

ONE DAY.
A LIFETIME OF INSPIRATION.



CORPORATE PA
SUMMIT

VIRTUAL 25 NOVEMBER 2020

YOUR SUMMIT WORKBOOK



THE CORPORATE PA SUMMIT

Thank you for attending the Corporate PA Summit, delivered online in 2020 for the first time in its 16 year history. We're really looking forward to bringing you a day full of inspiration, motivation and new ideas, and we are sure that you will leave the summit today feeling invigorated, energised and ready to take on the world in 2021.

THANK YOU TO OUR SPONSORS



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★ IAN Illawarra Assistants Network

Nicke Ginsburg

Door20a

Gassy Assistants



25 NOVEMBER 2020
VIRTUAL

A MESSAGE FROM THE ORGANISERS

Dear attendee,

Thank you for attending the Corporate PA Summit, delivered online in 2020 for the first time in its 16 year history. We're really looking forward to bringing you a day full of inspiration, motivation and new ideas, and we are sure that you will leave the summit today feeling invigorated, energised and ready to take on the world in 2021.

It's been a tumultuous year, and each and every one of us attending today will have had their work environment, perspective or ways of working impacted in some way by the events of 2020. Today, we'd like to look forward, to embrace new ways of working, seize opportunities as they present themselves and make sure that you remain at the top of your game into 2021 and beyond.

Throughout the day, you will have lots of opportunities to network with other attendees, to ask questions of the speakers, to participate in polling and of course to chat to our sponsors – please feel free to interact as much as you'd like.

We look forward to meeting you online and of course, look forward to your feedback.

The Team at ThinkTank Media

THE SUMMIT PROGRAM

08.30 Registration and Welcome Coffee

09.00 Opening remarks from the chair

JESSICA STRUTT

09.10 OPENING KEYNOTE ADDRESS:

Living with purpose and making your voice heard

THE HON JULIE BISHOP

10.00 Relate. Communicate. Collaborate

MONIQUE HELSTROM

10.45 Break

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

BELINDA BROSANAN

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

BEN CROWE

12.30 EA Panel: Spotlight on communication

MICHELLE BOWDITCH (MODERATOR)

SAMANTHA WEBB

CARMEL BOND

KATE BROWNSCOMBE

THE SUMMIT PROGRAM (cont.)

13.00 Lunch break

13.45 Productivity and self-care - an unlikely duo
NICK GINSBURG

14.15 Emotional agility and resilience for the modern EA
CHELSEA POTTENGER

15.00 Break

15.15 EA Panel: Networking and personal brand focus
MICHELLE BOWDITCH (MODERATOR)
SARAH TABBOUSH
LAURA PRICE
LAURINDA MOORE

15.45 Sponsor prize draws

15.50 Your confident self
DR LOUISE MAHLER

16.35 Closing remarks from the chair

JESSICA STRUTT



Jessica Strutt is a journalist and presenter of ABC Radio Perth's FOCUS program. Jess worked as a political reporter in Western Australia for more than a decade. She joined ABC News Perth more than six years ago, after two years out of journalism working as a senior media adviser in government.

Prior to making the switch to a full-time radio role with ABC, she was ABC TV/radio chief political reporter in Western Australia. She started her journalism career as a print reporter, which included five and a half years with The West Australian. At WA's daily newspaper she covered State politics for four and a half years, before taking on the social and Aboriginal affairs round which had her travelling to many remote spots across the State.

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.

As Foreign Minister, Ms Bishop was responsible for strengthening Australia's key strategic and economic relationships with Ministerial responsibility for more than 5,000 departmental staff, 110 overseas missions as well as government agencies Australian Secret Intelligence Service and Australian Centre for International Agriculture Research.

In a political career spanning over 20 years, Julie also served as Minister for Education, Science and Training, Minister for Women's Issues and Minister for Ageing.

MONIQUE HELSTROM



Monique is passionate about helping both visionaries and those that support them understand their essential and unique role in making great ideas - and great partnerships - come to life. For the past 21 years, Monique has methodically moved projects, products, campaigns, events, and entire businesses from concept to reality.

Monique knows inspiration only comes to life if there is a good process to back it up and thus has perfected the art of making things happen. After nearly a decade as the Chief of Simon Sinek, New York Times Best-Selling author and TED celebrity, Monique now uses her unique set of skills and experiences to build, organise, and manifest her clients' and partners' dreams.

BELINDA BROSNAN



While Belinda has an ability to make even the likes of Jack Sparrow feel at ease in the midst of a Caribbean hurricane, don't be fooled by her down-to-earth, 'calm-in-a-crisis' personality. Bubbling just beneath that cool and collected surface is an intense desire to make a difference.

She wants the work we do to matter, as individuals, as organisations, and citizens of the world. And she most loves to work with organisations that feel the same.

Belinda has led leadership development programs for The Hunger Project in Uganda, Senegal, Malawi and India, and was the QLD Telstra Business Women's Awards winner for Start-Up in 2015. Add to this Belinda's credentials in executive coaching, conversational intelligence and NeuroLeadership and she's got a lot to give.

BEN CROWE



In a world crying out for purpose, connection, confidence and perspective, Ben is arguably one of the most important and inspiring speakers of our time.

Now as a leadership mentor, life coach and adviser, Ben works closely with business leaders, Federal Governments, coaches and athletes across the globe explaining how authenticity, vulnerability and storytelling can create not only an amazing culture and competitive advantage - but also create a life that balances achievement with fulfillment. As a renowned expert in developing connection, Ben will take you on an inspiring and unexpected journey to discover the quirky and counter-intuitive principles behind successful teams and leaders - unpacking purpose, connection and performance mindsets.

**EA PANEL
DISCUSSION**

12:30 - 13:00

*EA PANEL DISCUSSION:
SPOTLIGHT ON COMMUNICATION*



**MICHELLE
BOWDITCH**

Founder of Door20a



**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

NICK GINSBURG



Nick Ginsburg is a passionate and innovative executive assistant, speaker and community leader. He is the Executive Assistant to the Provost and Senior Vice-President at Monash University and is the Co-Founder of the Global Fireside Series.

Productivity, innovation, and relationship building are his strengths and passions. Nick thrives off helping people, and in particular executive assistants, by bringing them together to share their knowledge and grow in their careers.

CHELSEA POTTENGER



Chelsea is an international keynote speaker and a leading authority on productivity, mindfulness and motivation. She is the proud ambassador for mental health charities including R u Ok? and The Gidget Foundation.

For 12 years, Chelsea worked in the corporate world as a general manager and then a life adversity happened. After her life reboot, Chelsea has commenced her studies towards a PhD in Psychology.

Her clients range from the 4 big banks, to tech companies like eBay and uber, Estee Lauder and The Australian Defence Force to name a few. She is regularly featured on sunrise, ABC, 2GB and channel 9.

**EA PANEL
DISCUSSION**

15:15 - 15:45

*EA PANEL DISCUSSION:
NETWORKING AND PERSONAL BRAND FOCUS*



**MICHELLE
BOWDITCH**

Founder of Door20a



**SARAH
TABBOUSH**

EA to VP at ServiceNow and founder of
Sassy Assistants



LAURA PRICE

EA to the CEO at PeopleCare



LAURINDA MOORE

Executive Assistant to Chairman, IAG

DR LOUISE MAHLER



Louise's inimitable style and deep insight in her field are shared in keynotes and coaching internationally, where high-stake leadership beckons. A foremost expert in body language, voice and emotion, Louise has a PhD in business, and degrees and masters in organisational psychology as well as music. Her skills as a master practitioner in Neuro-Linguistic Programming pull together her academic study and years of professional performance on the European opera stage to put her in a league of her own.

In the process of completing her award-winning PhD, Louise observed a 'missing ingredient' in corporate leadership around the unsung wisdom of the mind-body-voice connection she calls Vocal Intelligence.

