



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



CORPORATE PA SUMMIT

3 AUGUST 2022, PULLMAN ON THE PARK, MELBOURNE
9 AUGUST 2022, SOFITEL WENTWORTH, SYDNEY

**AUSTRALIA'S #1 SUMMIT FOR EXECUTIVE ASSISTANTS
AND PERSONAL ASSISTANTS**

ABOUT **THE SUMMIT**

The Corporate PA Summit provides only the very best, most relevant speakers for your industry. Join us in-person in August 2022, 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.

"FANTASTIC SUMMIT - I TELL EVERYONE THAT THIS IS THE PREMIER CONFERENCE FOR EAS IN AUSTRALIA - I LOVE THAT IT IS HIGH OCTANE WITH GREAT PRESENTERS AND NO "DEAD SPOTS". KEEP DOING WHAT YOU'RE DOING - ITS WORKING VERY WELL!"
EA, DFAT



A SELECTION OF **SPEAKERS**



**DR NORMAN
SWAN**



**MOLLY
TAYLOR**



**SHADÉ
ZAHRAI**



**LEANNE
HALL**

The Corporate PA Summits attract an amazing array of inspirational, talented people to speak at our summits, and the 2022 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.

BOOK WITH **CERTAINTY**

This event will take place on the advertised dates, and will be run in compliance with all health advice and directions current at the time. For our full COVID Safe policy, please visit www.thinktankmedia.net/covidsafe.



Find out more today at www.thinktankmedia.net



MAJOR **SPONSOR**



SUMMIT **EXHIBITORS**



SUMMIT **PRICING**

Attendance Type:	Early bird Until 1 July	Full rate After 1 July
Summit only	\$1195 + GST	\$1395 + GST
Summit & one masterclass	\$1795 + GST	\$1995 + GST
Summit and both masterclasses	\$2395 + GST	\$2495 + GST

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%

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

Lauren Hindmarsh
ThinkTank Media

bookings@thinktankmedia.net



THE SUMMIT PROGRAM

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

9.10 Keynote Address: How to become a leading authority and create a lasting impact

Dr Norman Swan



Dr Norman Swan has made himself a household name in Australia for providing current, research-backed, and straight-forward health information and advice to the public.

Dr Swan has the ability to cut through the noise of contentious and complex issues and break them down in a way that is easy to understand, well-rounded and gets to the heart of the issue. In this session, Dr Swan will share how you stand up, step up and make your voice heard when it counts. He will draw on his extensive career to offer you practical suggestions on:

- How to develop your expertise and influence within your organisation and beyond
- The power of language and 'learning the lingo'
- How to communicate with impact to get your voice heard
- How you can set yourself apart from the crowd and create opportunities to further your career
- How to become the go-to person in your team, industry or profession

10.00 The EA and CEO team: Getting the balance right

Samantha Webb, EA to CEO and Georgie Harman, CEO, beyondblue (MELBOURNE)

Kathleen Gray, EA to CEO and Louise Baxter, CEO, Starlight Children's Foundation (SYDNEY)

Our powerful EA/CEO teams, Kathleen and Louise in Sydney, and Samantha and Georgie in Melbourne, will join us to discuss how to focus on the key opportunities and challenges facing their partnership in 2022 and beyond. What qualities does a CEO value most in their EA, and what are their key expectations? And, of course, vice-versa – the EA's expectations of their CEO? They'll discuss how these expectations can be balanced to ensure the ultimate partnership as well as opening up to your questions. In this not to be missed session they will share

- Opening the lines of positive communication and fostering a flourishing professional relationship
- Work-life balance – how do the CEO and EA see the possibilities?
- Goal setting, managing expectations and dealing with challenges as a team
- How might the CEO and EA relationship of the future

evolve? And where is the future of the EA/PA role going?

- Assess priorities, to incorporate key objectives rather than just immediate issues – the balance between important vs. urgent
- Focusing on the fundamentals of business and team culture, and diversity and inclusion

10.45 Morning Break

11.15 Approaching your career as an adventure

Molly Taylor, international motorsport champion



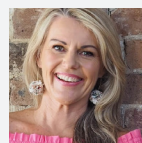
Molly Taylor does not shy away from a challenge. In fact, the Australian motorsport champion thrives on doing the exact opposite – stepping up to a seemingly insurmountable challenge and giving it everything she has.

Molly has built a career on a strong foundation of hard work, incredible passion for her craft and developing strategies to overcome her fears, which has seen her push herself to her physical and mental limit time and time again. Molly approaches each race as an adventure, relishing the new experiences and learnings that come from it. This mindset has allowed her to forge ahead despite the inevitable setbacks and stumbles that come with competing in an extreme sport. In this enthralling presentation, you will learn:

- How to change the way you view challenges and setbacks
- How to bring enthusiasm and excitement to your role every day
- Understanding risk and the benefits of stepping outside of your comfort zone to progress your career
- The importance of self-evaluation to ensure you remain on track
- How to approach your career as an adventure

12.00 Tough times don't last, resilient PAs do

Heidi Dening



This presentation is designed to help you build your professional resilience so you can better deal with the curveballs and cannonballs that we can't control. Whether you are experiencing changing business models, financial challenges, disengaged team members, or feelings of overwhelm in this uncertain world, this impactful session will empower you with practical strategies that you can immediately implement. You will learn about:

- Priorities – gain an insight into which of your professional strengths and capabilities are decreased when there are too many rusty holes in your resilience bucket.

- Performance – a strategy on how to flip your automatic response to stress into a high-performing state of flow so you can get more done, in less time, with fewer mistakes.
- Perseverance – to proactively build your resilience with my signature 5-part formula that will help you to persevere when everything feels overwhelming which will mean you can bend rather than break during high-pressured times.

12.45 Lunch Break

13.45 Essential Performance – mastering skills for sustained high performance

Leanne Hall



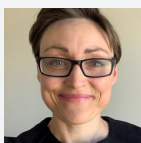
Rarely is life as simple as achieving work-life balance. More likely you're juggling a myriad of roles. Maybe as well as being an awesome Executive Assistant, you're also managing relationships within your Executive Board. Event Planner? Strategy sounding board? Crisis Manager? Maybe you're a mother or father, supporting a colleague, friend or family member through health issues, maybe those health issues are your own. How do we keep these balls in the air? Leanne will share how to enhance your personal wellbeing, especially in the areas of exercise, nutrition, sleep and balance to live a happier and healthier life.

- How people at the top of their game influence others around them to perform at their peak and achieve success
- Inspiration that you can use to get to the top of your own game
- Understand the essentials of stress management and practical ways to avoid its negative effects
- Challenge your time management beliefs – It's not about getting more things done, it's about getting the right things done
- Prioritising health and wellness to drive personal and professional growth
- Coping with the demands of work and home, whilst still finding time to nurture your wellbeing
- When and how to ask for help when you need it

Executive Assistant Presentation

14.30 The art of exceeding expectations

Liv Wilson, EA to Head of APAC at Slack



This presentation will focus on understanding how to consistently exceed the expectations of your executive, take control of your success and master the art of staying one step ahead. Our EA speaker will help you navigate the landscape of understanding your manager, to have the tools and ability to create a relationship based on deep insight and knowledge.

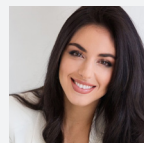
- Observe human behaviour and mastering the ability to adapt and be flexible
- Tackle the corporate environment and understand recognition, how to get it and why
- Learn the importance of looking inside yourself – can you do vs. do you do?
- Elevate expectations through identifying opportunities where you can outperform
- Tactical tips for calendar management, email management, project management and consistency
- Staying focused on your goals, not your obstacles!
- The delicate art of delegation – up, across and down
- Juggling projects when you can't delegate them
- Ensuring you are able to fit everything into core working hours to avoiding working late or weekends

15.00 Afternoon Break followed by sponsor prize draws

Inspirational Keynote

15.40 Communication mastery

Shadé Zahrai



The ability to communicate clearly, succinctly and with conviction is a critical business skill that many struggle to master. In this session Shadé Zahrai will guide you through the science of influence, foundations of emotionally intelligent communication, proven tools to boost your persuasiveness with stakeholders and team members, and how to elevate your leadership impact.

By understanding the 'humanness vs. courage' matrix, you'll become equipped with a toolkit of science-based strategies to navigate challenging conversations and get the best of yourself and your team, supercharging your influence and enhancing your ability to lead.

- Develop a deepened understanding of the foundations of emotional intelligence
- Learn tools to better connect with stakeholders and coworkers to facilitate collaboration
- Gain an increase in confidence in how to be persuasive in your communication through a toolkit of proven strategies
- How to confidently handle challenging conversations and provide feedback with a focus on growth and transparency using the brain-based 'humanness vs. courage' approach

16.40 Closing Remarks From The Chair, followed by networking drinks

"AN ABSOLUTELY INSPIRING DAY THAT HAS PROVIDED ME WITH VALUABLE TOOLS TO USE ON A DAILY BASIS. GREAT INSIGHTFUL PRESENTATIONS DELIVERED WITH PASSION. VERY GRATEFUL TO HAVE PARTICIPATED IN THIS CONFERENCE."

EA, BUNNINGS

PRE-SUMMIT MASTERCLASS

PULLMAN ON THE PARK, MELBOURNE
TUESDAY 2 AUGUST 2022

SOFITEL WENTWORTH, SYDNEY
MONDAY 8 AUGUST 2022

SUPERCHARGE YOUR CAREER: A PRACTICAL MASTERCLASS TO CATAPULT YOUR CAREER INTO THE FUTURE

BLYTHE ROWE



ABOUT YOUR MASTERCLASS

This one day masterclass is designed to be a practical workshop to help you reflect and recalibrate to craft your professional action plan to Supercharge Your Career!

It will explore the current and future workplace and look at the latest trends and challenges impacting the role of EA/PA.

The workshop will focus on developing yourself to lead your career and stay ahead of the change curve.

It will give you the skills to continue to add tremendous value in your role and help you put steps in place today, to supercharge your career for tomorrow.

8.30 Registration and welcome coffee

9.00 Current and future workplace trends

This opening session will reflect on the year that has been, the challenges that arose and opportunities that opened up. We will also take a quick trip "into the future" to explore the trends and how this will impact your role as a PA/EA and the skills you will need to be successful.

- Reflect: on the year that has been
- Recognise: challenges and opportunities that arose, personally and professionally
- Respond: Create an action plan to take ownership of your career through mastering the three pillars of: Confidence, Credibility and Connections

10.30 Morning tea

11.00 Confidence (get out of your own way)

This session explores the concept of confidence and helps you understand why you may feel and behave the way you do. This session is designed to help you 'get out of your own way' so you can optimise your long-term performance.

- Unpacking the notion of Confidence
- Self-reflection: How confident am I?
- Confidence myths and realities
- Explore what is currently holding you back
- Unpack the three 'Pillars of Confidence'
- Tips on how to smash self-doubt, and
- The mindsets needed to master confidence and supercharge your career

12.30 Lunch

13.30 Credibility (others trust you to show them the way)

When you can create long term credibility in the workplace, this is when others trust you, as a person and a professional, enabling you to be able to influence and add tremendous value. In this session, we will explore:

- The two key ingredients of Credibility
- Self-reflection: How credible am I? Exploring current strengths vs limitations
- Risk factors to your credibility in hybrid working environment
- How to increase your credibility
- How to access creative thinking to be more innovative
- Implement strategies for you and your boss to be able to 'think differently' to add more value and evolve your skillset (and potentially role).

15.00 Afternoon tea

15.20 Connections (others help pave the way for you)

In the final session, we will explore workplace trends around the importance of relationships vs rank. You will be pulling your action plan together by exploring your current connections and how to master building your alliances so that others can help pave the way for your career.

- Collaboration essentials: the keys to successfully influence and inspire others
- Understand the science behind building meaningful connections in the workplace
- Overview of the five-part connection formula
- Connection Calibrator: Find, build & nurture your support team

16.30 Close of masterclass

POST-SUMMIT MASTERCLASS

PULLMAN ON THE PARK, MELBOURNE
THURSDAY 4 AUGUST 2022

SOFITEL WENTWORTH, SYDNEY
WEDNESDAY 10 AUGUST 2022

COMMUNICATING WITH IMPACT

ANNELI BLUNDELL



ABOUT YOUR FACILITATOR

Voted one of YMag's Top Ten Women to Watch in 2019, and Female Entrepreneur of the Year 2021, Anneli helps her clients improve their communication, influence and interpersonal impact for better business results. Known affectionally as the People Whisperer, Anneli brings to her clients a recognised expertise in the field of below conscious communication and motivation.

She is the co-author of several books on shifting human behaviour, including Developing Direct Reports: Taking the guesswork out of leading leaders, a leader's practical guide for developing performance at work and works with clients such as Mercedes-Benz, EY, Telstra, Victoria Police, NAB, JB Hi-Fi, and The Good Guys, to name a few.

ABOUT YOUR MASTERCLASS

Clear communication is the critical skill of the 21st century.

The ability to communicate with clarity, authority and impact is vital for EAs and PAs who need to confidently support and represent senior executives. Whether it's speaking up in meetings, acting on behalf of your executive or clearly communicating their important messages, your ability to be heard is paramount for your professional brand and personal impact.

Executives don't have time to waste on waffle and unclear communications.

They need you to be on point, on time and on track with your messaging. The good news is that communicating with impact is a learnable skill.

In this practical, lively, and interactive workshop on communication mastery, we'll uncover the secret strategies of master communicators. You'll walk away with the tools and frameworks to be a clear, concise and compelling communicator.

In this masterclass you'll learn how to:

- Be seen as a clear communicator
- Quickly articulate key messages
- Demonstrate executive presence
- Remove credibility killers
- Make your value visible
- Reduce resistance to your ideas
- Prepare for difficult conversations
- Maximise communication impact, and
- Stay on track, on point and on time with your messaging

Note: This full-day masterclass will run from 9am until 4.30pm, and be conducted using a combination of presentation material and group exercises; maximising your learning potential. Please note that the masterclass content will be tailored to participants' individual needs so the length of each session may vary. Refreshments will be served at appropriate times, including morning and afternoon teas and lunch.





HOW TO REGISTER

To register for the Corporate PA Summit, please visit www.thinktankmedia.net and click 'Book Now' on the event website.

Alternatively, please feel free to contact us directly at bookings@thinktankmedia.net

WHAT'S INCLUDED IN YOUR TICKET?

We have packed the summit full of all the usual experiences you have come to expect from a ThinkTank summit. You will enjoy fantastic networking opportunities, a safe, well-catered learning environment, the ability to ask questions of the speakers, and lots more.

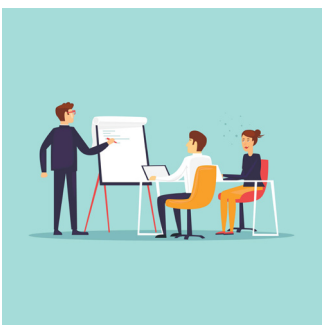
SUMMIT DAY ONLY



The Corporate PA Summit offers fantastic value. Here's a taste of what you can expect:

- In-person attendance at the main summit day
- Arrival coffee, morning and afternoon tea and a buffet lunch
- Copies of speaker presentation slides post event
- Opportunities for Q&A with the speakers after their presentations
- Ample networking opportunities with fellow attendees
- Networking drinks following main summit day sessions
- Access to sponsor exhibition stands and prize draws

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:

- One-on-one support from your masterclass facilitators
- Arrival coffee, morning tea, afternoon tea and a buffet lunch
- The ability to network and connect with all masterclass participants
- A comprehensive, tailored workbook for each masterclass
- Smaller class sizes on the masterclass days allowing for more in-depth discussions and learnings

VISIT WWW.THINKTANKMEDIA.NET TO REGISTER

**FOR ALL
REGISTRATION
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