



# CORPORATE PA SUMMIT

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

**AUSTRALIA'S #1 SUMMIT FOR EXECUTIVE  
ASSISTANTS AND PERSONAL ASSISTANTS**



**11 JUNE 2025, THE FULLERTON HOTEL, SYDNEY**  
**17 JUNE 2025, PULLMAN ON THE PARK, MELBOURNE**

## 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 in Australia.

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 SPONSORS



## SPONSORSHIP OPPORTUNITIES

The exhibition at the Corporate PA Summit is packed with products and services that help EAs and PAs do their job more effectively or efficiently.

For more details, contact Cass today, at [cass.davies@thinktankmedia.net](mailto:cass.davies@thinktankmedia.net)



**FOR ALL  
ENQUIRIES OR  
TO REGISTER,  
CONTACT:**

Lauren Hindmarsh  
ThinkTank Media

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Blythe Rowe at the  
2024 Melbourne summit

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

## ELLIE COLE



With an OAM, an AM & 17 Paralympic medals under her belt, in 2021 Ellie Cole became Australia's most decorated female Paralympian.

Ellie will share her remarkable journey at the summit, and the powerful lessons she has learned along the way.

## DR PREEYA ALEXANDER



Dr Preeya is a practising GP, mum of two, author and TV presenter. She holds a Bachelor of Medicine and Bachelor of Surgery from Adelaide University, and is a regular expert presenter on preventative health, general medicine, sexual health, mental health and women's medicine.

## ANTHONY CARTHEW



Anthony has more than 25 years' experience as a professional EA. In addition to his role as EA to the CEO, he manages the Assistants Team, and was the founding chair of Sydney Opera House's Pride network to help promote diversity and inclusion at the Opera House.

## SIMI RAYAT



Simi is a Certified Executive Leadership Coach, Chartered Business Psychologist, corporate speaker and author of Productivity Joy, written to help you master what matters. Her powerful session will equip you with the skills you need to make meaningful changes.

## MORE SUMMIT SPEAKERS



Rachael Bonetti at the  
2024 Sydney summit

### KRISTINA KARLSSON



Swedish born Kristina is the Founder of kikki.K. For over 20 years, from start-up to mid 2021, Kristina won the hearts and minds of millions the world over, as the creative force and personality behind what is an authentic, purpose led brand.

### ADAM SPENCER



Adam Spencer is one of Australia's most dynamic and engaging minds. With 25 years experience in television, radio and events, Adam loves curating challenging and thought-provoking conversations, especially about technology and its impact.

### CASEY BEROS



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. Get ready for an audit of your life and career!

“

*The speakers were diverse but relevant in so many different ways. Executive Assistant, ABC*

*An awesome summit with an incredible amount of information and thought-provoking information. Lots of ideas to take forward into everyday life, whether that's work or private. Thank you so much for inviting such an interesting group of presenters. Executive Assistant, City of Monash*

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# 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.

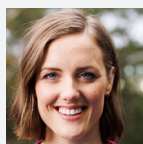
## 8.30 Summit registration

## 9.00 Opening remarks from the chair

### 9.10 Keynote address:

#### **Unlocking your potential: How mindset and resilience can drive professional achievement**

*Ellie Cole*



The pressures of supporting high-level executives and managing complex tasks are often very high, and if we're not careful can leave little room for personal wellbeing and growth. So, how can you leverage these pressures to propel you forward rather than

hold you back?

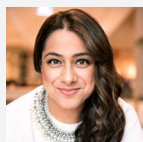
This presentation will explore how mindset is a powerful tool that can make the difference between merely surviving the daily grind and thriving in a fulfilling career. It will unpack how shifting your perspective can help you transform challenges into opportunities for personal and professional development.

In this inspirational session, you will be led by Ellie Cole, Australia's most decorated female Paralympian, who will share her remarkable journey and the powerful lessons she has learned along the way. From the importance of embracing change to the impact of a positive mindset on overcoming adversity, Ellie will provide real-world insights that can be applied to both your personal and professional life. Her story will inspire you to reframe challenges and harness your inner strength to achieve your fullest potential. You'll learn:

- How to cultivate a resilient mindset that empowers you to overcome professional challenges
- Practical tips for maintaining a positive outlook in the face of daily pressures
- How to apply Ellie's insights to fuel your own success

### **10.00 Efficiency and empowerment: Practical strategies to maximise productivity and achieve more of what matters**

*Simi Rayat*



This session aims to provide a comprehensive toolkit of practical strategies designed to empower you to be more effective and make an impact. By challenging traditional notions of productivity, you will learn how to free up valuable time and be able to

focus on strategic initiatives that contribute to both your organisation's success and your personal fulfillment.

Whether you're looking to improve connections to develop more productivity, delegate tasks more effectively, or simply find more time for yourself, this session will equip you with the knowledge and skills to make meaningful

changes.

- Practical tools and techniques to streamline daily tasks
- Overcome procrastination and stay focused
- Tips for integrating wellness and self-care into the workday
- Show up as the best version of yourself
- Methods for improving communication, delegation, and workflow management
- Craft your day for maximum impact

## 10.45 Morning break

### **11.15 Wellbeing for peak performance: Small changes for big gains**

*Dr Preeya Alexander.*



In the fast-paced world of being a busy EA or PA, maintaining health and wellbeing is often overlooked, yet it's crucial for performing at a high level. As the backbone of your organisation, your wellbeing directly impacts your effectiveness.

With this in mind, how can you ensure that you're not only managing your workload but also taking care of your health? What small, realistic changes can you make today that will have the biggest impact in the long run?

Dr Preeya Alexander, a practicing GP, TV presenter, and author, is passionate about preventative health and breaking down complex medical information. In this engaging session, Dr. Preeya will explore how you can take control of your health by incorporating simple yet effective strategies into your daily routine. She'll share her insights on the importance of preventative health and provide you with actionable tips to enhance your physical and mental wellbeing. This presentation will cover:

- How to incorporate small lifestyle changes to reduce your risk of developing a chronic disease
- Helpful tips for improving your diet and increasing your daily activity levels
- Strategies for maintaining mental wellbeing while juggling a demanding workload
- How to make informed decisions about your health and wellbeing

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

*Adam Spencer*



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

# THE SUMMIT PROGRAM

**THE FULLERTON HOTEL, SYDNEY**  
WEDNESDAY 11 JUNE, 2025

**PULLMAN ON THE PARK, MELBOURNE**  
TUESDAY 17 JUNE, 2025

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, creating a dynamic exchange of ideas on how to best navigate this technological shift.

- 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 opportunities for advancement within your role and organisation
- Interactive Discussion

## 12.45 Lunch Break

### 13.45 Beyond the Title: Developing leadership skills and making a greater impact as an EA

*Anthony Carthew*



These days, many EAs find themselves in positions of influence, taking on responsibilities that extend into leadership and strategic decision-making. But how do you make the leap from being a support role to a key player in your organisation?

This session is designed to inspire and guide EAs who aspire to expand their impact at work. Explore the journey of developing your leadership qualities, while remaining true to one's role, and discover practical tips to identify and seize opportunities to contribute more, and increase your influence.

Drawing on the experiences of an accomplished EA who has successfully navigated this path:

- Explore the importance of bringing your whole self to work, and how authenticity can be a powerful tool, while staying true to your core EA responsibilities.
- Learn how to identify and present your case to take the lead on special projects that appeal to you
- Discover how to lead with confidence and inspire others to achieve collective success through collaboration and teamwork
- Understand your potential to become an influential part of your executive team

### 14.30 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.

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

## 15.15 Afternoon break

### 15.45 From setback to success:

#### Tools for thriving and pursuing your passion

*Kristina Karlsson*



In business and, indeed, in life, setbacks are not just inevitable – they're part of the journey. The most successful people will tell you that their greatest learnings came from their greatest failures. Yet, we often find ourselves fearing these setbacks rather than leaning into them.

What if that challenge was the key to unlocking your next big success? This presentation dives into the art of bouncing back, using real-world lessons to empower you to thrive even in the face of adversity.

During her presentation, Kristina will offer actionable insights on how to navigate setbacks with grace and determination. Prepare to walk away with tools that will help you turn your challenges into your next success story.

- Gain insights into the importance of adaptability and perseverance
- Explore the power of dreaming big and pursuing your passions, even in tough times
- Leave with actionable tools to harness your inner resilience in both your personal and professional life

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

# PRE-SUMMIT MASTERCLASS

**THE FULLERTON HOTEL, SYDNEY**  
TUESDAY 10 JUNE, 2025

**PULLMAN ON THE PARK, MELBOURNE**  
MONDAY 16 JUNE, 2025

## COMMUNICATION, NEGOTIATION AND IMPACT

AMY SCOTT



### ABOUT YOUR MASTERCLASS

Welcome to Communication, Negotiation and Impact, a full-day masterclass led by the inimitable Amy Scott. By the end of this masterclass, you will be equipped with a comprehensive toolkit to navigate and thrive in any professional environment. The program has been designed specifically to the unique challenges facing the modern EA, and will help you understand and enhance your natural communication and negotiation styles, build unshakeable confidence, and master the art of managing conflict.

Each session is designed to be interactive, insightful, and practical, providing you with tools and techniques you can apply immediately to see tangible improvements in your workplace interactions and leadership capabilities. You'll become laser-focused and learn how to communicate stress-free and with intent.

### MASTERCLASS AGENDA

#### 8.30 Registration and welcome coffee

#### 9.00am SESSION 1: How do we naturally communicate? Understanding your communication, negotiation and operating style

- Understanding how you prefer to communicate and interact at work with your boss, your peers and your direct reports
- Self-awareness and relationship building
- How do we communicate when under pressure or stress?
- Learning how to quickly identify others' operating styles so that you can adjust accordingly

#### 10.30am Morning coffee

#### 11.00am SESSION 2: Building your confidence and fine-tuning your communication skills

This session will fine tune your communication skills so you can affect change, command respect, be heard and improve your leadership skills.

- Have the confidence in yourself, your ideas and your concepts
- Learning how to make yourself heard in order to sell your ideas confidently and effectively to your manager and your peers
- Tips for communicating with busy big-picture executives
- Interpretation and perception of others – vital to communication
- Using personality profiling to read other people and adjust your communication style accordingly

#### 12.30pm Lunch

#### 1.30pm SESSION 3: Becoming the ultimate negotiator at work

Being able to negotiate well can have huge benefits at work; you'll be able to affect change and encourage people to do more to help.

- Recognising different personality types and learning ways to better relate to others when negotiating
- Understanding and uncovering the hidden agendas
- Knowing when to be assertive and when to hold back
- Identifying the main areas that you can use your new negotiation skills as an EA or PA
- Seeing immediate results in all aspects of your life – not just work!

#### 3.00pm Afternoon tea

#### 3.15pm SESSION 4: Building courage and impact when managing and resolving conflict

This hands-on session will help you build the courage and resilience necessary to survive in difficult environments and/or work with difficult people.

- Tricks for dealing with difficult people
- Being aware of your own buttons so you know when they are being pushed
- Resolving conflict at work
- Boosting your courage and resilience to be able to deal with conflict situations confidently, positively and assertively
- Practical ways in which you can diffuse pressure in your workplace

#### 4.30pm Close of masterclass

# POST-SUMMIT MASTERCLASS

**THE FULLERTON HOTEL, SYDNEY**  
THURSDAY 12 JUNE, 2025

**PULLMAN ON THE PARK, MELBOURNE**  
WEDNESDAY 18 JUNE, 2025

## THE ELITE EA TOOLKIT

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 Australia. 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



*Really fun and informative event. Will definitely be back next year!*

**EA, State Super**

*It was such an informative day with valuable messages. Can't wait for next year!! Thank you for providing a day dedicated to PAs and EAs.*

**EA, QBE**



*Thank you SO much for an amazing event! I attended last year's event and loved it, and didn't know if this year's could top it, and it did!*

**EA, Melbourne Marketing Authority**

*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**





“

*I absolutely LOVED the speakers. They were very engaging, and I've come out of this conference with a new spring in my step for my role.*

**EA, Insurance Australia Group**



## THE SYDNEY **VENUE**



**The Fullerton Hotel Sydney**  
1 Martin Pl, Sydney NSW 2000

Steeped in character and elegance, The Fullerton Hotel Sydney is a luxury five-star hotel offering spacious and stylish rooms and suites. Located in the heart of Sydney's financial and fashion district, and housed in the historic former General Post Office building. The summit takes place in the Grand Ballroom of the hotel.

## THE MELBOURNE **VENUE**

**Pullman Melbourne on the Park**  
192 Wellington Parade, East Melbourne VIC 3002

Pullman Melbourne on the Park stands on the threshold of Melbourne's business, dining, sports and cultural precincts. Be inspired by Melbourne's entrepreneurs and creative thinkers only minutes away by tram or train, where culture, business, cuisine and sports hubs combine to make Melbourne a city of innovation. The summit takes place in the Grand Ballroom of the hotel.



## 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 June.



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## 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 Sydney booking page, or [here](#) for Melbourne.

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 CITY

☐ Melbourne ☐ Sydney

## YOUR SUMMIT PREFERENCES

- ☐ **JUST THE SUMMIT**  
**\$1395 + GST.** Early bird rate, until 23 May 2025  
\$1695 + GST. Full rate
- ☐ **THE SUMMIT AND ONE MASTERCLASS**  
**\$1995 + GST.** Early bird rate, until 23 May 2025  
\$2295 + GST. Full rate
- ☐ **THE SUMMIT AND BOTH MASTERCLASSES**  
**\$2595 + GST.** Early bird rate, until 23 May 2025  
\$2895 + GST. Full rate
- ☐ **TABLE OF SEVEN FOR THE SUMMIT DAY (20% discount)**  
**\$7812 + GST.** Early bird rate, until 23 May 2025  
\$9492 + GST. Full rate

## MASTERCLASS OPTIONS

- ☐ Communication, Negotiation and Impact with Amy Scott
- ☐ The Elite EA Toolkit with Rachael Bonetti

## 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)