

THE CORPORATE PA SUMMIT NEW ZEALAND 2023



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



# **CORPORATE PA SUMMIT**

**31 OCTOBER 2023, CORDIS, AUCKLAND**

**NZ'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 October 2023, for the biggest EA / PA event in New Zealand, attracting hundreds of 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.

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

## ATTENDEE FEEDBACK

*"THANK YOU FOR HOLDING THIS SUMMIT. I HAVE TAKEN AWAY SO MANY THINGS THAT I WILL USE IN THE FUTURE."*  
EA, WAIKATO REGIONAL COUNCIL

*"I LOVE THE CALIBRE OF SPEAKERS WE HAVE YEAR IN, YEAR OUT. SO MOTIVATIONAL, INSPIRING AND THOUGHT-PROVOKING! DEFINITELY AN EVENT I LOOK FORWARD TO EACH YEAR. WELL DONE!"* EA, TE PŪKENGĀ EIT

*"A FABULOUS MIX OF PRESENTERS HERE TODAY, 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







## SUMMIT SPONSORS



## SUMMIT PRICING

Attendance Type:	Super Early Bird Until 26 May 2023	Early Bird Until 29 Sept 2023	Full rate After 29 Sept 2023
Summit only	\$1095 + GST	\$1295 + GST	\$1595 + GST
Summit and one masterclass	\$1695 + GST	\$1895 + GST	\$2195 + GST
Summit and both masterclasses	\$2195 + GST	\$2395 + GST	\$2695 + GST
Table of 7 for the summit day	\$6132 + GST	\$7252 + GST	\$8932 + 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
- Bring the office: (7+ attendees): 20% discount
- Table of 7 for the summit day: 20% discount



**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 Opening remarks from the chair

*Lisa O'Neill*

## 9.10 International keynote: Stepping into your potential

*Sharndré Kushor*



Imposter syndrome is something we have all experienced at some point in our career. Whether you've believed you are too inexperienced, too young, too old, or too different – we all have a story of why we've felt undeserving of our place at the table in our role, team or organisation.

Imposter syndrome can make you question your value, which can prevent you from speaking up, contributing your ideas, and putting yourself forward for opportunities. Not only does this reduce your impact at work day-to-day, but it can also have a significant effect on your ability to progress in your career.

Sharndré Kushor is a young entrepreneur who has faced her imposter syndrome head-on, with tremendous success. In her first year of university, Sharndré co-founded a "unicorn" company, which now has a billion-dollar valuation. Her journey to leading a fast-growing, global start-up as a young female has given her rapid-fire lessons into the importance of backing yourself in business. In this inspirational presentation, Sharndré will share how you can step into your potential, through:

- Overcoming your self-doubt so you can communicate confidently and effectively
- Backing your ideas and contributions, and owning your successes
- Developing a sense of belonging, so you feel worthy of your seat at the table
- Learning how to bounce back quickly from setbacks and failures

## 10.00 Nothing held back

*Freddie Bennett*



Have you ever wondered what you would truly be capable of if you had the time, space and resources to truly apply yourself? Maybe you aspire to be more successful, have more work-life balance or are ready for change, but aren't sure how to make it happen.

Sure, you might have more success if you had more time and money. But, more often than not, the things that are holding you back are things you haven't even considered – patterns and mindset blocks that affect your ability to achieve your goals.

This session will be led by world-record holder and Ultramarathon winner Freddie Bennett, who will draw on his 15+ years of experience in neuroscience, behavioural change and peak-performance psychology. Freddie will share how you can shift your mindset to gain the courage, confidence and clarity to change, grow, evolve and succeed.

You will leave this session with a renewed belief in your abilities and the tools to:

- Build the mindset to accomplish your goals and dreams
- Create the headspace you need to switch off and enjoy life
- Be truly seen and recognised by others for your contributions
- Find time in the 'busyness' of life to make things happen

## 10.45 Morning break

## 11.15 EA presentation: Find your productivity switch

In 2023, our schedules have never been busier. You may have found yourself time poor, stretched, and busy running from one thing to the next. It's no wonder you feel like you're not actually getting anything done!

Productivity is a big buzz word in this industry and we're all striving to do more in less time, to the best of our ability. So how you use the resources around you to time-manage, streamline, and automate, so you can focus on the things that really matter?

An experienced PA professional will be leading this session and will share the strategies they use to help them get more out of their day. They will discuss how they use technology, work processes that supercharge their efforts, and role-specific skills that can help you maximise your productivity.

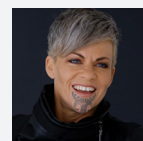
You will gain important insights into how you can:

- Make every hour count using the right tools
- Create more time to spend on the tasks that matter
- Make technology work for you (not against you)
- Avoid burnout by working smarter, not harder

## 11.45 How to tackle hard conversations

*Shelly Davies*

Difficult conversations are a part of life. When you spend all day, every day communicating, it is inevitable that you are going to be faced with personality conflicts, differences of opinion and miscommunications.



So, if it's impossible to avoid these uncomfortable conversations, how can you hone your communications to get your point across, without adding fuel to the fire?

This presentation will be led by expert communicator Shelly Davies, who will give you a framework to have courageous conversations and communicate effectively.

You will be taken through how you can:

- Be more outcomes-focused when you communicate
- Manage and communicate with disengaged people
- Give (and receive) feedback constructively
- Get things done quickly, without offending

## 12.30 Lunch break

### 13.30 Get C-suite ready: Be more strategic, take the lead and progress your career

**Belinda Brosnan**

Ever get the feeling of being stuck in your career, not because you aren't great at your job, but because it benefits others for you to remain where you are?



Perhaps you'd like to move into an EA role supporting a C-suite executive but you're not quite sure how to position yourself to step up? Your inner voice may be questioning, "Do I have what it takes?"

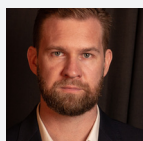
Belinda Brosnan is a trusted leadership confidante to C-suite leaders with more than 18 years' senior corporate experience and a further 10 years as an executive coach and leadership development expert. Working with senior leaders across multiple industries, Belinda has supported them as they transition into C-suite executive roles and navigate the pressures of leading an organisation and reporting to a board.

In this session, Belinda will help you:

- Rethink what it takes to progress in your career
- Explore your own leadership DNA
- Play to your strengths and get to the heart of what matters most
- Create a map to find your own path forward
- Show up as the most authentic version of you. Your BEST you!

### 14.15 Ready to respond

**David Knoff**



When David signed up to lead a team as part of the Australian Antarctic Program in 2019, he knew it would be a challenging and high-pressure role. 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

## 15.00 Afternoon break

### 15.30 Inspirational keynote: Under pressure

**Brooke Neal**



You're struggling and overwhelmed. The world is telling you to keep pushing and grinding – "never give up" – because that's what it takes to make it to the top. But you're feeling utterly exhausted and uninspired. You know wellbeing is important, but where do you start?

'Peak performance' and 'wellbeing' tend to be separate conversations, but they are more intertwined than you may realise. When you're tired or sick, you're less likely to be resilient or cope under pressure. So, it makes sense that by putting wellbeing at the centre of everything you do, you will be able to perform more consistently at a high level.

Brooke Neal is a mindset and wellbeing coach, as well as a former New Zealand hockey player, who uses her high-performance background to support thousands of people in sport and business. In this final session of the day, Brooke will share techniques to help you turn your inner critic into your inner coach. You'll learn how to deal with nerves, avoid burnout and train your brain so you can perform well under pressure.

Brooke will offer simple, actionable steps to:

- Increase your mental fitness through mindfulness
- Perform more consistently through using wellbeing practices
- Boost your confidence in high-stress situations
- Build habits that help you get more out of your working day

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

# PRE-SUMMIT MASTERCLASS

**AUCKLAND**  
**MONDAY**  
**30 OCTOBER 2023**

**CORDIS, AUCKLAND**

## **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

AUCKLAND  
WEDNESDAY  
1 NOVEMBER 2023

CORDIS, AUCKLAND

## 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

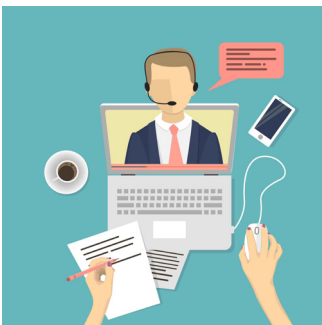
To register for the Corporate PA Summit, visit [www.thinktankmedia.net](http://www.thinktankmedia.net) and click 'Book Now' on the event website.

Alternatively, please fill out the form at the back of this brochure and email it to [bookings@thinktankmedia.net](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.

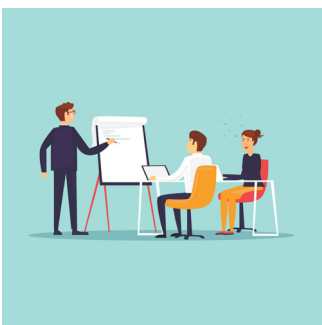
## SUMMIT DAY ONLY



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

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





## GALLERY FROM THE 2022 SUMMIT



**FOR ALL  
REGISTRATION  
ENQUIRIES,  
CONTACT:**

Lauren Hindmarsh  
ThinkTank Media

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





## REGISTRATION FORM

To register for the Corporate PA Summit as an individual or as a group, visit [www.thinktankmedia.net](http://www.thinktankmedia.net).

Alternatively, you can complete this form and email it to Lauren at [bookings@thinktankmedia.net](mailto:bookings@thinktankmedia.net).

## YOUR CONTACT DETAILS

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

## YOUR SUMMIT PREFERENCES

- ☐ **JUST THE SUMMIT**  
**\$1295 + GST.** Early bird rate, valid until 29 Sept 2023  
\$1595 + GST. Full rate, for bookings made after 29 Sept
- ☐ **THE SUMMIT AND ONE MASTERCLASS**  
**\$1895 + GST.** Early bird rate, valid until 29 Sept 2023  
\$2195 + GST. Full rate, for bookings made after 29 Sept
- ☐ **THE SUMMIT AND BOTH MASTERCLASSES**  
**\$2395 + GST.** Early bird rate, valid until 29 Sept 2023  
\$2695 + GST. Full rate, for bookings made after 29 Sept
- ☐ **TABLE OF SEVEN FOR THE SUMMIT DAY**  
**\$7252 + GST.** Early bird rate, valid until 29 Sept 2023  
\$8932 + GST. Full rate, for bookings made after 29 Sept

## PAYMENT OPTIONS

- ☐ **Option 1: CREDIT CARD** (a receipt will be sent by email)
- ☐ VISA ☐ MASTERCARD ☐ AMEX ☐ DINERS CLUB
- Card Number**  
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- Expiry Date** □□ / □□ **CVV** □□□□
- Cardholder's Name** \_\_\_\_\_
- Signature** \_\_\_\_\_
- ☐ **Option 2: INVOICE**  
(An invoice will be sent, which can be paid by bank transfer, credit card or PayPal)

## MASTERCLASS OPTIONS

- ☐ **Future YOU: The ultimate reset (Monday)**
- ☐ **Communicating with impact (Wednesday)**

### Cancellation Policy and Terms & Conditions

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