

THE CORPORATE PA SUMMIT 2024



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



**CORPORATE PA  
SUMMIT**

**12 JUNE 2024, PULLMAN ON THE PARK, MELBOURNE**  
**18 JUNE 2024, THE FULLERTON HOTEL, SYDNEY**

**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

*"THE CORPORATE PA SUMMIT IS A TONIC TO THE EA SOUL. BRILLIANT CONTENT AND SUPER FUN. KEEP UP YOUR SPARKLE."* **EA, MATER**

*"IT WAS EXTREMELY WELL ORGANISED AND FANTASTIC SPEAKERS. MC WAS FAB. I FEEL SO ENERGISED."* **EA, UNSW**

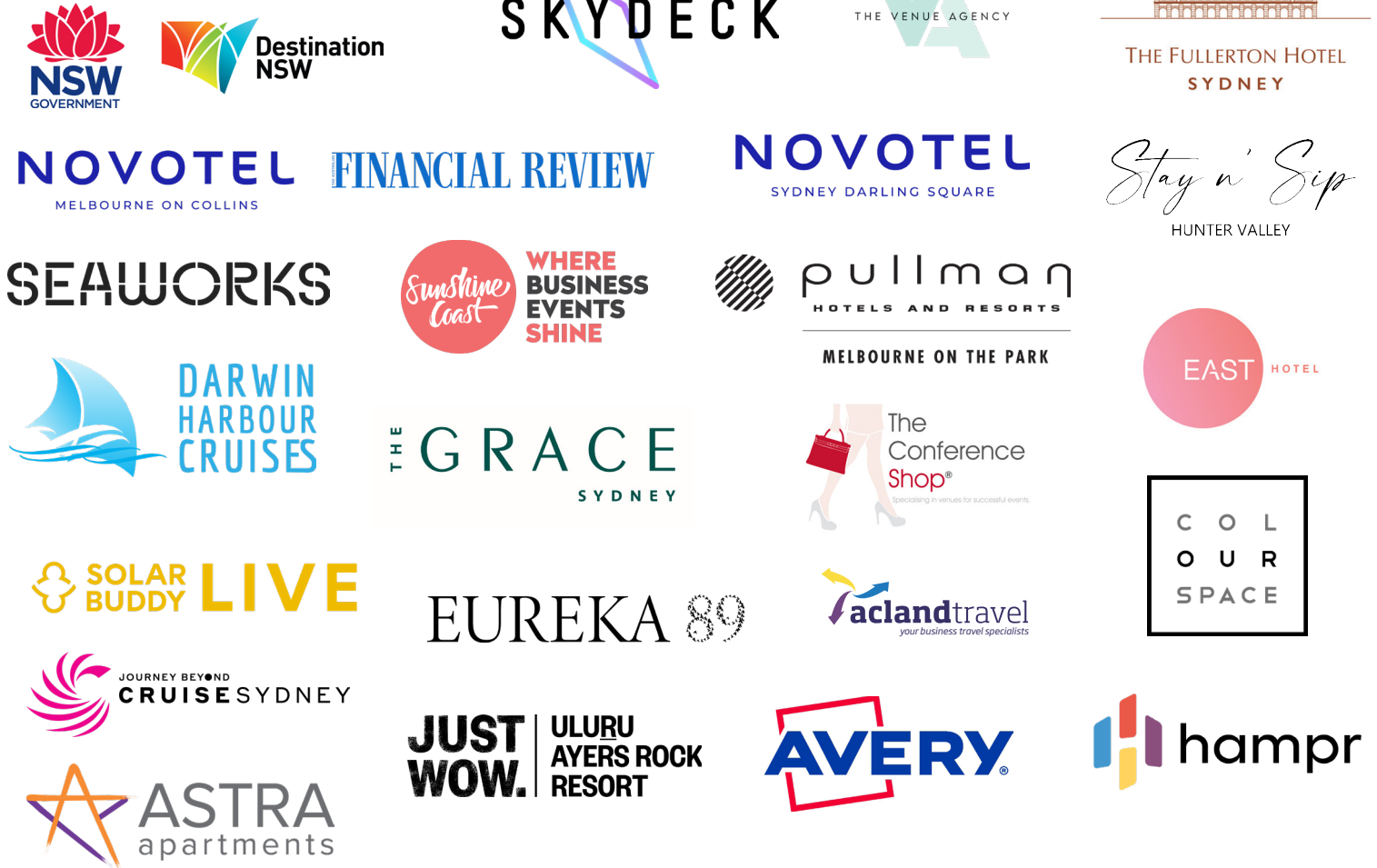
*"THE VARIETY OF SPEAKERS AND TOPICS WERE BRILLIANT THIS YEAR. A GREAT MIX WITH EXTREMELY POSITIVE MESSAGES."* **EA, AGL**

*"THANK YOU FOR SUCH A GREAT CONFERENCE. EVERYTHING WAS BEAUTIFUL. THE SPEAKERS WERE GREAT!"* **EA, DEPARTMENT OF DEFENCE**



Find out more today at [www.thinktankmedia.net](http://www.thinktankmedia.net)

*SUMMIT* **SPONSORS**



*SUMMIT* **PRICING**

Attendance Type:

	<b>Early bird rate Until 3 May 2024</b>	<b>Full rate After 3 May 2024</b>
Summit only	\$1395 + GST	\$1595 + GST
Summit and one masterclass	\$1995 + GST	\$2195 + GST
Summit and both masterclasses	\$2595 + GST	\$2795 + GST
Table of 7 for the summit day	\$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

*Shelly Horton*

### 9.10 Keynote Address:

#### **Finding purpose, belonging and fulfilment in your role**

*Dr Julia Baird, award winning journalist and author*



Embark on a journey of self-discovery and empowerment with award-winning journalist and best-selling author, Julia Baird. This transformative session will help you uncover what truly matters, and foster a sense of purpose, connection and fulfillment in both your personal and professional life. Julia will offer practical insights to allow you to lead a life that is both internally fulfilling and externally impactful. You will also uncover:

- The power of embracing your unique style and strengths to igniting your passion, and empowering yourself and others
- How to overcome self-doubt, paving the way for fulfillment and clarity of purpose
- Why authenticity is key to elevating your communication skills and nurturing strong working relationships
- The importance of self-reflection, mindfulness, and gratitude in boosting your overall sense of happiness
- How to embrace your personal agency when facing challenges
- The power of your influence in positively impacting the lives of others

### 10.00 Becoming a person of influence by finding the confidence within

*Michelle Cowan*

*Michelle is the highest-rated speaker ever at the Corporate PA Summit in Perth*



Michelle Cowan is Head of Womens Football at West Coast Eagles and has an impressive resume, notably becoming Australia's first female WAFL assistant coach at the age of 21. Her successful and pioneering coaching career has helped to shape both mens and

womens AFL and has been awarded both AFL Football Woman of the Year and AFL DSR Coach of the Year in recognition of her incredible contributions. Michelle's influence on the sport is undeniable and is the culmination of her fierce determination, passion and an innate ability to build strong and enduring relationships. She believes relationships are at the heart of any successful business or sporting team and credits this to her success. You'll learn:

- How to communicate with confidence and how to use your voice effectively
- The importance of self-esteem when it comes to

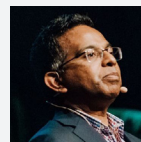
projecting confidence and being assertive

- How to create your own 'support team' to lean on during tough times
- How to harness the power of positivity
- The importance of trusting and backing yourself

### 10.45 Morning break

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

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



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 adapting to the changing digital landscape:

- Understanding the latest technological trends and their implications for executive assistants
- Shaping a proactive mindset for embracing and leveraging technology advancements
- Strategies for effective collaboration between executive assistants and AI technologies
- Emphasising the importance of emotional intelligence and interpersonal skills in an AI-driven environment
- Navigating the future with confidence

### 12.00 Building a dynamic duo: The key ingredients for a strong EA / Executive relationship

*Julie De Maria, Executive Assistant, and Darren Searle, Head of Australia and New Zealand, LOGOS Property*



The EA/executive relationship is a critical partnership that sets the tone for productivity, efficiency, and success in the workplace. This session explores the key elements of creating a great working relationship between an executive and their assistant, including effective communication, establishing trust, and maximising collaboration to achieve shared goals.



This session will provide you with valuable strategies for cultivating a dynamic duo that drives exceptional results.

- Understanding the mutual benefits of a productive partnership
- Identifying common challenges and barriers to effective collaboration
- Utilising technology and communication tools to streamline collaboration
- Nurturing an environment of trust through transparency and open dialogue
- Addressing conflicts and challenges that arise in the working relationship
- Celebrating achievements and contributions

## 12.30 Lunch Break

### 13.30 Connecting courageously with different personalities

*Amy Scott*

*Amy has run countless communication workshops for ThinkTank, and we think she's the best in the world at connecting with diverse personalities and navigating tricky conversations.*



In our rapidly-changing work environments we are often asked to cope with not just changes in business structures and processes but also with a multitude of different personalities. Different people connect in different ways but how do we best

adapt our communication styles to manage our diverse professional relationships for a happier, more positive and more productive workplace and greater interpersonal relationships?

- Understand your natural communication, negotiation and operating style
- What does it take to communicate with courage?
- How to connect with diverse personalities and deal with potential conflict
- Create strong and long-lasting relationships with colleagues and clients
- Overcome feelings of self-doubt and anxiety and master courageous conversations
- Managing emotions at work
- Find your voice - in a group, meeting, when public speaking or in one-on-one situations
- Building your personal brand

### 14.15 The glorification of busy: Slowing down, to speed up - a masterclass in productivity

*Cassie Roma*

*Cassie was our keynote speaker at the summit in NZ last year, and is one of the best speakers we've ever had in 20 years of PA Summits.*



Cassie Roma is a powerhouse in the boardroom, and in front of a camera. Passionate about creative content, social media strategy, and storytelling across mediums both emerging and traditional, Cassie has literally lived and breathed the

digital revolution.

Despite her enormous success in business, Cassie's main professional goal in life is to deliver results, but have fun doing it.

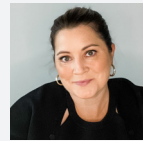
In her empowering productivity keynote, Cassie will show you realistic strategies for making space to get off the hamster wheel of busyness, slow-down, think deeply, and to find time to work more effectively across your day-to-day projects and ultimately, get more done!

## 15.00 Afternoon break

### 15.30 Scaling new heights in your EA career

*Rachael Bonetti*

*Rachael is a former career executive assistant who has supported a high profile billionaire, thought leaders, CEOs and Chairs internationally for 27 years.*

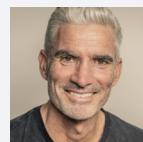


This session focuses on empowering you to proactively navigate your career paths, develop essential skills, and seize opportunities for career progression. You will gain insights into career planning, building a strong professional network, and leveraging your unique strengths to propel your career forward:

- 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

### 16.15 Taking courageous action to advance and grow

*Craig Foster AM, 2023 NSW Australian of the Year, former Soccerroo captain and advocate for the disadvantaged*



Join Craig as he discusses the intersection between courage, purpose, and career advancement. Craig will share his journey from the soccer pitch to becoming a renowned advocate for diversity and human rights, and how living in alignment with your values can help propel you forward in your career.

Craig will share invaluable insights on the power of taking courageous steps, overcoming adversity, and how shaping your career in line with your personal motivations and values can create meaningful impact. Through his experiences and expertise, Craig will inspire you to uncover the parts of your career that give you a profound sense of fulfillment, so you can bring your best self to your role:

- Courageous action and how it can help you reach your career goals and inspire others
- Overcoming adversity through resilience and facing challenges head-on
- How to be guided by your core values
- How to use your influence for positive change and the importance of collective wellbeing

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

# PRE-SUMMIT MASTERCLASS

**PULLMAN ON THE PARK, MELBOURNE**  
TUESDAY 11 JUNE, 2024

**THE FULLERTON HOTEL, SYDNEY**  
MONDAY 17 JUNE, 2024

## 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

**PULLMAN ON THE PARK, MELBOURNE**  
THURSDAY 13 JUNE, 2024

**THE FULLERTON HOTEL, SYDNEY**  
WEDNESDAY 19 JUNE, 2024

## 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.

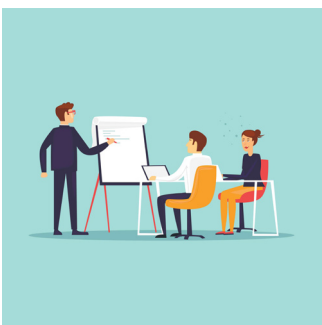
## SUMMIT DAY ONLY



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.



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## 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 CITY  Melbourne  Sydney

## YOUR SUMMIT PREFERENCES

- JUST THE SUMMIT**  
**\$1395 + GST.** Current early bird rate, valid until 3 May 2024  
\$1595 + GST. Full rate, from 3 May 2024
- THE SUMMIT AND ONE MASTERCLASS**  
**\$1995 + GST.** Current early bird rate, valid until 3 May 2024  
\$2195 + GST. Full rate, from 3 May 2024
- THE SUMMIT AND BOTH MASTERCLASSES**  
**\$2595 + GST.** Current early bird rate, valid until 3 May 2024  
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- TABLE OF SEVEN FOR THE SUMMIT DAY**  
**\$7812 + GST.** Current early bird rate, valid until 3 May 2024  
\$8932 + GST. Full rate, from 3 May 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](http://www.thinktankmedia.net/terms)

## MASTERCLASS OPTIONS

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