

THE CORPORATE PA SUMMIT PERTH 2024



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



**CORPORATE PA  
SUMMIT**

**30 OCTOBER 2024, OPTUS STADIUM, PERTH**

**AUSTRALIA'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

*"A GREAT FORMAT AND THOUGHT-PROVOKING PROGRAM. THE FIVE-STAR SPEAKERS WERE SO BRILLIANTLY INSPIRATIONAL!"*  
**EA, WOODSIDE**

*"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**

*"I REALLY ENJOYED THE SUMMIT AND HAVE TAKEN AWAY MANY NEW INSIGHTS. ALL PRESENTERS WERE GREAT, VERY PERSONABLE AND INTERESTING. THIS WAS MY FIRST YEAR ATTENDING THE SUMMIT, I'M LOOKING FORWARD TO NEXT YEAR!"* **EA, YAMATJI MARLPA ABORIGINAL CORPORATION**

*"VERY INSPIRING. AN INCREDIBLE OPPORTUNITY TO FEEL GRATEFUL TO BE PART OF THIS AMAZING EXPERIENCE. MAKES ME FEEL EMPOWERED."* **EA, DFES**



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



## SUMMIT SPONSORS



## SUMMIT PRICING

Attendance Type:	Super Early Bird Until 28 June	Early Bird Until 20 Sept	Full Rate After 20 Sept
Summit only	\$1195 + GST	\$1395 + GST	\$1595 + GST
Summit and one masterclass	\$1795 + GST	\$1995 + GST	\$2195 + GST
Summit and both masterclasses	\$2395 + GST	\$2595 + GST	\$2795 + GST
Table of 7 for the summit day	\$6692 + GST	\$7812 + 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](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**  
*Nick Ginsburg, Founder of The Admin Collective*

## 9.10 Keynote address:

### Using your voice for maximum impact

*Christina Matthews, legendary Australian cricket player*

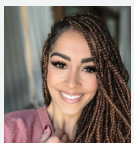


Too often, we find ourselves being agreeable, playing 'small' and letting others call the shots, simply because we don't want to 'rock the boat'. However, our esteemed keynote speaker Christina Matthews is here to tell you that your voice and your viewpoint are valuable – and needed. Christina will be offering insights from her career to empower you to confront adversity and difficult conversations with confidence, use effective communication to get your point across, and leverage your influence for positive change. Throughout this presentation, you'll explore:

- Getting clear on your 'why' and getting a stronger sense of purpose and fulfilment at work
- The importance of advocating for yourself when navigating challenges, and how it empowers others
- Elevating your communication skills through authenticity, fostering collaboration and embracing diverse viewpoints
- How aligning your actions with your values can increase your job satisfaction

## 10.00 Understanding and transforming your habits

*Dr Gina Cleo, expert in habit change and wellbeing*



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.

- 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

*Rachael Bonetti, passionate advocate for the EA community*



Led by corporate trainer, international speaker, podcast host and former EA, Rachael Bonetti, 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
- 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

## 12.00 Decisive action for a better life

*Bethan Winn, critical thinking and human skills facilitator*



Are you a person who can make decisions quickly, or does the constant need to make choices leave you feeling stuck and overwhelmed? Given you make approximately 30,000 decisions a day, from what to make for dinner to who to invite to a meeting, it's no wonder you sometimes want to put your fingers in your ears and hope someone else makes them for you!

Bethan Winn, a critical thinking and human skills facilitator, is passionate about helping individuals improve their problem-solving, critical thinking, creative thinking, and communication skills. Bethan will be delivering this presentation in her playful, evidence-based approach, giving you the tips and tricks to tap into your intuition so you can take the headache out of solving complex problems. You'll learn :

- Simple tools and techniques to prioritise decisions quickly and easily
- Insights into the key biases influencing your daily decisions
- Confidence and clarity in future decision-making
- How to create space to facilitate your best thinking and problem-solving

## 12.45 Lunch break

### 13.45 Inspirational keynote: Collaborating to win

*James Castrission, famous explorer and adventurer*



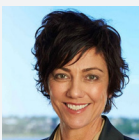
James is well-known for undertaking two of the greatest adventures in history, both of which were world-first expeditions. Most recently he made history by completing the longest unsupported polar expedition of all time, alongside his best mate, Jonesy. In 100 years of polar exploration no-one had EVER 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 The secret to peak performance

*Jenn Morris, corporate executive and non-executive director of Sandfire Resources and Liontown Resources*



Achieving great outcomes and exceptional performance at work are often not a case of luck. For the vast majority of people, success is the result of meticulous preparation, a commitment to continuous improvement, and a good dash of courage.

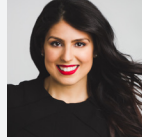
Natural talent will get you so far, but what often gets you over the line is a strong work ethic, a willingness to learn, and growth through adversity. In fact, Jenn believes that it's through challenges and setbacks that we learn and grow the most. Jenn is well qualified to discuss the pillars of success, as a dual Olympic gold medallist and accomplished corporate executive and non-executive director. You will be guided on:

- Why preparation is key to having confidence and getting the best results
- How to find the discipline to show up consistently, no matter the obstacles
- The importance of courage and taking leaps of faith when it comes to your personal and career growth
- The 'gold' on the other side of challenges and failures

### 15.15 Afternoon break

### 15.45 Driving strategic results: Empowering EAs to make a strategic impact

*Amanda Vinci, director of the EA Institute*



Unlock your potential as an Executive Assistant with this insightful session on "Driving Strategic Results." Learn the four fundamental principles that will empower you to drive strategic outcomes and achieve success in your role. This session is designed for EAs who are eager to elevate their impact and become indispensable partners in their organisation's success. You'll gain practical strategies and insights to enhance your strategic thinking and execution, making you a key player in achieving your organisation's goals. In this presentation, Amanda will cover:

- The importance of understanding and aligning with your organisation's strategy
- The 4 Principles that Drive Strategic Results
- Actionable insights and tools to enhance your strategic thinking and execution
- How to overcome common challenges and obstacles that hold EAs back.

### 16.30 Closing keynote address: Harnessing your inner power

*Lisa O'Neill, expert in personal branding and professional empowerment*



In a world where we are constantly under pressure, pressure to perform, to achieve and to do more, having the confidence to be the most magnificent version of yourself is the secret. It feels great to look great, to feel congruent and to present your best self to the world.

Personal power puts you in the drivers seat. People who feel powerful make more decisions, take the lead and contribute to their organisations. It's time to stop playing small, to be good enough and to take charge. Learn practical tools and advice from Lisa on how to be your best self in your business, and in life!

- Authenticity, knowing who you are and having the confidence to be yourself and feel great
- Creating high energy in yourself and those around you
- Boosting your feeling of confidence and self-worth
- Juggling priorities with good planning and how to become a talented multi-tasker
- Keeping your physical and mental energy levels up
- Prioritising living a life that you love – experiencing fun, fulfilment and gaining control

### 17.15 Sponsor prize draws

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

# PRE-SUMMIT MASTERCLASS

PERTH  
TUESDAY  
29 OCTOBER 2024

OPTUS STADIUM, PERTH

## 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

PERTH  
THURSDAY  
31 OCTOBER 2024

OPTUS STADIUM, PERTH

## 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

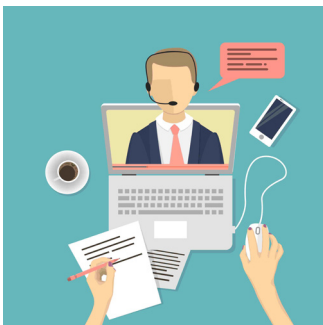
To register for the Corporate PA Summit, visit [www.thinktankmedia.net](http://www.thinktankmedia.net) and click 'Book Now' on the event website.

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.

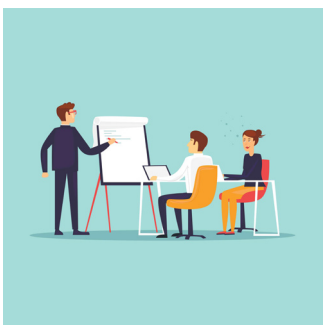
## SUMMIT DAY ONLY



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

**FOR ALL  
REGISTRATION  
ENQUIRIES,  
CONTACT:**

Lauren Hindmarsh  
ThinkTank Media

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







## GALLERY FROM THE 2023 SUMMITS



A group of people sitting at a table in a large event space, talking and eating.



**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**  
**\$1195 + GST.** Super early bird rate, valid until 28 June 2024  
\$1395 + GST. Early bird rate, until 20 September 2024  
\$1595 + GST. Full rate, from 21 September 2024
- THE SUMMIT AND ONE MASTERCLASS**  
**\$1795 + GST.** Super early bird rate, valid until 28 June 2024  
\$1995 + GST. Early bird rate, until 20 September 2024  
\$2195 + GST. Full rate, from 21 September 2024
- THE SUMMIT AND BOTH MASTERCLASSES**  
**\$2395 + GST.** Super early bird rate, valid until 28 June 2024  
\$2595 + GST. Early bird rate, until 20 September 2024  
\$2795 + GST. Full rate, from 21 September 2024
- TABLE OF SEVEN FOR THE SUMMIT DAY**  
**\$6692 + GST.** Super early bird rate, valid until 28 June 2024  
\$7812 + GST. Early bird rate, until 20 September 2024  
\$8932 + GST. Full rate, from 21 September 2024

## 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](http://www.thinktankmedia.net/terms)

## MASTERCLASS OPTIONS

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