



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



**CORPORATE PA
SUMMIT**

**21 SEPTEMBER 2021, VIRTUAL
NEW ZEALAND'S #1 PA SUMMIT**

ABOUT THE SUMMIT

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 New Zealand, 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 WONDERFUL SUMMIT. THE QUALITY OF THE SPEAKERS BLEW ME AWAY. THANK YOU!" EA, PORT NELSON



A SELECTION OF SPEAKERS



JACQUI
MAGUIRE



DR PAUL
WOOD



SACHA
COBURN



DIGBY
SCOTT

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.

The summit is a long-lasting investment in your professional and personal development, designed to help you take your career to the next level.



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Rhiannon Coen
ThinkTank Media

bookings@thinktankmedia.net



THE SUMMIT PROGRAM 2021

The summit is packed 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. The summit program will empower you to make a key difference in both your professional and personal life, to enrich and revitalise your career.



8.30 Summit Registration

9.00 Official Welcome And Opening Remarks from the Chair

Claire Turnbull

9.10 Keynote Address: Regain control, finding calm in any storm

Jacqui Maguire



The remit of an EA is as long as it is varied. The boundaries between office and home are blurred, and in recent years, technology has meant the days start earlier, and finish later. We feel the expectations of others bearing down on us, but sometimes, the expectations we put on ourselves are the harshest. Is it any wonder that stress related health issues are on the rise?

Our mental health is fluid, meaning people may find themselves coping better on some days than others. Even faring better in some moments than others. Regardless of where you currently sit on the spectrum or the particular challenges you are facing, we can all benefit from prioritising our wellbeing. Jacqui is a renowned clinical psychologist passionate about mental health and wellbeing.

In this session, Jacqui will share her advice based on psychological science in an accessible way to help you thrive by adjusting your mindset, recognising your inner critic, and embracing healthy coping mechanisms.

10.00 Mindset Mastermind: Tools for mental agility

Kieran Flanagan



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. EA's need the ability to think, un-think, re-think and 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.

In this exciting and thought provoking presentation, we will explore how we drive more creative problem solving, success by design and advance innovation on purpose – deliberately, consistently and congruently. 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
- Learn tools that help you bring better ideas to the table

10.45 Morning Break

11.15 Powerful Partnerships: Creating connection and support

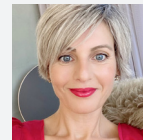
Zoë Robinson - EA to the CEO at nib nz

Kelly Warton - EA to the Directors at the Donovan Group



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 panel session, Zoë Robinson and Kelly Warton will share how they help deliver on business strategy by:

- Using your skills and agility to lead 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 EAs, or as the mentee

11.45 The Strategic Assistant

Alicia McKay



Executive assistants are a critical part of the strategic puzzle in any organisation. As an EA, you have an unprecedented view of your business, including how all the moving parts fit together.

Strategic leadership expert Alicia McKay will share her insights on how to become more strategic in your work, including:

- How to take a more strategic perspective for solving tricky problems
- Building your confidence and flexibility in an uncertain environment
- How to ask better questions – to get better answers!

12.30 Lunch Break

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

EA, EY

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

EA, STRUCTEX HARVARD

13.30 Inspirational Keynote: The power of positive thinking

David Downs – Business Leader, Senior Government Official, Board Director and Author



David Downs is known for his quick thinking and embracing change. When David received a terminal cancer diagnosis, he immediately swung into action, publicly documenting his entire journey battling cancer from a comedian's-eye view, with a high-profile column on Stuff.co.nz. When Covid-19 hit in 2020, David co-founded sosbusiness.nz, a not-for-profit initiative to help bars, cafes and other small businesses.

David's presentation is full of optimism and inspiration, with thoughts on the impact of humour and positive psychology along the way – with detours into resilience and the power of control.

- Reframing your thinking to adapt to the new reality
- Effective communication is key, especially in times of rapid change
- Becoming an expert decision maker, even when faced with risk
- Maintaining positivity, optimism and patience in the face of a crisis

Executive Assistant Presentation

14.15 The art of multitasking

This senior EA speaker will be advised soon

The modern EA – aka the problem solver, the expert communicator, the creative genius, the gateway, the scheduling genie, the IT whizz, the Zen master, the project manager, the trusted counsel, ruthless organiser, the oracle.... and the list goes on.

Maybe you are many of these things, perhaps you are all – and that can even be in the space of 10 minutes!

Our soon to be advised EA, is no stranger to wearing many hats.

In this session, our EA speaker will share the skills that have helped them stay at the top of their game and how to:

- Manage competing priorities and deadlines
- Manage overwhelm, and appear calm and in control – even when you're juggling all of the balls!
- Create boundaries and the ability to focus on the important whilst not neglecting the urgent
- How to create buy-in from your executive for new tools, technology and initiatives
- Approach difficult conversations and situations with confidence

14.45 Afternoon Break

15.15 Mastering leadership and communication in the digital world

Sacha Coburn



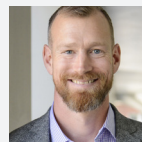
An Executive Assistant's communication can set the tone for your executive and even your company. When things change, employees often look to you as a guiding beacon. As we embrace digital transformation, as we Zoom and email more and meet in person less, do you know what it takes to succeed as a fully engaged human in a world drowning in technology? How do you get the most from yourself and your colleagues – so you can all get the most from life?

The not to be missed presentation focuses on key skills necessary to influence and inspire others we deal with to take action. With an emphasis on next level communication skills, we explore the neuro-science of emotional intelligence, the power of self-awareness and self-mastery, and new techniques for being at our best when we're at our busiest.

16.00 Sponsor prize draws

16.15 Harness your inner strength to change your life

Dr Paul Wood



'Failure is just an opportunity to learn and grow and come back stronger' Dr Paul's TEDx talk is the most highly watched and rated of any TEDx events in New Zealand and was listed by the New Zealand Herald as one of its top 10 TED talks to watch. It might come as a surprise that Paul is also the first person in New Zealand's history to progress through undergraduate and Masters degrees while incarcerated.

Paul will explore what it means to show moral and emotional courage, to be open to your own limitations and willing to learn and grow. This eye-opening session will relate to his own story of transformational change and growth, and the relevant key messages and insights that can be applied to your role as an assistant.

- Turning adversity to your advantage
- Taking control of your own personal development
- Demonstrating courage in the pursuit of excellence
- Incorporating your values into everyday workplace interactions
- Proactively building and maintaining the emotional fitness (i.e., mental toughness/grit and resilience) required to remain effective and rewarding to deal with
- How to build resilience, display moral courage and lead by example

17.00 Closing Remarks From The Chair

PRE-SUMMIT MASTERCLASS 2021

VIRTUAL
MONDAY
20 SEPTEMBER 2021

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

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 2021

VIRTUAL
WEDNESDAY
22 SEPTEMBER 2021

CONVERSATIONS THAT MATTER

DIGBY SCOTT



ABOUT YOUR FACILITATOR, DIGBY SCOTT

Digby works with people and organisations that are on a mission to make a difference. His aim is to help people to think and act in new ways so that they nail it. Creative, curious and a master communicator, Digby has a unique perspective on the leadership and workplace challenges that we are all trying to navigate. As a former National Manager for Robert Walters in New Zealand, Digby understands the harsh realities we all face, and what it actually takes to succeed.

He's the author of two books, *Change Makers* and *Out There*, and is the co-host of the popular podcast series 'What's On Your Mind?'. He's also fallen flat on his face more times than he cares to remember. The good thing is that he's taken those lessons and applied them to helping thousands of leaders to learn how to develop themselves, and grow others, so they create lives worth living and cultures worth being a part of.

ABOUT YOUR MASTERCLASS

Meaningful and effective conversations, are, at their essence, what drives performance and development, helping you do your job more effectively, and facilitate better outcomes for your business or organisation. As an EA, the ability to recognise which conversations matter – and then have those conversations – is an essential skill in today's workplace.

If conversation is a core business process, we might as well pay attention to how we're having those conversations.

This masterclass is designed to help you have more high impact, high quality conversations with people that matter, to improve the effectiveness of your interactions. As a result of attending, you'll be able to have more robust, authentic conversations that empower people, accelerate learning and ensure the outcomes you want. All while staying aligned to your values and purpose.

In this practical, hands-on workshop, we'll cover everything from the essentials to the tricky bits. We'll dive into:

- The impact of high quality conversations
- Key elements of conversations that matter
- Staying grounded in values and purpose
- Five levels of intention
- Fostering a growth mindset
- Spotting 'coachable moments'
- Powerful listening and questioning
- Tapping into motivation
- How to make feedback work
- The courage to 'call it'
- Navigating difficult conversations

This full-day masterclass will be conducted using a combination of presentation material and group exercises; maximising your learning potential. Refreshments will be served at appropriate times, including morning and afternoon teas and lunch.





REGISTRATION FORM

To register for the Corporate PA Summit, please complete and this form and email it to Rhiannon at bookings@thinktankmedia.net.

You can also register online for groups of up to ten, at www.thinktankmedia.net

YOUR CONTACT DETAILS

Name _____ Position _____
Company _____ Email _____
Mailing Address _____
Phone _____ Mobile _____

YOUR SUMMIT PREFERENCES

- JUST THE SUMMIT - VIRTUAL**
\$895 + GST
- THE VIRTUAL SUMMIT AND ONE MASTERCLASS**
\$1495 + GST
- THE VIRTUAL SUMMIT AND BOTH MASTERCLASSES**
\$1895 + GST

MASTERCLASS OPTIONS

- Overcome the Overwhelm**
- Conversations that Matter**

PAYMENT OPTIONS

- CREDIT CARD**
 - VISA MASTERCARD AMEX DINERS CLUB
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 - Signature** _____
 - Please send a credit card payment receipt
- BANK TRANSFER** (details below - an invoice will be sent)
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Account #: 12-3025-0442562-00

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