



# CORPORATE PA SUMMIT

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

**THE WORLD'S #1 SUMMIT FOR EXECUTIVE  
ASSISTANTS AND PERSONAL ASSISTANTS**



**14-16 OCTOBER 2025, PULLMAN LONDON ST PANCRAS**

## WELCOME TO **THE SUMMIT**



Welcome to the 21st annual Corporate PA Summit! As the director of this event, I'm excited to welcome you and celebrate the vital role you play in shaping the future of business.

The EA and PA profession has evolved tremendously over the past two decades, becoming more strategic and dynamic than ever. This summit is designed to help you stay ahead of the curve, equipping you with the latest tools, insights, and connections to thrive in today's fast-paced corporate landscape.

We've curated a program that reflects the power and potential of your role, focusing on the skills and knowledge needed to not only support, but to lead. Whether this is your first summit or you've been with us before, I hope you leave inspired, empowered, and ready to make an even greater impact.

Thank you for being a part of this remarkable community. Welcome, and enjoy the summit!

*JAMES MATTHEWS*  
**DIRECTOR, THINKTANK MEDIA**

## SUMMIT SPEAKERS



The Corporate PA Summit attracts a fantastic mix of inspirational speakers, celebrity speakers and leading EAs.

### SARAH FURNESS



Sarah Furness is an accomplished risk management and human performance trainer at the world class Defence Academy of the UK.

### PROF MICHAEL WOOLDRIDGE



Michael is uniquely qualified to discuss AI – after all, he is a professor of AI at the University of Oxford, and Director for AI at the Alan Turing Institute, London.

### MAGGIE ALPHONSI MBE



The face of international women's rugby, Maggie Alphonsi is one of the most well-known names in women's team sports.

### RACHAEL BONETTI



Rachael is a consultant, corporate trainer, writer, international public speaker and lifelong, passionate advocate for executive assistants.

### MATT LINDLEY



Matt Lindley is a serving airline pilot and former RAF pilot who applies his experiences in leadership, accountability, and culture to the business world.

### BETHAN WINN



Bethan is a critical thinking and human skills facilitator, helping individuals and teams get clarity and confidence in their communication, decision making and problem solving.

**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 enrich and revitalise your career.

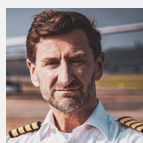
## 8.30 Summit registration

## 9.00 Opening remarks from the chair

### 9.10 Keynote address:

#### Soaring under pressure: Unlocking your full potential

*Matt Lindley*



In today's fast-paced, high-pressure world, executive assistants are the glue that holds businesses together. But in the relentless busyness of life, how can you ensure you're not just surviving but thriving—reaching your full potential while maintaining balance?

Drawing on his extraordinary experiences as an RAF and commercial airline pilot, Matt Lindley delivers an inspiring and practical session designed to help you unlock peak performance, overcome mental barriers, and bring your whole self to work.

Matt's story is one of navigating extreme pressure, from flying fast jets and managing critical errors in high-stakes environments to embracing authenticity in his personal and professional life. His unique insights into human performance, culture, and leadership will empower you to find clarity amidst chaos, achieve focus under pressure, and create space for what truly matters.

- Learn proven strategies from aviation and elite teams to maintain clarity, focus, and excellence even in the most high-pressure scenarios
- Overcome mental roadblocks and discover tools to align your ambitions with actionable steps for personal and professional growth
- Understand the power of authenticity and how it can lead to deeper connections, enhanced performance, and a stronger workplace culture
- Discover how to find moments of focus and intention in the busyness of life to turn good intentions into great results

### 10.00 Decisions made simple: Think critically, solve problems and lead with confidence

*Bethan Winn*



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!

While these decisions can often seem trivial, it is the sum of your choices that steers your career and indeed, your life. The good news is that there are ways to hone your

decision-making skills, become more resilient in the face of 'tough calls' and increase your adaptability.

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

## 10.45 Morning break

### 11.15 Your greatest challenge is your biggest opportunity

*Maggie Alphonsi*



It's easy to become overwhelmed in the face of challenges in your role or workplace. We often view challenges as roadblocks – something that gets in the way of completing the task at hand. However, what if this is the wrong approach?

Before announcing her international retirement, Maggie represented her country seventy-four times, scored twenty-eight tries, won a World Cup, and helped England win a record breaking seven consecutive Six Nations crowns. Training as an elite athlete and developing a growth mindset has taught Maggie that challenge equals opportunity.

Through grit and determination, she's realised that anything is possible. She believes a growth mindset can be developed with dedication and diligence, allowing you to rise to any challenge and importantly, learn from them. Maggie will share the secrets to her winning mindset and help you to:

- Learn to identify roadblocks and their source
- Understand how to transform challenges into opportunities
- Learn how small changes in behaviour can shift your mindset
- Cultivate a love of learning and a curiosity for problem-solving
- Develop the skills necessary to overcome challenges and thrive despite setbacks

## **12:00 Driving strategic results: empowering EAs to make a strategic impact**

*Presenter to be announced soon*

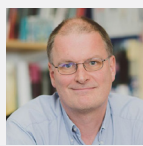
The session will explore practical strategies to enhance your ability to think strategically, execute effectively, and overcome common challenges that may be holding you back.

- The importance of understanding and aligning with your organisation's strategy
- The essential principles that will help drive strategic results – from prioritisation and resource management to fostering collaboration and innovation
- Actionable insights and tools to enhance your strategic thinking and execution
- How to overcome common challenges and obstacles that hold EAs back

## **12.30 Lunch Break**

## **13.30 Evolving with technology: The future of the executive assistant**

*Professor Michael Wooldridge*



In an era of rapid technological advancement, the role of the EA is transforming like never before. The rise of artificial intelligence and sophisticated software solutions presents both challenges and opportunities for professionals in these roles. Far from replacing the human element, technology is empowering EAs to expand their skill sets, increase productivity, and transition into more strategic, value-driven roles within their organisations. This session will explore both the opportunities and the challenges of the fast-moving pace of technology, and how you can ensure you reap the benefits – professional growth, enhanced efficiency, and a more proactive approach to the evolving demands of the workplace.

We'll also discuss ways to stay ahead of the curve, and open the floor for your questions and experiences

- How to use AI to free up your time for higher-level responsibilities and contribute more strategically
- Strategies for staying up-to-date with the latest technological advancements and how to integrate them into your daily workflow effectively
- Understand how continuous learning and adaptability to technological change can open new career paths and opportunities for advancement within your role and organisation
- Interactive Discussion: Share your experiences with technology in your role, and learn from other attendees how they overcome challenges and maximise the benefits of these tools in their work environment

## **14.30 Scaling new heights in your EA career**

*Rachael Bonetti*



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.

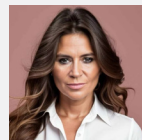
You will gain insights into career planning, building a strong professional network, and leveraging your unique strengths to propel your career forward, including:

- 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

## **15.15 Afternoon break**

## **15.45 Mastering the habits of resilience: Thriving with calm, control and confidence**

*Sarah Furness*



As an EA or PA, the demands of balancing multiple priorities and navigating ever-changing challenges can feel relentless. How do you maintain composure, develop confidence, and consistently bring your best self to the table? Sarah Furness, a former

RAF combat helicopter pilot and mindfulness coach, shares her unique formula for building resilience, achieving inner calm, and thriving under pressure. Drawing on her operational experience in some of the world's most high-stakes environments, Sarah introduces her H.A.B.I.T.S. (Healthy Automatic Behaviours In Threatening Scenarios) Formula, a revolutionary approach to training your mind to stay in control no matter what life throws your way.

- Learn how meticulous preparation and consistent habits build confidence and enable you to excel
- Discover how embracing challenges with a willingness to learn can help you adapt and grow in any situation
- Unlock the secrets to cultivating a zen-like mindset, creating space for clarity and composure
- Develop the discipline to show up consistently
- Explore Sarah's science-based H.A.B.I.T.S. Formula to rewire your mind for self-belief, resilience, and focus

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

# PRE-SUMMIT MASTERCLASS

**LONDON**  
**TUESDAY**  
**14 OCTOBER 2025**

**PULLMAN LONDON ST PANCRAS**

## THE EA BUSINESS TOOLKIT: LEADERSHIP, AI, IMPACT & INFLUENCE

BETHAN WINN



### ABOUT YOUR MASTERCLASS

This is a day packed full of Executive Assistant essential skills – identify your leadership style and learn how to capitalise on your strengths, develop your relationship building skills, master thinking skills in the age of AI, shape your workplace presence for greater impact and influence and build strategies to better manage your work life balance to enable you to perform at your best.

Designed to give EAs a series of fundamental skills that can be easily applied and immediately implemented in the workplace, this masterclass is a must for all EAs who are looking to take their career to the next level.

The masterclass addresses the critical skills required to be successful as an EA or PA today.

### MASTERCLASS AGENDA

#### 8.30 Registration and welcome coffee

#### 9.00am SESSION 1: Leadership and the Executive Assistant

Leadership can mean different things in different situations, but in today's office environments, those leadership skills learnt by CEOs can be equally relevant for EAs. This session looks at the leadership traits that will be of most help to you in your business, and how they can be applied in a practical sense when you return to the office.

- The relevance of leadership to the role of EA
- Identifying personal leadership styles
- Building your leadership potential
- Learn how to capitalise on leadership style strengths
- Discover how to adapt your personal leadership style

#### 10.30am Morning coffee

#### 11.00am SESSION 2: Embracing the Digital Revolution: The future of technology for executive assistants

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 to successfully adapt 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
- How to collaborate with AI technologies
- The importance of emotional intelligence and interpersonal skills in an AI-driven environment
- Navigating the future with confidence

#### 12.30pm Lunch

#### 1.30pm SESSION 3: Creating Impact and Influence

This session will focus on building your personal brand and communication style – recognise how you come across to others, and how you would like to come across in order to influence positively, whilst gaining recognition and respect from your colleagues.

- Learn how to create a great first impression
- Increase your leadership presence
- Build your self confidence
- Turn negative self talk around
- Actively manage the perception others have of you

#### 3.00pm Afternoon tea

#### 3.15pm SESSION 4: The work/life balance continuum

There is immense pressure in work and life these days. People are stressing, rushing and juggling in a wild attempt to prioritise their overcommitted schedules and get everything done. If you are struggling to sustain high levels of performance and wellbeing at the same time, this session is for you!

- Understand stress and its link to peak performance
- Learn strategies to boost your resilience
- Identify when you are tipping into and out of balance
- Develop techniques to keep you in balance
- Conduct a work/life balance audit

#### 4.30pm Close of masterclass

# POST-SUMMIT MASTERCLASS

**LONDON**  
**THURSDAY**  
**16 OCTOBER 2025**

**PULLMAN LONDON ST PANCRAS**

## THE ELITE EA TOOLKIT: STRATEGIC THINKING, PRESENCE, PROFILE AND CAREER PROGRESSION

*RACHAEL BONETTI*



### ABOUT YOUR MASTERCLASS

Are you ready to unlock your full potential and redefine your career as an Executive Assistant? Welcome to The Elite EA Toolkit, a transformative program designed for EAs who dare to do things differently. The masterclass not only teaches the 'how' but delves deep into the 'why,' setting you up for true success. Whether you aim to enhance your self-belief, navigate career plateaus, or increase your earning capacity, The Elite EA Toolkit will empower you to take your career to new heights.

Embrace your authenticity and leverage your uniqueness to develop a sense of self-worth that propels you forward. With a healthy growth mindset, you'll learn ways of working that keep you in the high-performance zone without burning out. Maintaining calm in challenging moments will become second nature, allowing you to navigate setbacks with resilience and ease.

### MASTERCLASS AGENDA

#### 8.30 Registration and welcome coffee

#### 9.00am SESSION 1: Confidence, empowerment, and mindset

- Building confidence foundations
- Effective communication and articulating worth
- Nurturing a healthy mindset for career success
- Developing and sustaining a growth mindset
- Empowerment through strategic thinking

#### 10.30am Morning coffee

#### 11.00am SESSION 2: Developing presence and profile, and creating new opportunities in your role

- Raising your internal profile and developing executive presence
- Effective communication and influencing
- Maximising on-the-job learning to create new opportunities
- Proactive development conversations
- Leveraging relationships and personal branding

#### 12.30pm Lunch

#### 1.30pm SESSION 3: Strategic thinking and leadership

- Developing and applying strategic thinking
- Thinking like an executive
- Leadership for EAs across all levels
- Impactful daily actions
- Building credibility and leading teams

#### 3.00pm Afternoon tea

#### 3.15pm SESSION 4: Effective partnering and career progression

- Providing elevated support and building trust
- Efficient communication and managing expectations
- Impactful contribution: Communicate how your work directly contributes to the success of those you support using tangible, measurable data
- Influencing for impact and going the extra mile
- Career progression and development
- Leading development and elevated performance review conversations to stay relevant in an evolving landscape.
- Develop specialist skills, leverage strengths, and enhance soft skills awareness to navigate career progression pathways effectively.

#### 4.30pm Close of masterclass

In this masterclass, you'll gain deep business insights, enabling you to provide superior support and contribute strategically.

You'll learn to recognise your leadership potential and how to articulate this to ensure your growth is supported and developed.

By creating and seizing opportunities for professional growth, you'll stand out for all the right reasons, paving the way for a rewarding and impactful career that stays relevant in a rapidly changing world.

## NETWORKING OPPORTUNITIES



The Corporate PA Summit is THE meeting place for EAs and PAs from all across the UK. As an attendee of the summit, you'll have the opportunity to meet hundreds of fellow assistants from diverse industries and backgrounds.

With a dedicated exhibition component, networking breaks throughout the day and complimentary networking drinks following the summit, you'll have the opportunity to greatly develop your network.

### ATTENDEE FEEDBACK



*Brilliant set of speakers. Very motivational and an awesome seminar setup.*

**EA, Munro Leys**

*Thank you for hosting such an excellent event aimed at support staff. Looking forward to seeing next year's program.*

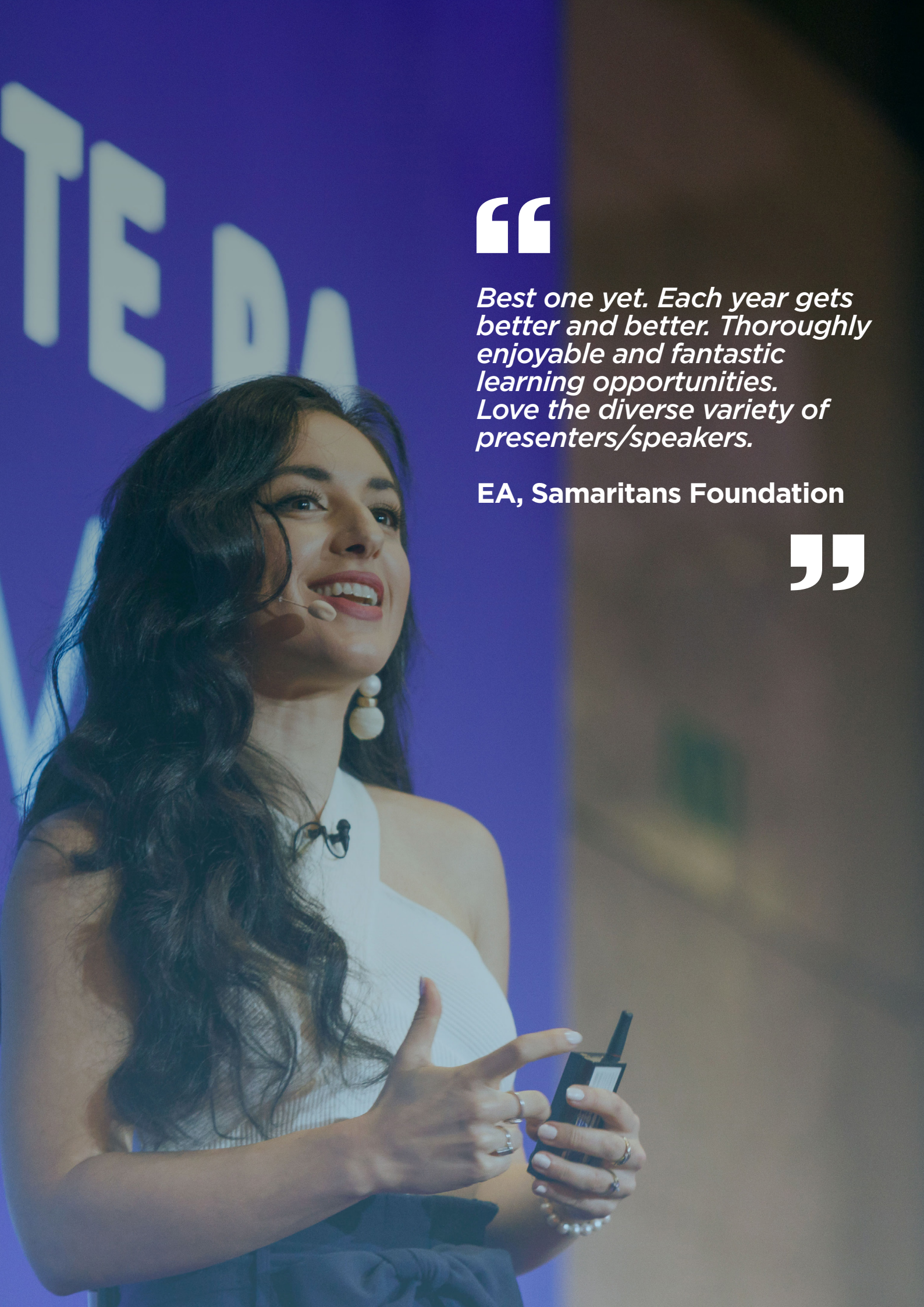
**EA, Department for Education**



*Thoroughly enjoyed the day - best conference yet! I have attended other conferences and this has always been the best, most interactive and informative - well done!* **EA, Leighton Contractors**

*I found the summit so informative, great advice and has given me the enthusiasm to make some changes that will improve my life. Great speakers. Great perspective to enable groups to collaborate together so our working environment is a joy to come to work.* **EA, BOSCH**





“

*Best one yet. Each year gets better and better. Thoroughly enjoyable and fantastic learning opportunities. Love the diverse variety of presenters/speakers.*

**EA, Samaritans Foundation**

”



## THE SUMMIT **VENUE**



### **Pullman London St Pancras**

100 – 110 Euston Road, London NW1 2AJ

Tel: 0207 666 9000 | [www.pullmanlondonstpancras.com](http://www.pullmanlondonstpancras.com)

Pullman London St Pancras has everything you need to unlock your potential.

There's space for you to work, create and connect in the 312 modern rooms and suites, 17 meeting rooms, not to mention the vibrant lobby. Always looking to up our game, we redefine what it means to travel. Our holistic well-being program is fresh; as is the cuisine we serve – all designed to fuel performance while expertly balancing indulgence and health. Everywhere you turn, art surrounds and inspires you. And, there's the opportunity to play around every corner.

Located in King's Cross, the contemporary, stylish and cosmopolitan Pullman London St Pancras opens up new travel possibilities, with London on your doorstep and Saint Pancras International Station and Eurostar trains just 5 minutes away.

## THE THINKTANK **TEAM**

For 21 years, the team at ThinkTank Media have been curating world-leading experiences and content through our summits and masterclasses. So far, we have impacted over 20,000 people through our memorable professional development events, and we're just getting started! We can't wait to meet you at the summit in October.



**FOR ALL  
REGISTRATION  
ENQUIRIES,  
CONTACT:**

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ThinkTank Media

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



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



## GALLERY FROM THE 2024 SUMMITS



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## REGISTRATION FORM

To register for the summit as an individual or as a group, you can do so online - click [here](#) for the booking page.

You can request an invoice or pay by credit card online, and group discounts are automatically applied.

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**  
£595. Super early bird rate, until 30 May 2025  
£695. Early bird rate, until 19 September 2025  
£795. Full rate
- ☐ **THE SUMMIT AND ONE MASTERCLASS**  
£895. Super early bird rate, until 30 May 2025  
£995. Early bird rate, until 19 September 2025  
£1095. Full rate
- ☐ **THE SUMMIT AND BOTH MASTERCLASSES**  
£1195. Super early bird rate, until 30 May 2025  
£1295. Early bird rate, until 19 September 2025  
£1395. Full rate
- ☐ **TABLE OF SEVEN FOR THE SUMMIT DAY (20% discount)**  
£3332. Super early bird rate, until 30 May 2025  
£3892. Early bird rate, until 19 September 2025  
£4452. Full rate

## 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 or PayPal)

**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

- ☐ The EA Business Toolkit with Bethan Winn
- ☐ The Elite EA Toolkit with Rachael Bonetti