

THE CORPORATE PA SUMMIT 2023



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



CORPORATE PA SUMMIT

16 MAY 2023, PULLMAN ON THE PARK, MELBOURNE
23 MAY 2023, CROWN, 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 May 2023, 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.

ATTENDEE FEEDBACK

"ABSOLUTELY LOVED THE SPEAKERS, VERY ENGAGING AND HAVE COME OUT OF THIS CONFERENCE WITH A NEW SPRING IN MY STEP FOR MY ROLE." **EA, IAG**

"IT WOULD BE HARD TO BEAT TODAY! INSPIRING, FANTASTIC, COULD DO IT ALL AGAIN!" **EA, ICARE**

"REALLY WELL PUT TOGETHER SUMMIT. EXCELLENT PRESENTERS. WIDE VARIETY OF TOPICS WHICH CAN RELATE TO NOT ONLY WORK LIFE, BUT PERSONAL TOO. REALLY BENEFICIAL." **EA, ENERGY AUSTRALIA**

"THANK YOU FOR HOSTING SUCH AN AMAZING CONFERENCE. THIS WAS MY FIRST SUMMIT AND THE SPEAKER LINE-UP WAS FANTASTIC AND SO INSPIRING." **EA, AUSTRALIAN FINANCIAL COMPLAINTS AUTHORITY**



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



MAJOR **SPONSOR** SYDNEY



SUMMIT **SPONSORS**



SUMMIT **PRICING**

Attendance Type:

	Early Bird Until 31 Mar 2023	Full rate After 31 Mar 2023
Summit only	\$1295 + GST	\$1595 + GST
Summit and one masterclass	\$1895 + GST	\$2195 + GST
Summit and both masterclasses	\$2395 + GST	\$2695 + GST
Table of 7 for the summit day	\$7252 + GST	\$8373.75 + GST

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): 10% discount | Bring your team: (4-6 attendees): 15% discount | Alternatively, you can save 20% by booking a table of 7.

**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 Opening Remarks from the Chair

9.10 Keynote Address: The art of reinvention

Deborah Hutton



Deborah Hutton knows what it takes to have a successful career.

Her candid, warm and inspiring nature has cemented her as one of Australia's favourite media personalities. However, it is her ability to evolve with the times and reinvent her brand that has made her an icon.

From her days on the cover of Cosmopolitan magazine at 16 years old, to launching a digital wellness site in her 50's, Deborah's career is a masterclass in how to reinvent yourself and create opportunities.

Deborah has come into our homes as a model, magazine editor, television host, brand ambassador and most recently, as a digital media entrepreneur. What makes her success even more remarkable is the challenges and setbacks she has encountered along the way, which she has approached unwavering determination.

In what is sure to be a highly entertaining and inspiring presentation, Deborah will share anecdotes and insights from her career, including how to:

- Take a leap of faith and land on your feet
- Communicate so people listen
- Identify opportunities to learn and grow
- Create and evolve your personal brand

10.00 The EA and Executive Team: Becoming a strategic business partner

The role of the Executive Assistant and Personal Assistant is rapidly evolving and is increasingly being acknowledged for the strategic and influential role they play in Senior Leadership teams.

This session will feature a dynamic Executive Assistant and Senior Leadership team member, who will share their experiences and insights into creating and maintaining a high-performance and high-trust working relationship. They will share their perspectives on what is required to ensure a positive and successful partnership and offer practical tips on how EAs and PAs can become more strategic and visible in their roles.

During this conversation, you will gain valuable advice on:

- How EAs and PAs can crucially add value and expertise to their teams

- Managing relationships and ensuring your voice is heard
- How to navigate difficult personalities and complex conversations
- The hard and soft skills that EAs and PAs require to future-proof their careers

10.45 Morning break

11.15 Thriving digitally

Dr Kristy Goodwin



There's no question that technology has made our lives a lot easier. In an age where every minute counts, technology helps to maximise our time, automate processes and keep us in the loop.

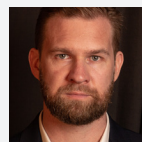
That being said, we are spending more and more of our time glued to technology, at the mercy of pings, alerts and notification hums. In this 'always on' digital culture, we need to be aware of the habits we have created and the impact they are having on our health, wellbeing and productivity.

So, how can we make the most of technology and all the benefits it brings while not allowing it to detract from our personal and professional lives? In this highly topical presentation, digital wellbeing and productivity expert, Dr Kristy Goodwin, will dive into the neurobiology that drives our digital behaviours. You'll learn:

- Science-backed solutions to help you manage your relationship with technology
- How to evaluate your digital wellbeing and identify areas for improvement
- Healthy habits to protect your physical health and mental wellbeing in this digital age
- How to better understand how your brain operates so you can boost your productivity and achieve your goals

12.00 Inspiration Keynote: Ready to respond

David Knoff



When David Knoff signed up to lead a team as part of the Australian Antarctic Program in 2019, he knew it would be a challenging and high-pressured role. However, what he didn't know was that the arrival of the pandemic would see him and his team stranded without a ride home.

Faced with an endless Antarctic winter, David drew on his leadership skills and resilience to support his team through what resulted in a 537-day mission.

We know you're going to be sitting on the edge of your seat while listening to David present. His insights and

lessons on dealing with the unknown, working and leading remotely, and overcoming seemingly insurmountable obstacles are sure to leave you inspired and in awe.

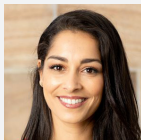
You'll walk away with a renewed faith in the human spirit and a fresh perspective on:

- Facing uncertainty and adversity
- Finding your inner leader
- Bringing your A-game to work, even on bad days
- Maintaining composure and calm in times of crisis

12.45 Lunch Break

13.45 Understanding and transforming your habits

Dr Gina Cleo



We know that our thoughts become our actions and, in turn, our actions become our habits. Whether it is going to bed late, drinking too many coffees, or procrastinating important tasks, our habits can have an immense impact on our health, relationships and productivity.

However, as you may have experienced, it can be incredibly challenging to change or break old habits. So how can we harness the power of our brains to finally get on top of those habits that are holding us back?

Dr Gina Cleo is one of Australia's leading experts in habit change and wellbeing and will be sharing her knowledge to help us better understand the basis of our deeply ingrained routines and practices. She will discuss how habits are formed and how small, consistent steps can help to shape our habits positively. This highly empowering session will give you the tools you need to:

- Evaluate whether your habits are working for you or hindering your success
- Embrace change and become more adaptable
- Increase your efficiency and as a result, your fulfilment
- Achieve your goals in a sustainable way

14.30 EA Case Study: Steering the Ship: managing conflicting deadlines, differing personalities

Jodie Engerer, EA to the Director, Taurus Legal Management



The role of an assistant is, by definition, focused on supporting a key executive in a company to undertake their job to their best of their ability. You facilitate, mediate, coordinate and keep the wheels in motion to ensure your executive has what they need to be effective. How do you deal with the different expectations and personalities of your managers? How do you effectively "steer the ship" through rough seas, whilst still building your career and enjoying your role?

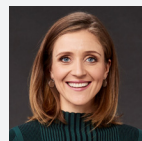
During this informative and interactive session, which will be led by an experienced EA, you will be armed with practical tools to help you invest in your happiness, development (and physical and mental health!) and ensure you can show up and be the best version of yourself each and every day. Topics we will discuss are:

- The differing personalities of people in business
- How to effectively communicate with different styles and personalities to avoid frustrations (from both you and your manager!)
- The best time management practices to do daily and the apps that help
- How to include time out of your day for a reset
- Seeking out opportunities to learn and grow
- Knowing your worth

15.00 Afternoon break

15.40 Inspirational Keynote: Your greatest challenge is your biggest opportunity

Annabelle Williams



It's easy to become overwhelmed in the face of challenges in your role or workplace. We often view challenges as roadblocks - something that gets in the way of completing the task at hand. However, what if this is the wrong approach?

Annabelle Williams is no stranger to a challenge. Growing up with a disability and training as an elite athlete has taught Annabelle that challenge equals opportunity. Through grit and determination, she's realised that anything is possible.

This growth mindset has seen Annabelle achieve incredible feats as an athlete, corporate attorney, board director and sports administrator. She believes this mindset can be developed with dedication and diligence, allowing you to rise to any challenge and importantly, learn from them.

Annabelle will share the secrets to her winning mindset and help you to:

- Learn to identify roadblocks and their source
- Understand how to transform challenges into opportunities
- Learn how small changes in behaviour can shift your mindset
- Cultivate a love of learning and a curiosity for problem-solving
- Develop the skills necessary to overcome challenges and thrive despite setbacks

16.30 Sponsor prize draws, followed by closing remarks from the chair and networking drinks

PRE-SUMMIT MASTERCLASS

PULLMAN ON THE PARK, MELBOURNE
MONDAY 15 MAY 2023

SOFITEL WENTWORTH, SYDNEY
MONDAY 22 MAY 2023

FUTURE YOU: THE ULTIMATE RESET

BELINDA BROSNAN



ABOUT YOUR MASTERCLASS

For so much of the past few years, we have been reactive – forced to roll with the punches, adapt to an ever-changing climate and frankly, we're all exhausted. Yes, we're more resilient and know how much we're capable of achieving under immense pressure, but wouldn't it be nice to start taking more proactive steps towards shaping our future careers and lives?

This workshop is a breath of fresh air, allowing you the time and space to reset and explore exactly what you hope to achieve in the coming months and years, both professionally and personally. You'll take a step back from your day-to-day hustle and really hone in on what is important to you, identify opportunities to make a real difference and set yourself goals for future YOU.

SESSION 1: The status quo

We've all been operating in fight or flight for so long, we haven't had many opportunities to stop and question the status quo. You'll explore your current ways of working, uncover habits and pitfalls you may have fallen into and identify the key roadblocks that are stopping you from working and living more proactively.

SESSION 2: Your core values

Before you begin looking to the future, it's important to understand the why behind your decision making. By understanding what is important to you and what motivates you, you will be better positioned to begin planning for the future.

SESSION 3: Endless possibilities

In this session, you'll take a fresh look at your role, career plans and personal life. You'll identify where you can make changes and create real impact, allowing you to live a life more aligned to your core values.

SESSION 4: A plan for future YOU

This is where you'll create an action plan for the future, pulling together everything you have learned in this workshop. You'll walk away with a practical and realistic strategy to achieving your goals and energised to become the very best version of yourself.

ABOUT YOUR FACILITATOR

While Belinda has an ability to make even the likes of Jack Sparrow feel at ease in the midst of Caribbean hurricane, don't be fooled by her down-to-earth, 'calm-in-a-crisis' personality.

Bubbling just beneath that cool and collected surface is an intense desire to make a difference.

She wants the work we do to matter, as individuals, as organisations, and citizens of the world. And she most loves to work with organisations that feel the same.

Belinda's specialist expertise lies in guiding senior leaders through change and uncertainty.

If anyone was prepared to help others be heard in the chaos, it's Belinda. Honing her skills with a lifetime of Brosnan family Christmases (her Dad is one of 15 children and her Mum one of 8), Belinda also spent 20 years working in leadership positions with some of Australia's biggest name organisations including News Limited, AVJennings, Macquarie Bank and Mirvac.

Add to this Belinda's credentials in executive coaching, conversational intelligence and NeuroLeadership and she's got a lot to give.

Belinda is an advocate and investor with The Hunger Project and has led leadership immersion programs in Uganda, Malawi, India, and Senegal. She is passionate about being a voice for those who don't have one and giving people the opportunity to lead an expansive life on their terms for the betterment of others, organisations, and communities.

POST-SUMMIT MASTERCLASS

PULLMAN ON THE PARK, MELBOURNE
WEDNESDAY 17 MAY 2023

SOFITEL WENTWORTH, SYDNEY
WEDNESDAY 24 MAY 2023

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

JESS STUART



ABOUT YOUR FACILITATOR

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 masterclass you'll learn how to:

- 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.





HOW TO REGISTER

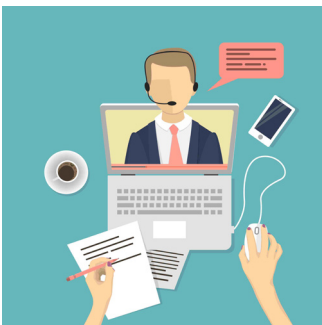
To register for the Corporate PA Summit, visit www.thinktankmedia.net and click 'Book Now' on the event website.

Alternatively, please fill out the form at the back of this brochure and email it to 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.

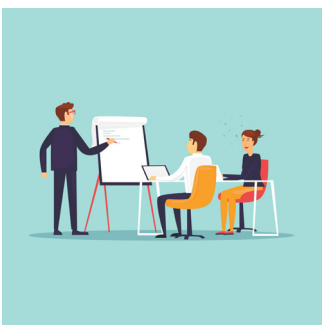
SUMMIT DAY ONLY



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

- Full attendance to 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
ENQUIRIES,
CONTACT:**

Lauren Hindmarsh
ThinkTank Media

bookings@thinktankmedia.net





GALLERY FROM THE 2022 SUMMITS



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REGISTRATION FORM

To register for the Corporate PA Summit as an individual or as a group, visit www.thinktankmedia.net.

Alternatively, you can complete this form and email it to Lauren at bookings@thinktankmedia.net.

YOUR CONTACT DETAILS

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

YOUR CITY Melbourne Sydney

YOUR SUMMIT PREFERENCES

- JUST THE SUMMIT**
\$1295 + GST. Early bird rate, valid until 31 March 2023
\$1595 + GST. Full rate, for bookings made after 31 March
- THE SUMMIT AND ONE MASTERCLASS**
\$1895 + GST. Early bird rate, valid until 31 March 2023
\$2195 + GST. Full rate, for bookings made after 31 March
- THE SUMMIT AND BOTH MASTERCLASSES**
\$2395 + GST. Early bird rate, valid until 31 March 2023
\$2695 + GST. Full rate, for bookings made after 31 March
- TABLE OF SEVEN FOR THE SUMMIT DAY**
\$7252 + GST. Early bird rate, valid until 31 March 2023
\$8932 + GST. Full rate, for bookings made after 31 March

PAYMENT OPTIONS

Option 1: CREDIT CARD (a receipt will be sent by email)

VISA MASTERCARD AMEX DINERS CLUB

Card Number
□□□□ □□□□ □□□□ □□□□

Expiry Date □□ / □□ **CVV** □□□□

Cardholder's Name _____

Signature _____

Option 2: INVOICE
(An invoice will be sent, which can be paid by bank transfer, credit card, PayPal or cheque)

Cancellation Policy and Terms & Conditions
For full terms and conditions including cancellation policy, please visit www.thinktankmedia.net/terms

MASTERCLASS OPTIONS

- Future YOU: The ultimate reset**
- Work Smart: Uncover the keys to brilliance**