

THE CORPORATE PA SUMMIT 2023



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



# **CORPORATE PA SUMMIT**

**21 NOVEMBER 2023, PAN PACIFIC HOTEL, PERTH**

**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 November 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.

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

*"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**

*"VERY INSPIRING. AN INCREDIBLE OPPORTUNITY TO FEEL GRATEFUL TO BE PART OF THIS AMAZING EXPERIENCE. MAKES ME FEEL EMPOWERED."* **EA, DEPARTMENT OF FIRE AND EMERGENCY SERVICES**

*"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**







## NETWORKING DRINKS **SPONSOR**

## OPTUS STADIUM

## SUMMIT **SPONSORS**

Tangibility

**NOVOTEL**  
PERTH LANGLEY

**TEAMLAB**  
TEAM BUILDING



## SUMMIT **PRICING**

Attendance Type:

Summit only  
Summit and one masterclass  
Summit and both masterclasses  
Table of 7 for the summit day

**Early Bird**  
**Until 13 Oct 2023**

\$1295 + GST  
\$1895 + GST  
\$2395 + GST  
\$7252 + GST

**Full rate**  
**After 13 Oct 2023**

\$1595 + GST  
\$2195 + GST  
\$2695 + 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

### 9.10 Keynote address: Problematic personalities

*Marny Lishman*



No one enjoys dealing with difficult people. We can all agree that life would be so much easier if we could just avoid people we dislike or disagree with. But unfortunately, this isn't possible most of the time – particularly if you work as part of a team or are client-facing.

Managing challenging personalities is a delicate art but it is something you can learn. In this presentation, psychologist and mindset coach, Marny Lishman, will guide you through the types of difficult people you are likely to encounter in life and why they can have such a profound impact on your happiness at work.

Marny will provide you with a toolkit to help you face difficult personalities head-on, including:

- Powerful communication strategies to remain cool, calm, confident and collected
- Cognitive techniques to help you manage your mindset during times of adversity
- Using empathy to better understand different perspectives and find common ground
- Learning your triggers, so you can feel prepared rather than disarmed

### 10.00 Power skills

*Liz Van Vliet*



When soft skills are used well, you can become a powerful asset to your organisation. This is why Executive Assistant Coach Liz Van Vliet refers to them as “power skills”.

Power skills are non-technical skills such as self-awareness, negotiation and decision-making that help you communicate and interact with your colleagues more effectively. Liz believes that by honing your power skills, you can become a truly high-performing, influential and respected EA.

Power skills can also be helpful day-to-day, from balancing tight deadlines to anticipating the needs of your boss and solving problems before they arise. So, how can you begin to master these skills and become indispensable to your executive and wider team?

Liz will be sharing the framework she uses to support her ambitious EA clients, so you can begin to get a competitive edge in your career. She will offer insights on how you can:

- Develop mutually beneficial stakeholder relationships
- Contribute to the strategic vision of your organisation
- Strengthen your partnership and collaboration with your boss
- Become more assertive and advocate for yourself

## 10.45 Morning break



### 11.15 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?”

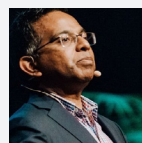
Belinda Brosnan is a trusted leadership confidante to C-suite leaders with more than 18 years' senior corporate experience and a further 10 years as an executive coach and leadership development expert.

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!

### 12.00 Embracing the Digital Revolution: The future of technology for executive assistants

*Gihan Perera*



Gihan is one of Australia's leading experts on AI and its impact on the future of work.

He will show you how to be fit for the future in a fast-changing world.

Gihan's session will help you gain insights into the evolving landscape of technology, learn about the impact of AI on the role of the executive assistant, and discover strategies for successfully leveraging the changing digital landscape:

- Develop mutually beneficial stakeholder relationships
- Contribute to the strategic vision of your organisation

- Strengthen your partnership and collaboration with your boss
- Become more assertive and advocate for yourself

## **12.45 Lunch break**

### **13.45 Leverage technology to improve your productivity**

*Nick Ginsburg*



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

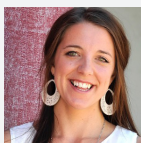
Productivity is a big buzz word in this industry and we're all striving to do more in less time, to the best of our ability. So how we use the resources around us to time-manage, streamline, and automate, so that we can spend more time doing the things we love?

Executive Assistant and founder of The Admin Collective, Nick Ginsburg, has a wealth of experience and knowledge in this area and is passionate about helping fellow admin professionals get more out of their day, so you can have time to fill your cup. In this session, Nick will help you leverage technology to achieve greater productivity across all areas of your life:

- Increase your productivity using the right tools
- Create more time to spend time on the tasks that matter
- Get the most out of the technology that you use
- Keep up to date with technological advances that can support you in your role

### **14.30 Boss mindset: Why self-worth is your key to success**

*Amy Coombe*



As an Executive Assistant, Personal Assistant or Admin professional, it's likely you have a boss. But have you ever considered that you yourself are a boss? Whether you have your own team or not, you can use a 'boss mindset' to help you achieve your goals and develop your influence.

The basis of a boss mindset is self-worth – a deep sense of respect and compassion for yourself that empowers you to harness your innate skills, talents and strengths. This mindset can only be achieved by getting to know yourself, connecting with your purpose, mastering your emotions, and choosing courage at every opportunity.

The incredibly relatable, engaging, and entertaining Amy Coombe will draw on her lived experiences to share how you can become the boss of your own life. Amy will guide you through the simple steps you can take each day to

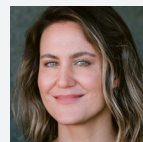
increase your confidence and transform your thinking, so you can conquer anything you set your mind to. This session will give you the tools to:

- Better understand your values and what's important to you
- Delve into the ways you may be subconsciously holding yourself back
- Strengthen your mindset to set and achieve your goals
- Back yourself and believe in your unique gifts
- Find the courage to own the confidence and self-worth you already hold within

## **15.15 Afternoon break**

### **15.45 Edit your career, edit your life**

*Casey Beros*



With more information at our fingertips than ever before, it's no wonder we're confused about where to place our time and energy to build a life and career that lights us up and gives us a sense of fulfillment. It can leave you feeling stuck in your role, overwhelmed by the juggle or lacking a sense of enthusiasm about the life you've created.

Health journalist and author, Casey Beros, has spent years interviewing the experts and has a unique ability to bridge the gap between 'knowing' and 'doing' when it comes to health, personal and professional development.

In this highly interactive session, Casey will be sharing the steps you can take to live a happier, healthier life (and kick some career goals along the way). Together, you will work through the many facets of your life in real time, to empower you to build more of the good stuff IN and edit what isn't working OUT. You will leave this final session of the day with:

- An audit of your life and career to help you take action
- A greater understanding of success – how you define it, the meaning you attach to it and how you GET it
- Harness the power of science-backed systems to clear mental clutter and create momentum

### **16.45 Sponsor prize draws, followed by closing remarks from the chair and networking drinks, sponsored by:**

# OPTUS STADIUM

# PRE-SUMMIT MASTERCLASS

PERTH  
MONDAY  
20 NOVEMBER 2023

PAN PACIFIC PERTH

## 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

PERTH  
WEDNESDAY  
22 NOVEMBER 2023

PAN PACIFIC PERTH

## IMPACT, INFLUENCE AND CONFIDENCE

ALICIA CURTIS



### ABOUT YOUR MASTERCLASS

The role of the Executive Assistant has evolved enormously over the past decade.

With this change has come a broader range of responsibilities and an increased need for more sophisticated communication, influencing and leadership skills than ever before.

While the expectations of the Executive Assistant role have expanded, many Executive Assistants are not provided with the training needed to meet these demands.

This masterclass addresses the critical skills required to be successful as an executive assistant today.

### SESSION 1: Strengthening your confidence

- Create unstoppable confidence through self-awareness
- Overcome fear, self doubt and the imposter syndrome

### SESSION 2: Building your courage muscles

- Learn tools to improve your courage through developing your grit and resilience
- Hone your inner wisdom and step into your most powerful presence

### SESSION 3: Creating impact and influence

- Increase your ability to influence others and affect change
- Manage the expectations, set boundaries and be assertive

### SESSION 4: Integrating the learning

- Create a 30-day plan to integrate your learning through experiments and a support network

### ABOUT YOUR FACILITATOR

Alicia Curtis is one of Australia's most inspiring social and business entrepreneurs as a personal leadership expert and change maker.

Clearly with a knack for inspiring crowds and empowering people to discover their own potential to be leaders, Alicia established her leadership development company in 2001. Her face to face and online leadership programs have always been at the cutting edge of increasing diversity in leadership, challenging the stereotypes of who can be leaders and the difference they can make.

Alicia continues pushing the boundaries of what's possible. In 2014, she co-founded 100 Women, a collective giving circle which inspires everyday people to become powerful philanthropists. Over that time, 100 Women has granted \$720,000 and impacted over 10,500 women and girls in over six different countries.

Alicia has a Masters in Business Leadership and has numerous awards to her name including being inducted into the WA Women's Hall of Fame in 2020, top 4 in the 2019 Business News 40under40 List, 2018 EY Social Entrepreneur of the Year in the western region, Westpac's 200 Businesses of Tomorrow in 2017 and the Westpac & Australian Financial Review's 100 Women of Influence List in 2014.

Alicia's leadership journey started at just 12 years old, attending the first International Children's Conference organised by the United Nations and then co-founding a children's conference in Perth – since then, she's never stopped!



## HOW TO REGISTER

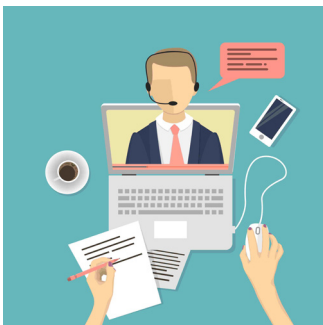
To register for the Corporate PA Summit, visit [www.thinktankmedia.net](http://www.thinktankmedia.net) and click 'Book Now' on the event website.

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.

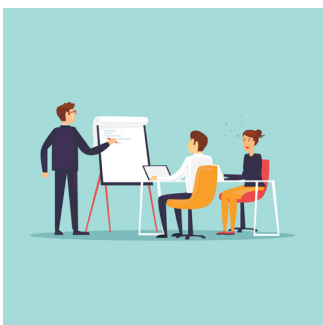
## SUMMIT DAY ONLY



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 13 October 2023  
\$1595 + GST. Full rate, for bookings made after 13 October
- ☐ **THE SUMMIT AND ONE MASTERCLASS**  
**\$1895 + GST.** Early bird rate, valid until 13 October 2023  
\$2195 + GST. Full rate, for bookings made after 13 October
- ☐ **THE SUMMIT AND BOTH MASTERCLASSES**  
**\$2395 + GST.** Early bird rate, valid until 13 October 2023  
\$2695 + GST. Full rate, for bookings made after 13 October
- ☐ **TABLE OF SEVEN FOR THE SUMMIT DAY**  
**\$7252 + GST.** Early bird rate, valid until 13 October 2023  
\$8932 + GST. Full rate, for bookings made after 13 October

## 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)

## MASTERCLASS OPTIONS

- ☐ **Future YOU: The ultimate reset (Monday)**
- ☐ **Impact, Influence and Confidence (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)