



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



**CORPORATE PA  
SUMMIT**

**7-8 NOVEMBER 2022, PAN PACIFIC 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 2022, 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.

*"LOVED EVERY SECOND. THE KNOWLEDGE THAT I'VE GAINED FROM TODAY I'LL TAKE WITH ME FOR THE REST OF MY EA CAREER."*  
**EA, ABN GROUP**



## A SELECTION OF **SPEAKERS**



DR NORMAN  
SWAN



MICHELLE  
COWAN



TANYA  
FINNIE



KAREN  
TIGHE

PROUD  
**SPONSORS**

**OPTUS STADIUM**

**NOVOTEL**  
PERTH LANGLEY

**VENUES WEST**

## 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)



Find out more today at [www.thinktankmedia.net](http://www.thinktankmedia.net)

# PRE-SUMMIT MASTERCLASS 2022

PERTH  
MONDAY  
7 NOVEMBER 2022

PAN PACIFIC PERTH

## BACK YOURSELF: MANAGE YOUR MINDSET AND BUILD CONFIDENCE

AMY COOMBE



### ABOUT YOUR FACILITATOR

Amy Coombe is a National Speaker, Facilitator, Author, accredited Life and MBIT Coaching Practitioner and PRINT Personality Coach and Practitioner. Amy has appeared live on the ABC News, on Channel 10, Channel 7, and been featured in CLEO Magazine, The Mental Health Commission Magazine 'Head 2Head', The Sunday Times, Perth Now & The Australian Online. In 2014 she was the official Ambassador for Mental Health Week in Western Australia.

Before diving into the world of presenting, Amy worked as an Executive Assistant for the General Manager of Operations at CBH Group. So she understands the level of stress and pressure that both PAs and EAs are under on a daily basis. Amy speaks with heart, humour and honesty, creating moments of reflective silence followed by roars of laughter and a positive shift of energy.

### ABOUT YOUR MASTERCLASS

When faced with a difficult situation or decision in life, it is easy to become paralysed by fear or doubt if you don't have all of the information. The overwhelm you feel from not having a clear answer or way forward can be incredibly challenging to navigate and can hinder your ability to make progress.

You may have experienced this in the workplace when you need to have a difficult conversation with a colleague or want to speak up about an issue or idea but are uncertain about how you will be received. Rather than face your fears head on and speaking up, you may find yourself avoiding these situations and missing opportunities for development and growth.

This intersection between trust and fear presents itself every day – whether you are crossing the road or applying for a promotion – you always have the option to trust in the process despite not having all the answers or knowing the outcome. This full-day workshop will explore this concept of choosing trust over fear and how you can use this to your advantage to navigate uncertain times and create a life and career you love. You will delve into the ways you may be subconsciously holding yourself back, learn how to identify when you are being guided by fear and understand the psychology behind your decision-making.

#### You'll learn:

- How to be comfortable with the unknown
- How to strengthen your current mindset to set and achieve your goals
- How to back yourself and believe in your ability
- How to confidently approach difficult conversations
- How to manage your stress and understand anxiety, and respond to any challenge you are faced with
- How to comfortably say no, to avoid burnout
- How to draw upon your unique strengths
- How three seconds of courage is often all you need to make life-changing decisions and seize opportunities

If you're ready to transform your thinking and face your fears head-on, this masterclass is one not to be missed!



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

Lauren Hindmarsh  
ThinkTank Media

[bookings@thinktankmedia.net](mailto:bookings@thinktankmedia.net)



# THE SUMMIT PROGRAM 2022

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: Becoming a person of influence

*Michelle Cowan*



Michelle Cowan is Head of Womens Football at West Coast Eagles and has an impressive resume, notably becoming Australia's first female WAFL assistant coach at the age of 21. Her successful and pioneering coaching career has helped to shape both mens and womens AFL and has been awarded both AFL Football Woman of the Year and AFL DSR Coach of the Year in recognition of her incredible contributions.

Michelle's influence on the sport is undeniable and is the culmination of her fierce determination, passion and an innate ability to build strong and enduring relationships. She believes relationships are at the heart of any successful business or sporting team and credits this to her success. In this high-energy presentation, you'll learn:

- How to communicate and connect with your team to build robust working relationships
- How to create your own 'support team' to lean on during tough times
- How to harness the power of positivity
- The importance of trusting and backing yourself
- How to ensure your values create real impact
- How a mentor can help you to achieve your goals

### 10.00 The CEO and EA team panel discussion: getting the balance right

*Kirsten Barker, Executive Assistant to the Hon Julie Bishop*

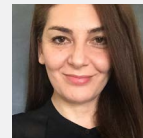
Join our leading EAs for a discussion on how to focus on the key challenges facing this partnership in 2022 and beyond. What qualities does a CEO value most in their EA, and what are their key expectations? And, of course, vice-versa - the EA's expectations of their CEO? They'll discuss how these expectations 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 in the CEO and EA relationship
- Goal setting, managing expectations and dealing with challenges as a team
- How might the CEO and EA relationship of the future evolve?
- Assess priorities. to incorporate key objectives rather than just immediate issues - the balance between important v urgent
- Focusing on the fundamentals of business and team culture, and diversity and inclusion

## 10.45 Morning Coffee Break

### 11.15 Become an expert in behavioural cues to help balance your workload and fulfil expectations

*Sophie Zadeh*



Executive Assistants are expected to successfully juggle a plethora of day to day tasks, fulfil expectations, and at the same time, intuitively understand the subtle cues and emotions of their executives.

The intensity of juggling workload and expectations can create internal negative emotions and imposter syndrome—ultimately affecting health, wellbeing and relationships. And missing subtle communication cues, feelings and emotions or making incorrect assumptions can damage interactions, working relationships and achieving overall goals.

In this eye-opening presentation, Sophie Zadeh shares the fascinating secrets of the body and the power it holds to change the way you feel, as well as the hidden meaning behind some common behaviours. She'll show you how:

- The body-brain feedback loop affects your emotional state
- To use your body and voice as a tool to increase your confidence and generate positive emotion
- To quell fear and anxiety, resetting your body to its calm state
- To uncover the true feelings of others, empowering you to offer a better response

### 12.00 Culture eats strategy for breakfast

*Tanya Finnie, Global cultural strategist, company director and TEDx Speaker*



As a PA/EA, you have enormous influencing powers as you hear and see everything at various levels in the organisation. It also presents unique challenges. As a global cultural strategist, Tanya understands the role culture plays in how we communicate and influence.

Language is a powerful tool for building inclusion and exclusion at work. It can create a sense of being valued, respected and 'part of a team' or being under-valued, disrespected, and an outsider. This keynote focuses on behaviour and actions in a diverse cultural environment.

Discover how to influence people of diverse age, belief systems, working styles, gender, interests, learning styles and different cultural backgrounds. Investigate workplace culture, build on value structure, develop cultural capabilities, and build an inclusive workplace.

- Learn how to find common ground and build trust

- Discover how to adjust your communication approach based on need and situation
- Gain a deeper understanding of diversity and its dimensions
- Identify bias in your organisation and your own thinking and understand its impact
- Practise culturally intelligent ways to disrupt bias in self and others

## 12.45 Lunch Break

### 13.45 You're stronger than you think

*Karen Tighe*



On any given day, you are likely juggling multiple priorities – your career, family, social commitments, bills, pets, appointments – life can be incredibly busy and sometimes, overwhelming. You may even be struggling to keep all your balls in the air and feel it could

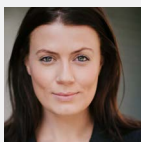
all come undone with the smallest of interruptions. So, what would you do if faced with a life event that sidelines you for the better part of a year?

Award-winning sports broadcaster Karen Tighe was faced with such a challenge in 2020 when she developed life-threatening viral encephalitis, causing inflammation of the brain and resulting in her suffering significant memory loss. Karen was faced with a painstakingly slow recovery and uncertainty regarding whether she would regain her memory. In this inspirational keynote, Karen will share how she navigated the most challenging time in her life and has come through the other side with a renewed perspective, greater resilience and a strong sense of purpose and determination in her life and career. You'll come away from this presentation with tools and strategies to:

- Handle any challenging situation life throws at you
- Cope with uncertainty and accept the unknown
- Develop your mental fitness and face your fears

### 14.30 EA Case Study: The art of exceeding expectations

*Ruth Kilah, International Executive Assistant Coach and Mentor*



As an Assistant, it's easy to become weighed down by the constant influx of requests, emails, meetings and day-to-day administrative tasks. You might have aspirations of developing your skillset, increasing your responsibilities or stepping

into a more senior role, but just don't have the time or headspace to know where to begin.

This presentation will be led by Ruth Kilah, an Executive Assistant Coach who is passionate about helping Assistants become more fulfilled, proactive and strategic in their roles. Ruth is paving the way for Executive and Personal Assistants to reach their full potential and get

ahead in their careers through her roadmap to becoming a highly regarded, Strategic Assistant. Ruth will share what she has learned first-hand through her own career progression and how the rise of the Strategic Assistant is a win-win for both Executive and Assistant.

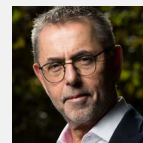
She will give you practical tips on how to develop your role and capabilities and inspire you to step up and get noticed in your organisation. You will learn:

- The most significant factor halting your development and how to change it
- How to finish your working day with a greater sense of accomplishment
- How to stop being reactive and start approaching your work with a strategic lens
- Why working harder does not always equate to more opportunities and recognition

## 15.00 Afternoon Tea followed by Sponsor Prize Draws

### 15.40 The secret sauce of effective communication: Trust. Easier said than done.

*Dr Norman Swan*



Dr Swan is a multi-award winning producer, broadcaster and investigative journalist. His career has been highlighted by his desire to keep the Australian public informed of health developments as they happen, combining medical expertise with journalism.

Dr Swan has made himself a household name in Australia for providing current, research-backed, and straight-forward health information and advice to the public. He 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. He has demonstrated this most recently with his commentary regarding COVID-19 and has become a highly respected authority on the pandemic across multiple media outlets.

In this session, Dr Swan will share how you stand up, step up and make your voice heard when it counts.

- 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
- 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
- Michelle's top tips for recovering from a confidence knock in the workplace
- The role of positive psychology in confidence building

## 16.40 Closing remarks from the chair followed by networking drinks



## 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).

You can also register for groups of up to ten on the event website at: [www.thinktankmedia.net](http://www.thinktankmedia.net)

## YOUR CONTACT DETAILS

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

## YOUR SUMMIT PREFERENCES

- JUST THE SUMMIT**  
**\$1195 + GST.** Early bird rate, valid until 7 October  
\$1395 + GST. Full rate, for bookings after 7 October
- THE SUMMIT AND MASTERCLASS**  
**\$1795 + GST.** Early bird rate, valid until 7 October  
\$1995 + GST. Full rate, for bookings after 7 October
- TABLE OF 7 (SUMMIT DAY) - 25% DISCOUNT**  
**\$6273.75 + GST.** Early bird rate, valid until 7 October  
\$7323.75 + GST. Full rate, for bookings after 7 October

Why not bring your team along? Group discounts apply:

- Bring a friend: (2-3 attendees), 15% discount*
- Bring your team (4-6 attendees), 20% discount*
- 7+ attendees, 25% 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](mailto:bookings@thinktankmedia.net) with your requirements and we can arrange the best possible deal for you.

## PAYMENT OPTIONS

- CREDIT CARD**
- VISA     MASTERCARD     AMEX     DINERS CLUB

Card Number  
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Expiry Date    □□ / □□    CVV    □□□□

Cardholder's Name \_\_\_\_\_

Signature \_\_\_\_\_

- Please send a credit card payment receipt (a tax invoice will be provided)

- BANK TRANSFER** (details below - an invoice will be sent)  
Account name: **ThinkTank Media Pty Ltd**  
BSB: 012 227  
Account #: 4978 36793

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