



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



**CORPORATE PA  
SUMMIT**

**29 NOVEMBER 2022, CORDIS, AUCKLAND  
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 in-person in November 2022, 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.

*"A FABULOUS MIX OF PRESENTERS. I WAS LOOKING FOR INSPIRATION AND MOTIVATION, AND WASN'T LEFT DISAPPOINTED. ALL MESSAGES WERE SO RELEVANT TO THE UNCERTAIN AND BUSY TIMES WE FIND OURSELVES WORKING IN AND PROVIDED GREAT IDEAS TO HELP US NAVIGATE THE DAY TO DAY "BUSY" AND IMPROVE OUR LIVES AS WE GO."* **EA, STRUCTEX HARVARD**



## A SELECTION OF **SPEAKERS**



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.



**PROUD SPONSORS**



**NETWORKING PARTNER**



**BOOK WITH CERTAINTY**

This event 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](http://www.thinktankmedia.net/covidsafe).

## GROUP DISCOUNTS

Book with a friend or with your team for some great savings. Discounts will automatically be applied at checkout.

Bring a friend: (2-3 attendees): 15% discount  
Bring your team: (4-6 attendees): 20% discount

Alternatively, you can save 25% by booking a table of 7.

## SUMMIT PRICING

Attendance Type:	Early bird Until 28 October	Full rate After 28 October
Summit only	<b>\$1195 + GST</b>	\$1395 + GST
Summit & one masterclass	<b>\$1795 + GST</b>	\$1995 + GST
Summit and both masterclasses	<b>\$2395 + GST</b>	\$2495 + GST
Table of 7 for the summit day	<b>\$6273.75 + GST</b>	\$7323.75 + GST

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

Lauren Hindmarsh  
ThinkTank Media

[bookings@thinktankmedia.net](mailto: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: Fulfilling your potential and exceeding your own expectations

*Jennifer Te Atamira Ward-Lealand*



To fulfil your potential as an EA you have to be willing to get outside to your comfort zone. Successful EA's stand up and stand out and get comfortable with being uncomfortable as that's is where real growth happens.

As a proud New Zealander and 2020 Kiwibank New Zealander of the Year, Jennifer is familiar with getting outside of her comfort zone. Whether she's acting on stage or in a boardroom, Jennifer continually looks for ways to excel.

In this inspirational keynote presentation, Jennifer will show you how to make your voice heard, to live with purpose and be the best version of yourself

- Remaining true to your values and reaching your full potential
- Being the best you can be, whatever the world throws at you
- Culturing compassion in a challenging world
- Remaining adaptable to change and flexibility
- Having the courage to become a key influencer, and how to influence positive morale

### 10.00 The Art of the Modern EA

*Ivette Salame, EA to the CEO at Modica Group*

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! Ivette Salame is no stranger to wearing many hats.

In this session, Ivette will share the skills that have helped her stay at the top of her 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

## 10.45 Morning Break

### 11.15 Mental Health Focus - be the change you want to see in the world

*Jazz Thornton*



Mental health is more openly discussed that it has been in the past, but mental ill health is also more prevalent. Maybe your mental health is suffering, or you're feeling the effects of stress or burnout or isolation, or maybe it's your colleague. You're only one person but you can make a real difference.

This presentation will focus on facing challenges while identifying opportunities, particularly in the field of mental health, remaining mentally fit and being able to help those around you who may be struggling with the effects of the pandemic. Jazz will discuss:

- Overcoming self-doubt and fear of failure to build sustainable self-belief and self-confidence
- Presenting yourself confidently, when inside you may be feeling anything but
- Ways to help deal with feelings of underappreciation, hopelessness, anxiety or depression
- Applying positive psychology to seemingly insurmountable challenges, and fostering a positive mindset
- The best ways to support those suffering from mental health issues in the workplace
- Strategies for thinking clearly under pressure so you have capacity to help others who may also be struggling

### 12.00 The power of stories: How choosing your story can change your life

*Jehan Casinader*



*"Whether you think you can, or you think you can't - you're right." - Henry Ford*

The most important stories that are told are the ones you tell yourself. The good news is you have the power to change yours. As one of New Zealand's leading storytellers, Jehan Casinader has found that rewriting his narrative not only changed his life but saved it.

Jehan will draw on his own story and the latest research in narrative psychology and provide practical tools for you to rewrite your own stories. He will show you how to identify and flip the script on the internal stories and regain control of who you are, so you can achieve your vision and goals.

You're the author of your own story. Learn how to create a hopeful story that has a positive impact on your wellbeing and the trajectory of your career and life!

- How to identify which stories are key to breaking through barriers and achieving greater success
- Gain strategies for installing great stories as the new subconscious default
- Learn how to catch limiting self-stories in the act
- Analyse and overcome self-stories that continually stand in the way
- Using stories to connect, motivate, and help others

## 12.45 Lunch Break

### 13.45 Communicating with impact: Finding the confidence to get what you need

Clarke Gayford



Join Clarke in this inspiration keynote, as he shares with you how to build up your confidence to use your voice and your language to maximum effect. Mastering your communication skills can help you in all sorts of ways, including getting what you need

from people, when you need it, to resolve conflicts, to influence others and affect change. Clarke will share with you everything's he's learnt in his media journey and as 'first man' of New Zealand.

- Effective ways to communicate with diverse personalities and manage difficult conversations
- Body language – how to read people and respond accordingly
- Do's and don'ts of communicating and negotiating with others
- Making yourself visible and allowing yourself to be taken seriously
- Overcoming resistance, pitfalls and obstacles that may arise along the way
- Building your confidence to speak up and deal with conflict situations head-on
- Empowering, influencing and inspiring others

## Executive Assistant Presentation

### 14.30 The art of exceeding expectations

Nick Ginsburg, Executive Assistant to the Provost and Senior Vice-President at Monash University

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

### 15.40 Inspirational Keynote: The glorification of busy: slowing down, to speed up

Cassie Roma



Cassie Roma is a powerhouse in the boardroom, and in front of a camera. And, after 18 years in New Zealand counts herself as a proud YanKiwi.

Passionate about creative content, social media strategy, the influencer economy, and storytelling across mediums both emerging and traditional, Cassie has literally lived & breathed the digital revolution. All the while steering the social media ships for brands like Air New Zealand, ANZ Bank, Mighty River Power, NZME, & The Warehouse Group. As of 2021, she can also chalk up Advisor to the CEO on The Apprentice Aotearoa on TV1 here in New Zealand.

Despite her enormous success in business, Cassie's main professional goal in life is to deliver results, but have fun doing it. In her empowering closing keynote, Cassie will show you realistic strategies for making space to get off the hamster wheel of busyness, slow-down, to think deeply, and to find time to work more effectively across your day-to-day projects.

## 16.40 Closing Remarks From The Chair

*"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**

*"WOW, THIS WAS REALLY AN AWESOME DAY! THE SPEAKERS AND PRESENTATIONS WERE AMAZING AND THOROUGHLY ENJOYED IT – THANK YOU!"*

**EA, BDO AUCKLAND**

# PRE-SUMMIT MASTERCLASS

**CORDIS AUCKLAND**  
**MONDAY**  
**28 NOVEMBER 2022**

## WORK SMART: BACK YOURSELF, AND UNCOVER THE KEYS TO BRILLIANCE

JESS STUART

*"FAR OUT! THE  
FEEDBACK FROM YOUR  
SESSION HAS BEEN  
PHENOMENAL!!"*  
**WAIKATO UNIVERSITY**



### ABOUT YOUR MASTERCLASS LEADER, JESS STUART

Jess helps busy, high achieving career individuals find more time for them, reprioritise what matters, build resilience, beat the overwhelm and keep calm in the chaos, discover your true self and believe you can.

Jess is an author, coach and international speaker with 15 years in senior HR roles and two decades of coaching.

She has featured on TV3, BBC, RNZ, Dominion Post, Stuff, Tiny Buddha, Elephant Journal and NZ Business Magazine.

Jess believes that tapping into your potential doesn't mean doing more or having to be different. It's uncovering what's already there and being enough as you are.

### ABOUT YOUR MASTERCLASS

When you back yourself, you lean in rather than miss opportunities, your imposter syndrome disappears, you don't fear speaking out, and you build resilience and grow. And so often, we procrastinate or over-work to try and get everything perfect - but these things just lead to us missing out on our best performance.

Quantity does not always mean quality and being busy does not mean we're productive, in fact the opposite is often true. The reality is that workload is high, that won't change. We also live in a world where uncertainty and change is the norm and there's more pressure than ever placed on our mental health.

This is a must attend workshop to ensure you're getting the best from yourself and to thrive in your working environment. The programme will reenergise you, and sustain you to unleash your potential, stand in your power, and unlock the keys to brilliance. In this workshop, you will:

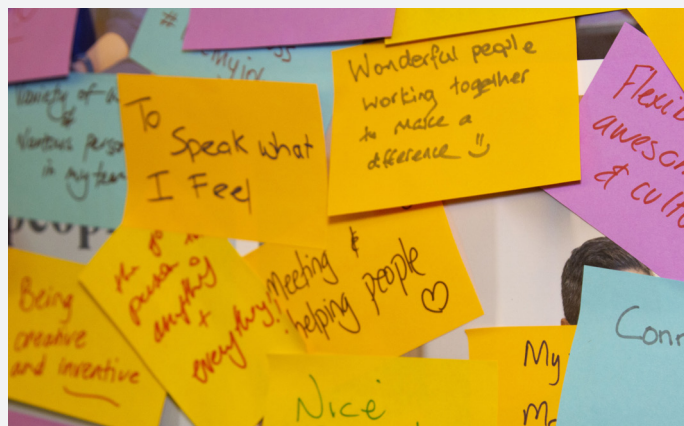
- Overcome imposter syndrome and retrain the brain for a positive mindset
- Beat procrastination and perfectionism
- Understand the difference between busy and productive
- Work smarter not harder and master the habits of high performance
- Turn down the inner critic and stop overthinking
- Learn how to recognise and leverage your strengths and build confidence to speak up
- Understand the neuroscience behind thinking patterns and rewire the brain
- Learn strategies to cultivate a more calm, clearer mind

- Keep calm amid the chaos and give yourself space to thrive, even in the tough times
- Improve productivity and effectiveness

You will also master the art of slowing down to speed up, understand the power of the mind and how to use it to stay focused, calm and effective. You will appreciate the difference between busy and productive and ensure you are a sustainable resource. And you will learn what it is resilient people do, build your own plan to overcome challenges and uncertainty and deliver on your potential.

Be your best, without burning out in the process.

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.



# POST-SUMMIT MASTERCLASS

CORDIS AUCKLAND  
WEDNESDAY  
30 NOVEMBER 2022

## UNLOCK EVERYDAY EFFICIENCIES AND UNLEASH YOUR PRODUCTIVITY

SAMANTHA GARRETT

*"THE MASTERCLASS WAS BRILLIANT - I TOOK 7 PAGES OF NOTES AND LOTS OF TIPS AND TRICKS TO HELP ME AT WORK"*

WOODSIDE ENERGY



### 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



## HOW TO REGISTER

To register for the Corporate PA Summit, please visit [www.thinktankmedia.net](http://www.thinktankmedia.net) and click 'Book Now' on the event website.

Alternatively, please feel free to contact us directly at [bookings@thinktankmedia.net](mailto: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.

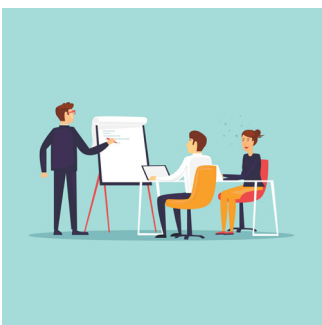
## SUMMIT DAY ONLY



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](http://WWW.THINKTANKMEDIA.NET) TO REGISTER

**FOR ALL  
REGISTRATION  
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CONTACT:**

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