

THE CORPORATE PA SUMMIT NZ 2024



ONE DAY. A LIFETIME OF INSPIRATION.



**CORPORATE PA
SUMMIT**

12 NOVEMBER 2024, AOTEA CENTRE, AUCKLAND

**NEW ZEALAND'S #1 SUMMIT FOR EXECUTIVE ASSISTANTS
AND PERSONAL ASSISTANTS**

20
YEAR
ANNIVERSARY

 **thinktank**
media

ABOUT THE SUMMIT



The Corporate PA Summit turns 20 in 2024 and will be the biggest and most exciting summit we've ever produced. Dedicated to inspiring and empowering you to achieve your full potential and be the best that you can be, the 2024 event is not to be missed.

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

"AMAZING SUMMIT, THE BEST I HAVE BEEN TO SO FAR. WELL DONE TEAM!" **EA, AUT**

"I JUST REALLY LIKED TIME FOR MYSELF AS A PA, UPSKILLING FOR MY FUTURE." **EA, ACC**

"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**

"EXCELLENT CONTENT. INSPIRATIONAL NEW SPEAKERS, AND A GREAT OPPORTUNITY FOR PROFESSIONAL DEVELOPMENT AND NETWORKING" **EA, NZ RUGBY**



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



Find out more today at www.thinktankmedia.net



SUMMIT **SPONSORS**



SUMMIT **PRICING**

Attendance Type:

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

**Super Early Bird
Until 21 June**

\$1195 + GST
\$1795 + GST
\$2395 + GST
\$6692 + GST

**Early Bird
Until 27 Sept**

\$1395 + GST
\$1995 + GST
\$2595 + GST
\$7812 + GST

**Full Rate
After 27 Sept**

\$1595 + GST
\$2195 + GST
\$2795 + 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 | 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

Hayley Holt

9.10 Keynote address: Thriving through change

Karen Walker, designer, entrepreneur, brand and icon



In today's rapidly evolving workplace, there's no such thing as 'business as usual'. More likely, you're at the mercy of unprecedented rates of change, disruptions and advancements from Monday to Friday. While this level of change can be overwhelming, it

can present opportunities to those who remain open to them.

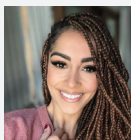
In fact, the ability to adapt and thrive amidst uncertainty has become increasingly important in the current era of business. Globally recognised fashion designer and entrepreneur Karen Walker knows this fact well, having embraced the ebbs and flows of the fashion and retail industries throughout her career.

Over the past 30 years, Karen Walker has made a point of constantly redefining and reinventing herself and her eponymous eyewear brand. During her keynote presentation, she will discuss how taking the lead in times of change and always looking to the future has contributed to her success. Through hearing Karen Walker's story, you will be inspired to:

- Lead with innovative ideas and a unique point of view
- Embrace the journey of continuous learning
- Adopt an adaptive mindset, knowing that readiness comes from action, not waiting for the perfect moment
- Take risks and be brave in the face of change

10.00 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.

- 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

10.45 Morning break

11.15 Scaling new heights in your EA career

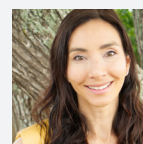
This session will be given by a senior EA speaker

This session focuses on empowering you to proactively navigate your career paths, develop essential skills, and seize opportunities for career progression. You will gain insights into career planning, building a strong professional network, and leveraging your unique strengths to propel your career forward, including:

- How to lead development and goal setting conversations with your executive to ensure you don't plateau
- Bridging the gap between what executives are looking for but aren't necessarily able to articulate
- Tools to visualise your career progression and identify steps for advancement
- Cultivating a growth mindset allowing you to easily adapt to new challenges and evolving expectations in the workplace
- Negotiating advancement opportunities, promotions, and salary increases

11.45 Embracing the digital revolution: the future of technology for Executive Assistants

Dr Michelle Dickinson



This 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:

- Understanding the power of AI to boost your productivity and simplify your life
- Having a possibility thinker mindset for embracing and leveraging technology
- Learning strategies for continuous learning and professional development to stay ahead of technological advancements
- Navigating the future with confidence and embracing the possibilities
- Understanding some of the ethical considerations and challenges with AI and other emerging technology

12.30 Lunch break

13.30 Inspirational keynote: Collaborating to win

James Castrission



James is well-known for undertaking two of the greatest adventures in history, both of which were world-first expeditions. Most recently he made history by completing the longest unsupported polar expedition of all time, alongside his best mate, Jonesy. In 100 years of polar exploration no-one had EVER walked from the edge of Antarctica to the South Pole and back without assistance.

Four years earlier they Crossed the Ditch – paddling 3318km without assistance across the Tasman Sea for another world first. They braved 10 metre swells, howling winds, endured severe food and sleep deprivation and adverse winds and currents.

James' highly motivating, story-based presentation will share many of the lessons learned through two of the greatest feats of adventuring in history, including:

- The importance of effective collaboration as the most important element of success
- Creating a tribe that is aligned and working together, that supports each other
- Putting planning front and centre to ensure success
- Developing the right mindset for the challenge ahead

14.15 Success at any age: Removing the barriers so you can thrive

Alexia Hilbertidou



Age can often become a point of contention in the workplace, with individuals – often women – either feeling too young or too old to excel in their careers. However, the idea that age is a barrier to success is fundamentally flawed. Age should not dictate your ability to thrive professionally.

One example of this is renowned advocate, entrepreneur and Gen Z expert, Alexia Hilbertidou, who was raised in challenging circumstances and defied odds by founding GirlBoss NZ at just 16 years old. GirlBoss has since become a pivotal force in closing the gender gap in STEM fields in New Zealand and empowering young women to reach their full potential, proving that age should not discount you from achieving your professional goals.

During her presentation, Alexia will share her insights on how you can harness your individual strengths, skills and values to drive innovation and progress in your career, regardless of your background, age or experience. You will be equipped with actionable strategies to find your

inner confidence, resilience and determination so you can overcome any obstacle.

Alexia will empower you to:

- Fully embrace your potential
- Overcome feelings of inadequacy, uncertainty and imposter syndrome when stepping outside your comfort zone
- Transcend age barriers to connect with your colleagues and clients
- Turn your obstacles into opportunities and find your seat at the table
- Champion equality within your workplace and become a role model for future generations

15.00 Afternoon break

15.30 Inspirational keynote: 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. Casey loves nothing more than helping people live better lives, drawing on her experiences and insights grounded in evidence-based expert opinion.

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
- The 10 rules for living that science backs time and time again so you know where to place your efforts

16.30 Sponsor prize draws

16.40 Closing remarks from the chair followed by networking drinks

PRE-SUMMIT MASTERCLASS

AUCKLAND
MONDAY
11 NOVEMBER 2024

AOTEA CENTRE, AUCKLAND

UNLOCK YOUR INNER POWER: MASTERING ENERGY AND BOOSTING PRODUCTIVITY

LISA O'NEILL



ABOUT YOUR MASTERCLASS

Energy management is crucial for maintaining high performance and effectiveness in a demanding role like an executive assistant.

As you strive to maximise productivity and achieve peak performance, it's essential to avoid slipping into overwhelm. That's why mastering productivity becomes highly relevant to executive assistants who need to successfully juggle multiple tasks and responsibilities.

In this not to be missed workshop, Lisa O'Neill will help you unlock your energy blueprint and you will learn will learn strategies to unlock your full potential and achieve exceptional results in your role.

MASTERCLASS AGENDA

SESSION 1: Juggling many roles

- Identify the different roles you have personally and professionally
- How well do you currently manage your roles on a day-to-day basis – what is impacting you positively, and what is impacting you negatively
- What can you change at home to support your career
- What can you change in your career to support you at home

SESSION 2: Making yourself a priority

Self care is way more than a bubble bath! Learn to prioritise yourself so that you can do, be and have all the things YOU want.

- STOP/START/LESS/MORE – prioritising exercise
- Develop a self-care strategy that spans across your personal and professional life – what support do you need
- What are your non-negotiables?
- Learn how boundaries can help you be boundless

SESSION 3: Planning and communication

- Planning fitting in what you want, need and have to do!
- Clear communication – the power of speaking your truth
- Control – Understanding what is your concern, under your influence and in your control

SESSION 4: Managing your energy

Understand the inputs required for energy. How do you get the physical, emotional and mental energy required to do everything you want, need and have to do.

- What does your energy say about you
- Identify your energy contributors and contaminants
- 10 ways to improve your energy

ABOUT YOUR FACILITATOR

Feisty, funny and fabulous. Lisa O'Neill is an absolute beam of light that will electrify your life. With the rare ability to deliver powerful messages through side-splitting humour, Lisa is highly sought after as a keynote speaker, facilitator and MC across Australia and New Zealand.

After more than a decade on stage, Lisa is consistently top-rated in conference and workshop evaluations. Participants love her straight-talking, refreshing wisdom and infectious laughter. They respond to her call to live big lives and to become the best version of themselves.

Lisa is the author of five books, 'Look Gorgeous Be Happy', 'Juggling in High Heels', 'The Lickable Third', '100 Questions to Self Awareness' and 'Everything You Want'.



POST-SUMMIT MASTERCLASS

AUCKLAND
WEDNESDAY
13 NOVEMBER 2024

AOTEA CENTRE, AUCKLAND

SHOW UP STRONG: FIND YOUR INNER CONFIDENCE AND ASSERTIVENESS

AMANDA ROSE



ABOUT YOUR MASTERCLASS

There's a lot to be said about the power of confidence in the workplace. Being self-assured and backing yourself can help you to be taken more seriously, gain respect from colleagues, and get further in your career. Assertiveness often goes hand in hand with confidence, although it is a challenging art to master. There is a fine line between being assertive and being aggressive, so how can you get the balance right, particularly when dealing with conflict at work?

This masterclass will be led by sought-after professional development trainer Amanda Rose, who is passionate about helping individuals realise their personal and professional potential. Together, you will unpack how you are currently showing up at work, identify strategies to develop your confidence, and find your most empowered voice so you can feel cool, calm and collected in any situation.

MASTERCLASS AGENDA

SESSION 1: Manage your mindset

To begin, this workshop will focus on your current mindset, understanding how your thoughts and internal dialogue affect the way you show up in the world. By becoming more aware of your mindset, you will learn how you can begin to take control of any limiting thoughts or behaviours that are holding you back in your career. You will learn how to:

- Avoid self-sabotage (instead, become your own biggest fan)
- Handle a bad day (with practical strategies Amanda uses herself)
- Become your most productive self

SESSION 2: Build your confidence

There is a lot that can be gained professionally by boosting your confidence levels. Feeling confident in the workplace increases productivity and improves your problem-solving skills.

During this session, you will examine your unique brand and abilities, and learn how you can leverage them. You will also discuss what confidence is and strategies on how to develop your confidence over time. In particular, you will:

- Get clear on your identity and your career direction
- Learn how to use your skills and knowledge to convey confidence to your colleagues
- Learn how to cure your imposter syndrome and say goodbye to feeling inadequate

SESSION 3: Find your assertive voice

Whether you feel you are a people pleaser and try to avoid confrontation, or find you become too passionate when you want to convey your views, this session will help you to identify the middle ground of assertiveness – being honest in your communication, while maintaining a level of respect. An assertive voice is invaluable in the workplace and is an important skill to hone if you are looking to become more influential at work. In this session you will explore:

- How being assertive can help you make progress faster, in your day-to-day role and in your career trajectory
- The key pillars of assertiveness and how to embed them into the way you communicate
- How being assertive can help to reduce stress and anxiety

SESSION 4: Deal with conflict

Ultimately, there is no way to avoid conflict at work, especially if you are part of a team, so it's important to feel comfortable when faced with these situations. In this session, you will bring everything you have learned together and apply it to difficult scenarios you may encounter in the workplace. You will have the opportunity to evaluate your current attitudes and approaches to conflict, as well as:

- How to quietly resolve and reduce conflict
- Learn tried and tested strategies to navigate difficult conversations
- How to deal with demanding, critical or hostile colleagues and managers, and build strong rapport



HOW TO REGISTER

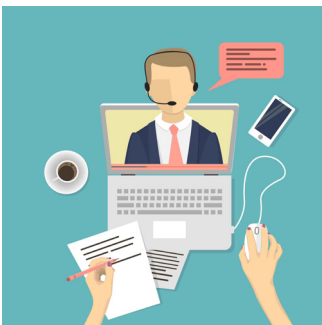
To register for the Corporate PA Summit, visit www.thinktankmedia.net and click 'Book Now' on the event website.

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.

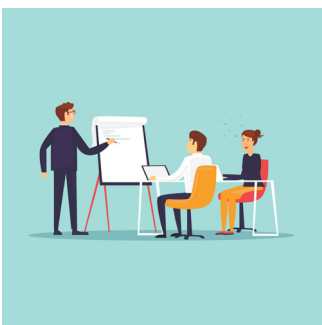
SUMMIT DAY ONLY



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

Find out more today at www.thinktankmedia.net



GALLERY FROM THE 2023 SUMMITS



**FOR ALL
REGISTRATION
ENQUIRIES,
CONTACT:**

Lauren Hindmarsh
ThinkTank Media

bookings@thinktankmedia.net





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 SUMMIT PREFERENCES

- ☐ **JUST THE SUMMIT**
\$1195 + GST. Super early bird rate, valid until 21 June 2024
\$1395 + GST. Early bird rate, until 27 September 2024
\$1595 + GST. Full rate, from 28 September 2024
- ☐ **THE SUMMIT AND ONE MASTERCLASS**
\$1795 + GST. Super early bird rate, valid until 21 June 2024
\$1995 + GST. Early bird rate, until 27 September 2024
\$2195 + GST. Full rate, from 28 September 2024
- ☐ **THE SUMMIT AND BOTH MASTERCLASSES**
\$2395 + GST. Super early bird rate, valid until 21 June 2024
\$2595 + GST. Early bird rate, until 27 September 2024
\$2795 + GST. Full rate, from 28 September 2024
- ☐ **TABLE OF SEVEN FOR THE SUMMIT DAY**
\$6692 + GST. Super early bird rate, valid until 21 June 2024
\$7812 + GST. Early bird rate, until 27 September 2024
\$8932 + GST. Full rate, from 28 September 2024

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, PayPal or cheque)

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

MASTERCLASS OPTIONS

- ☐ **Unlock your inner power with Lisa O'Neill**
- ☐ **Show up strong with Amanda Rose**