Online webinars
- Virtual breakout rooms during summit breaks to network with other attendees
- Access to speaker presentation recordings for two weeks post event
- Copies of speaker presentation slides post event
- Live polling surveys
- The ability to share your details (or not!) with other delegates and speakers

SUMMIT DAY PLUS ONE OR BOTH MASTERCLASSES



If you also choose to book one or both of the masterclasses, you will get to enjoy all of the above on the summit day, but also:

- Live streamed access to the masterclass(es)
- The ability to use video on your masterclass day(s)
- One-on-one access to your masterclass facilitator
- The ability to network with and share contact details with all masterclass participants
- A comprehensive, tailored workbook for each masterclass

VISIT WWW.THINKTANKMEDIA.NET/VIRTUAL FOR FULL DETAILS AND TO REGISTER

**FOR ALL
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