



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



CORPORATE PA SUMMIT

**9 NOVEMBER 2021, RITZ-CARLTON PERTH
AUSTRALIA'S #1 PA SUMMIT**

ABOUT THE SUMMIT

The Corporate PA Summit provides only the very best, most relevant speakers for your industry. Join us in Perth in November 2021, for the biggest EA / PA event in Australia, attracting like-minded, career-focused EAs and PAs from all industries and across WA - 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.



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PRE-SUMMIT MASTERCLASS 2021

PERTH
MONDAY
8 NOVEMBER 2021

RITZ-CARLTON PERTH

UNLOCK EVERYDAY EFFICIENCIES AND UNLEASH YOUR PRODUCTIVITY

SAMANTHA GARRETT



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.

So are you ready to unlock and unleash? Here’s the plan to make it happen.

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 tea

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

15.20 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.

16.30 Close of masterclass

Note: This masterclass will be an interactive, hands-on learning experience. To get the most from the workshop, please bring along a laptop

**FOR ALL
ENQUIRIES OR
TO REGISTER,
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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 Registration And Welcome Coffee

9.00 Official Welcome And Opening Remarks

9.10 Keynote Address: Calm and controlled under pressure

Professor Fiona Wood



Executives need their assistant to remain calm under pressure and project the impression of cool, calm, and in control. They need a resourceful and adaptable partner who can foresee their needs, often before they are aware of them. Someone

who knows them well and can anticipate their desired outcomes and requirements, especially when faced with multiple challenges.

Our opening speaker Professor Fiona Wood, world-renowned burns surgeon and innovator, is no stranger to dealing with highly charged situations. She will share how she stays in control and assertive by:

- Embracing unpredictability and facing it head-on
- Juggling numerous priorities and responsibilities to ensure everything gets done
- Gaining control of your thinking and your emotions and learn to identify self-sabotaging barriers
- Learning to analyse situations to become a better problem solver and to adapt to a changing environment
- Getting what you need from people when you need it, to do your job as effectively as possible

10.00 Creating connection, impact and growth

Alicia Curtis, social and business entrepreneur, award-winning speaker, leadership facilitator and community change maker



Successful Executive Assistants create powerful partnerships and connection with their executives while also nurturing all relationships within the business. Your ability to connect and influence directly affects your impact and that of your executive. In

this session, Alicia Curtis will share her tried and tested methods by sharing:

- The key to building strong relationships with your boss, peers and the wider organisation
- Building your influence and increasing your ability to get what you need done, when you need it
- Exploring mentoring options for your career development, learn how to find a great mentor and understand what they are looking for in a mentee
- Learning how to approach networking from an authentic place

10.45 Morning Coffee Break

11.15 Taking control of your career and your life

Tracy Vo, Channel Nine news presenter, former political reporter, author of the book SMALL BAMBOO



Do you often feel like you're not in the driver's seat of your career? Do you see opportunities as out of reach for someone like you? Do you find yourself keeping quiet, then kicking yourself for not speaking up? In this session, Tracy Vo will share her story to help you embrace fear and see change as an opportunity to grow, and:

- The importance of self belief when stepping out of your comfort zone
- Embracing unpredictability and facing it head-on
- Identifying your key strengths and where you can excel
- Creating opportunities for yourself personally and professionally
- Looking to the future: changes, challenges and the opportunities

12.00 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. They 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

12.30 Lunch Break

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

EA, STRUCTEX HARVARD

13.30 Combining passion, purpose and process for ultimate outcomes

Samantha Gash, endurance athlete, social impact entrepreneur and author



Whether on a business, personal or community level, this inspirational address will bring you the essentials of finding purpose and focus. Discover how you can bring meaning and positivity to your life – and realise your dreams.

Like many young people her age, Samantha Gash had a desire to challenge herself and to make a difference in the world. Ambitious, determined, naïve and stubborn Samantha couldn't have imagined her journey would take her to the four corners of the earth and impact so many lives.

Samantha's experience has made her an inspiring communicator with a unique ability to inspire people to push through their limitations.

This presentation will show you how can you link something you are passionate about for a purpose outside of yourself through a process of focus, leadership and collaboration.

- Learn Samantha's methodology in being able to push her body and mind through some of the most extreme environments – and how you can apply this to a challenge of your own
- How to develop motivation and create wins
- Focusing on the bigger picture – identifying and remembering the purpose of your mission
- Retaining composure and resilience under stress – Samantha's formulae for maintaining clear goals in extreme and sometimes dangerous settings

14.15 Who dares, wins: Lessons from an elite SAS commander

Mark Wales, SAS Commander, Australian Survivor contestant and growth mindset expert



Any endeavour requires applying the basics of a clear mission, a high-performing team, and mastery of self. Mark draws on his experience at the top levels of Special Operations and business to show you that the basics done well are the foundations of mission success.

Mark grew up in the red dirt of West Australian mining towns in the Pilbara. After deciding to join the SAS in high school, Mark embarked on a career in the Australian military that led him to the battlefields of Afghanistan.

As a Troop Commander in charge of 30 elite soldiers, Mark's role was to lead combat missions against senior

enemy commanders, deep behind enemy lines. Through this unique and harsh environment, Mark developed his skills in leadership, teamwork and high performance.

Mark will show you how you can ace every mission at work using military values proven by 2,000 years of history.

Mark discusses the importance of rest, nutrition, exercise and growth for maintaining your foundation as an individual reaching their full potential every day.

15.00 Afternoon Tea

15.30 The confidence coach: Find the confident you

Michelle Cowan, sportsperson, high performance coach and mentor



Confidence underpins much of the role of an Executive Assistant. Effective communication, gaining and maintaining trust, and being a reliable problem solver – it doesn't happen without confidence.

Some think that you have it or you don't. The fact is you've found your confidence, or you haven't unearthed it yet.

Confidence Coach Michelle Cowan, known for breaking barriers on the football field and in the boardroom, will share her experience and how you can

- Communicate with confidence and how to use your voice effectively
- The importance of self-esteem when it comes to projecting confidence and being assertive
- How to recognise and acknowledge your strengths so you can build on them
- Michelle's top tips for recovering from a confidence knock in the workplace
- The role of positive psychology in confidence building

16.30 Sponsor prize draws

16.45 Closing remarks from the chair followed by networking drinks

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

EA, EY

"A GREAT FORMAT, AND A THOUGHT-PROVOKING PROGRAM. THE FIVE-STAR SPEAKERS WERE BRILLIANTLY INSPIRATIONAL."

EA, WOODSIDE ENERGY



REGISTRATION FORM

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

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

YOUR CONTACT DETAILS

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YOUR SUMMIT PREFERENCES

☐ **JUST THE SUMMIT**
\$1095 + GST. Early bird rate, valid until 8 October
\$1295 + GST. Full rate, for bookings made after 8 October

☐ **THE SUMMIT AND MASTERCLASS**
\$1695 + GST. Early bird rate, valid until 8 October
\$1895 + GST. Full rate, for bookings made after 8 October

Why not bring your team along? Group discounts apply:

1-2 delegates, price as above
3-4 delegates, 10% discount
5-7 delegates, 15% discount
8+ delegates, 20% discount

We also offer deals for NFPs and charities, and also can help if you are based outside Perth and have additional travel costs to factor in. Send an email to bookings@thinktankmedia.net with your requirements and we can arrange the best possible deal for you.

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