



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



# **CORPORATE PA SUMMIT**

**14 SEPTEMBER 2021, VIRTUAL**

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

## ABOUT THE SUMMITS

The Corporate PA Summit provides only the very best, most relevant speakers for your industry. Join us virtually in September 2021, for the biggest EA / PA event in Australia, attracting 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**



## A SELECTION OF SPEAKERS



The Corporate PA Summits attract an amazing array of inspirational, talented people to speak at our summits, and the 2021 line-up is no exception.

From OzHarvest founder and CEO, Ronni Kahn, to Antarctic Exhibition leader Rachael Robertson and wellbeing expert Dr Adrian Medhurst, the summit is packed with diverse, inspirational speakers, designed to help you take your career to the next level.



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**OTHER  
THINKTANK  
EVENTS**

The Corporate Health & Wellbeing Summit is held each year in Auckland and Sydney.

This inspirational high-level summit focuses exclusively on improving productivity and business performance through a healthy, happy, inspired and invigorated workforce.

**FOR ALL  
ENQUIRIES OR  
TO REGISTER,  
CONTACT:**

Lauren Hindmarsh  
ThinkTank Media  
**02 9555 5940**  
[bookings@thinktankmedia.net](mailto:bookings@thinktankmedia.net)



# THE SUMMIT PROGRAM 2021

The summit is packed equally with information, inspiration and motivation essential to the EA role. 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.



## 8.30 Registration And Welcome Coffee

### 9.00 Official Welcome And Opening Remarks from the Chair

*Blythe Rowe*

### 9.10 Keynote Address: How to live a brave and courageous life

*Ronni Kahn AO, Founder and CEO of Oz Harvest*



One person can make a difference – That person can be you! Join our opening keynote Ronni Kahn AO, social entrepreneur and passionate and authentic leader as she inspires and motivates us all to be brave, authentic and courageous. Ronni's message is a very powerful, personal and inspirational one, showing us how any one person can:

- Overcome imposter syndrome and learn to trust yourself
- Make the best of every situation that life throws at you, even the unexpected ones
- Unlock your hidden purpose at the core of your life
- Own your innate leadership qualities to support yourself and others
- Build your confidence and embrace your inner strength and resolve

### 10:00 Two minute moves with Lizzy Williamson

### 10.05 Work-Life Agility: Optimising wellbeing and performance in work and life

*Dr Adrian Medhurst - wellbeing and peak performance expert, co-founder of Benny Button*



The relationship between wellbeing and performance is clear and undeniable. People perform better when they are well. When wellbeing drops, so too does performance. It's also true that work affects life, and vice versa. Putting this puzzle together we can recognise that wellbeing and performance as well as work and life are all interdependent. What affects one, affects the others. In this session Dr Adrian will help us focus on the science-based principles and practices that everyone can learn.

- Fluid or fixed – Explaining the science and data showing predictable dynamics of wellbeing and performance in work and life
- Work-Life Agility – A future-focused capability upgrade to the unmet promise of work-life balance
- Practice makes progress – Practical steps to improve the awareness, decisions, and actions that strengthen and sustain work-life agility over time

## 10.50 Morning Coffee Break

### 11.20 The Strategic PA

*John Hale - strategy expert and author*



As a PA, there are times where you can become the most powerful person in the room.

This referent and at times, legitimate power must be handled with care. Less enlightened PAs can unwittingly abuse such power to reward some and subtly punish others. The Strategic PA leverages such moments to gain critical knowledge, reaffirm their integrity and advance their value to their organisation.

John Hale is The Strategy Guy and the author of three popular books on strategy. In this entertaining and insightful presentation, John will share lessons learned from his thirty years as a strategy consultant, working closely with executive teams and assistants across multiple industries.

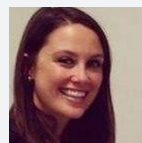
John will discuss the roles power, strategic thinking and ethics play in becoming a Strategic PA.

- Learn how to best support the strategic efforts of your organisation.
- Understand the fundamental ethical principles needed for an EA role and beyond.
- Plot your career goals on your very own life-event timeline.

### 12:05 A practical mindful moment with Sabina Vitacca

### 12.10 Powerful Partnerships: Creating Connection and Support

*Joanne Sanders - Executive Assistant to the Managing Director at the ABC*



Successful Executive Assistants create powerful partnerships with their executives while also nurturing all relationships within the business.

In an ideal world, you support and you are supported. In this session, Joanne will share what has made her an invaluable support to those she works with at the ABC by

- Using your skills and agility to embrace change as an EA to support your executive
- Asking for help and owning any mistakes or oversights
- How to embrace mentoring and your networks, either as the mentor for other EA's, or as the mentee



## 12.40 Lunch Break

### 13.40 Creating opportunities for leadership within your role

*Rachael Robertson – leadership expert and author*



Rachael is a proven leader: having successfully led in the world's toughest workplace – Antarctica. She is recognised internationally for her thought-leadership on what great leadership actually looks like.

Rachael's story is one of an ordinary person doing extraordinary things.

She has a unique ability to connect with all kinds of people and inspire with her story to help them to make the most of their lives.

Rachael's presentation will focus on what it takes to become a leader within your organisation, even without the leadership job title. In this session, you'll learn about:

- 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
- Build respect and look after yourself with open communication and No Triangles
- Engaging support from your manager and across the business for your leadership initiatives
- Why it's better to regret what you did, than regret what you didn't do

## 14.25 Two minute moves with Lizzy Williamson

### 14.30 Thriving through change

*Blythe Rowe, human performance expert*



In this session, Blythe will recap some of the key messages delivered in the summit so far, and help you put them into the context of your own workplace and personal situation.

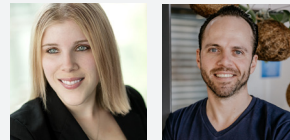
Dr Adrian Medhurst will join this discussion, following on from his earlier session.

He will share insights into the wellbeing levels from the audience, how we can check in regularly with each other and support wellbeing actions of our networks, and how to make this a normal part of the flow of work and life.

## 15.00 Afternoon Tea

### 15.30 Prioritising Important vs. Urgent - A challenge for the EA and Exec partnership in 2021

*Janice Parker (EA) and Marcus Swanepoel (CEO)*



Due to unprecedented changes happening over the last 18 months, many of us feel like our priorities are constantly evolving and urgent requests are dominating over important business goals.

We will be joined by the powerful combination of Executive Assistant Janice Parker and her Chief Executive Marcus Swanepoel of leading global cryptocurrency company, Luno, as they answer your questions.

- Assess priorities to incorporate key objectives rather than just immediate issues
- Focus on the fundamentals of business and team culture, and diversity and inclusion
- Support the company mental wellbeing in high-pressure situations

### 16.00 Mindset Mastermind: Tools for mental agility

*Kieran Flanagan – behaviour expert, author and thought leader*



As an EA, tomorrow's competitive advantage is all in your mind! The metric for high performance is now mental agility and the ability to change the way we think.

EAs need the ability to think, un-think, re-think and most critically out-think the challenges we find ourselves and our workplaces facing!

Brain training may have increased our processor speed, but now we also need to update our cognitive and change coping software. Full of tips, tools and new ways to approach and solve problems, Kieran reminds us all that, "If we think the same as we always have we'll get the same ideas we've always gotten." She will show you how to

- Increase your ability to change the game by changing your frame of reference
- Gain skills that encourage creative & critical thinking
- Develop a mindset that helps you think on your feet and be more proactive and solution-focused
- Learn tools that help you bring better ideas to the table

### 16.45 Closing Remarks From The Chair

# PRE-SUMMIT MASTERCLASS 2021

**VIRTUAL**  
MONDAY 13 SEPTEMBER 2021

## COMMUNICATIONS MASTERY: READ THE ROOM

KIERAN FLANAGAN



### ABOUT YOUR MASTERCLASS

Have you ever wished you could find the right language to really connect with someone? Or wanted to better understand someone on the other side of the table? Wanted to have more influence and be a better persuader?

Kieran Flanagan's workshop will teach you the Default Thinking Frames which are a distillation of Jung, Myers Briggs, DISC and Glynn Braddy's work. However, unlike typical archetype systems, it is FAST! It helps you quickly read & connect to the room without asking the people in it to take a test.

This is great for anyone who needs to be more persuasive, influential or effective. It will allow you to better understand, connect and frame things in a way others can buy into.

### WHAT YOU'LL LEARN

- The Default Thinking Frame you rely on most heavily
- How to "read" those around you through their language & behaviour
- Exercises that help you to frame your value in terms of their values – aligning your default with theirs
- A new sense of communications mastery and an ability to see the behavioural "matrix"

### OUTCOMES AND TAKEAWAYS

- A framework for evaluating the values hierarchy and communications biases in yourself and those around you
- Tools to help you rapidly build rapport with others
- Awareness of visual, behavioural and linguistic cues that help you read the room
- Increased confidence and self-awareness and a greater capacity to influence, persuade and sell!

### ABOUT YOUR FACILITATOR, KIERAN FLANAGAN

Kieran Flanagan is the Co-Founder and Chief Creative Officer at the Impossible Institute™, a strategic think-tank that helps organisations think differently and not just cope with change, but to lead it. She is a speaker, trainer and author.

A rare female leader in the world of MadMen, Kieran was also of the youngest Creative Directors to lead an award-winning advertising agency. She was the strategic and creative mind behind the most successful product launch in Australian history, has headed up Australia's premiere creative school, won awards all over the planet for her thinking and effectiveness and is on the faculty at Thought Leaders International.

Kieran regularly writes for Success and CEO magazines in the US and has had her thinking published in over a hundred titles all over the globe. Her mission is to keep human beings relevant in the coming age of automation



# POST-SUMMIT MASTERCLASS 2021

VIRTUAL  
WEDNESDAY 15 SEPTEMBER 2021

## UNLOCK EVERYDAY EFFICIENCIES AND UNLEASH YOUR PRODUCTIVITY

SAMANTHA GARRATT



### ABOUT YOUR MASTERCLASS

Have you noticed that technology has the potential to be either a great tool for boosting your efficiency and productivity...or a massive source of wasted time and frustration? And that it has an uncanny ability to make you feel overwhelmed and out of your depth – just when you think you’ve got it all figured out?!

Here’s the thing. Tech tools like to keep secrets! Their most powerful features are usually hidden below the surface. Many people spend years using the same tools every day and never discover the sources of efficiency and productivity lurking in their depths.

You’ve heard the saying ‘you don’t know what you don’t know’, right? Well it’s time that you do know what you don’t know!

### 8.30 Registration and welcome coffee

### 9.00 Session 1 - Working together effectively: together or apart!

If you’re like most EAs and PAs who experienced 2020, you’ve had to quickly adapt to working with your exec and your colleagues in new ways.

At times you’ve probably felt a little overwhelmed and out-of-your depth. Like when you were struggling to figure out yet another video calling platform (can’t they all just use the same one!??) or grappling with keeping your boss on schedule from your kitchen table.

To kick off our masterclass, you’ll build confidence and competence in using the tech tools you have at your fingertips (and maybe a few more!) to work together effectively no matter where you are – together or apart!

### 10.30 Morning coffee break

### 11.00 Session 2 – Under the inbox: unlock the full efficiency-boosting power of your email tool

You spend so much time managing email, just think what it could mean if you found new hidden efficiencies in your email tool!

In this session we’ll explore under the hood of Microsoft Outlook and Gmail to uncover features that will save you time and take your email management to a whole new level. Inbox Zero here we come!

### 12.30 Lunch

### 13.30 Session 3 – Beyond the inbox: Master communication, connection and collaboration in a team chat environment

Team chat tools like Slack, Microsoft Teams & Google Chat are definitely the ‘new black’! Most days it probably feels like you’ve got ten chat conversations on the go at once, trying to make sure you don’t send the wrong message to the wrong person (we’ve all done it!). All while still having multiple inboxes to keep under control – it’s enough to make even the most tech savvy feel a little overwhelmed. In this session, we’ll explore all the features that you need to know to master team chat and prevent it from being a productivity killer.

### 15.00 Afternoon tea

### 15.30 Session 4 – Optimising your personal productivity, efficiency and organisation

Your time and energy are precious resources – ones we all wish we had more of! While this session won’t give you more time or energy (sorry about that!), it will provide you with tips, tricks and strategies for using them in ways that optimise your personal productivity, efficiency and organisation. Which means that you can spend less time wishing you had more time and energy, and more time spending your energy on the things you love.

Note: This masterclass will be an interactive, hands-on learning experience. To get the most from the workshop, please bring along a laptop. The masterclass content will be tailored further to delegate’s needs both prior to and during the workshop.

### 16.30 Close of masterclass



## REGISTRATION FORM

To register for the Corporate PA Summit, please complete and this form and email it to Lauren at [bookings@thinktankmedia.net](mailto:bookings@thinktankmedia.net).

If you would like to register over the phone, please call 02 9555 5940. You can also register online for groups of up to ten, at [www.thinktankmedia.net](http://www.thinktankmedia.net)

## YOUR CONTACT DETAILS

Name \_\_\_\_\_ Position \_\_\_\_\_  
Company \_\_\_\_\_ Email \_\_\_\_\_  
Mailing Address \_\_\_\_\_  
Phone \_\_\_\_\_ Mobile \_\_\_\_\_

## YOUR SUMMIT PREFERENCES

- ☐ **SUMMIT (Virtual)**  
\$995 + GST
- ☐ **SUMMIT & ONE MASTERCLASS (Virtual)**  
\$1695 + GST
- ☐ **SUMMIT & BOTH MASTERCLASSES (Virtual)**  
\$1895 + GST

## MASTERCLASS OPTIONS

- ☐ **Communications Mastery: Read the room**
- ☐ **Unlock everyday efficiencies and unleash your productivity**

## PAYMENT OPTIONS

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- ☐ Please send a credit card payment receipt

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BSB: 012 227  
Account #: 4978 36793

- ☐ **CHEQUE** (please make payable to ThinkTank Media Pty Ltd and mail to PO Box 416, Balmain NSW 2041)

### Cancellation Policy and Terms & Conditions

For full terms and conditions including cancellation policy, please visit [www.thinktankmedia.net/terms](http://www.thinktankmedia.net/terms)

**EARLY BIRD RATES - valid until 27 August 2021**