



CORPORATE PA SUMMIT

ONE DAY. A LIFETIME OF INSPIRATION.

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



4-6 NOVEMBER 2025, OPTUS STADIUM, PERTH

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.

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.

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.

AMY SCOTT



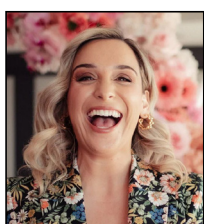
Known affectionately as the "dots lady," Amy's vibrant energy and 'down to earth' approach have reshaped how people communicate and collaborate. Strap yourself in for a fast paced, engaging and entertaining presentation focused on communication and connection.

RACHEL CALLANDER



Rachel Callander is an international award-winning author with a background in fine art and photography. She brings a profound sense of humanity to her work, speaking internationally on the importance of clear, compassionate communication to foster trust and collaboration.

CLAIRE SEEBER



Claire has spent the last 16 years helping individuals to BE the best talent, and supporting organisations globally to KEEP their best talent. Claire blends her experience in business, HR and communications to ensure that people are better able to show up and have the impact on themselves, their teams, and their organisations that they can feel proud of.

DAVE WILD



Dave Wild is the author of Futurework – A Guidebook for The Future of Work. He inspires audiences with future insights and tools that open minds to new possibilities ahead. Living on the edge of the world in Aotearoa New Zealand, Dave has presented on stages and screens across the globe from San Francisco to South Auckland to Sydney.

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

Brooke Blurton

9.10 Keynote address:

Unlocking strengths: Identifying and leveraging your superpower

Rachel Callander



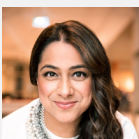
Every EA and PA brings unique strengths to their role – hidden superpowers that, when recognised and harnessed, can significantly enhance their effectiveness, and increase their value to their executive and organisation. But too often, unique strengths are overlooked, or people measure themselves against conventional expectations rather than embracing what makes them exceptional.

In this engaging and thought-provoking session, award-winning author and communication consultant Rachel Callander will guide you through the process of identifying your own 'superpowers' – the distinctive traits, skills, and perspectives that set you apart. Through real-world examples, interactive insights, and practical strategies, Rachel will also explore how recognising strengths in others can foster stronger teamwork, better communication and a more cohesive workplace culture.

- Identify and articulate the unique strengths that make you an exceptional EA/PA.
- How to embrace what sets you apart rather than measuring yourself against conventional standards
- Develop a sharper awareness of your colleagues' hidden talents to foster collaboration and support
- Learn practical strategies to build trust, improve communication, and help create a culture of belonging
- Apply your superpowers to anticipate needs, solve problems creatively, and elevate your role

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

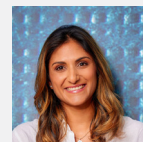
you with the knowledge and skills to make meaningful changes.

- 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 wellbeing

12:00 The Unstoppable EA: Unlocking your true potential and creating strategic impact

This presentation will be given by a senior EA

In an era defined by rapid technological advancement and constant change, the role of the EA has evolved far beyond traditional tasks. Today, EAs are being called to be strategic thinkers, value-driven partners, and catalysts for success within their organisations. You'll discover how to transform chaos into opportunity, rise above challenges, and claim your worth as a vital partner in your organisation's success.



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Find out more today at www.thinktankmedia.net

- Learn how to harness your unique strengths and unlock the untapped potential within yourself
- Discover how to elevate your role beyond traditional tasks, becoming a value-driven, strategic partner
- Understand how to find a sense of purpose in your work, driving greater impact and fulfillment
- Gain the confidence to claim your worth, advocate for yourself, and become the boss of your own life
- Discover the value of building genuine relationships within the EA community, and how to leverage this support network for ongoing growth and success

12.30 Lunch Break

13.30 Busy doesn't equal better: Reimagining success for a fulfilling career

Claire Seeber



We know that people are working harder, longer and with a feeling of less cut through than ever before. The old ways aren't working. You've changed. I've changed. The world has changed. What we don't need is more outdated career advice or productivity

hacks telling us how to squeeze even more juice out of our already overflowing days.

What we need are some tools that can help us back to a space where we can define career success on our terms, AND support our organisations to get results at the same time. A space where we can channel our efforts, expertise and enthusiasm in ways that get results AND feel good.

The hustle is out. Happy is in. In this relatable and practical session, Claire Seeber will share with you some of the strategies to help you get there and lead yourself for greater impact and enjoyment, now and in the future.

- Define success on your terms
 - Learn how to focus your energy on high-impact tasks that drive real results
 - Develop strategies to navigate change, uncertainty, and shifting workplace demands
 - Discover how to set boundaries, communicate effectively, and advocate for your professional growth
- Create a career that feels good AND delivers results

14.15 The future of the EA: Evolving with technology

Dave Wild



In an era of rapid technological advancement, the role of the Executive Assistant is transforming like never before. The rise of artificial intelligence and sophisticated software solutions presents both challenges and opportunities for professionals in these

roles. Technology is empowering EAs to expand their skill sets, increase productivity, and transition into more

strategic, value-driven roles within their organisations. Futurist Dave Wild, author of *Futurework – A Guidebook for The Future of Work*, will guide you through an exploration of how to harness the evolving power of technology to stay ahead of the curve.

- Understand how to use AI tools to free up your time for higher-level responsibilities and contribute more
- Discover how to leverage Assisted Intelligence to enhance your effectiveness
- Develop Adaptive Intelligence skills to navigate complex, rapidly changing environments
- Learn strategies for staying up-to-date with the latest technological advancements and integrating them into your daily workflow effectively
- Explore how continuous learning and adaptability to technological change can open new career paths
- Engage in an interactive discussion where you'll share your experiences with technology, gain insights from others, and discover practical ways to overcome challenges and maximise the benefits of tech tools

15.15 Afternoon break

15.45 Connect with confidence, and build strong professional relationships

Amy Scott



In today's fast-paced digital world, EAs face constant pressure to connect quickly. This keynote equips you with practical tools to understand diverse communication styles and cultivate meaningful professional relationships crucial to your role.

Amy's engaging approach provides actionable insights to boost confidence in navigating conversations with precision. Hone your communication skills to connect authentically and effectively across various corporate settings.

- 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, and how to best present yourself when communicating online

16.45 Sponsor prize draws

17.00 Closing remarks from the chair followed by networking drinks

PRE-SUMMIT MASTERCLASS

PERTH
TUESDAY
4 NOVEMBER 2025

OPTUS STADIUM PERTH

COMMUNICATION, NEGOTIATION AND IMPACT

AMY SCOTT



ABOUT YOUR MASTERCLASS

Welcome to Communication, Negotiation and Impact, 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?
- 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

Effective communication skills are your keys to success, regardless of who you are or the company you work for. This session will fine tune your communication skills so you can affect change, command respect, be heard and improve your leadership skills.

- Have confidence in yourself, your ideas and concepts
- Learning how to make yourself heard in order to sell your ideas confidently
- Tips for communicating with busy executives
- Interpretation and perception of others
- Using personality profiling to read other people and adjust your communication style accordingly
- Commanding respect and authority
- Using communication techniques to improve your leadership skills

12.30pm Lunch

1.30pm SESSION 3: Be the ultimate negotiator at work

Every day we negotiate, often without realising it – with our partner, friends and with our work colleagues. Being able to negotiate well can have huge benefits at work. This session will give you the tools and tricks to become the ultimate negotiator at work.

- 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

Have you ever wondered why some people are harder to get on with at work than others – and why some people are downright difficult?! 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
- Resolving conflict at work
- Boosting your courage and resilience to be able to deal with conflict situations confidently
- Practical ways in which you can diffuse pressure

4.30pm Close of masterclass

POST-SUMMIT MASTERCLASS

PERTH
THURSDAY
6 NOVEMBER 2025

OPTUS STADIUM PERTH

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.

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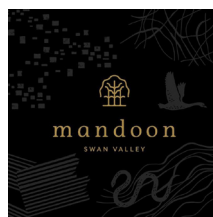


MAJOR **SPONSOR**

OPTUS STADIUM

EXHIBITORS

TWO BIRDS
GIFT CO.



ATTENDEE **FEEDBACK**



Extremely glad I attended and will take away a lot of good/new skills to implement in my role.
EA, BGC Contracting

Very inspiring. An incredible opportunity to feel grateful to be part of this amazing experience. Makes me feel empowered.
EA, Department of Fire and Emergency Services

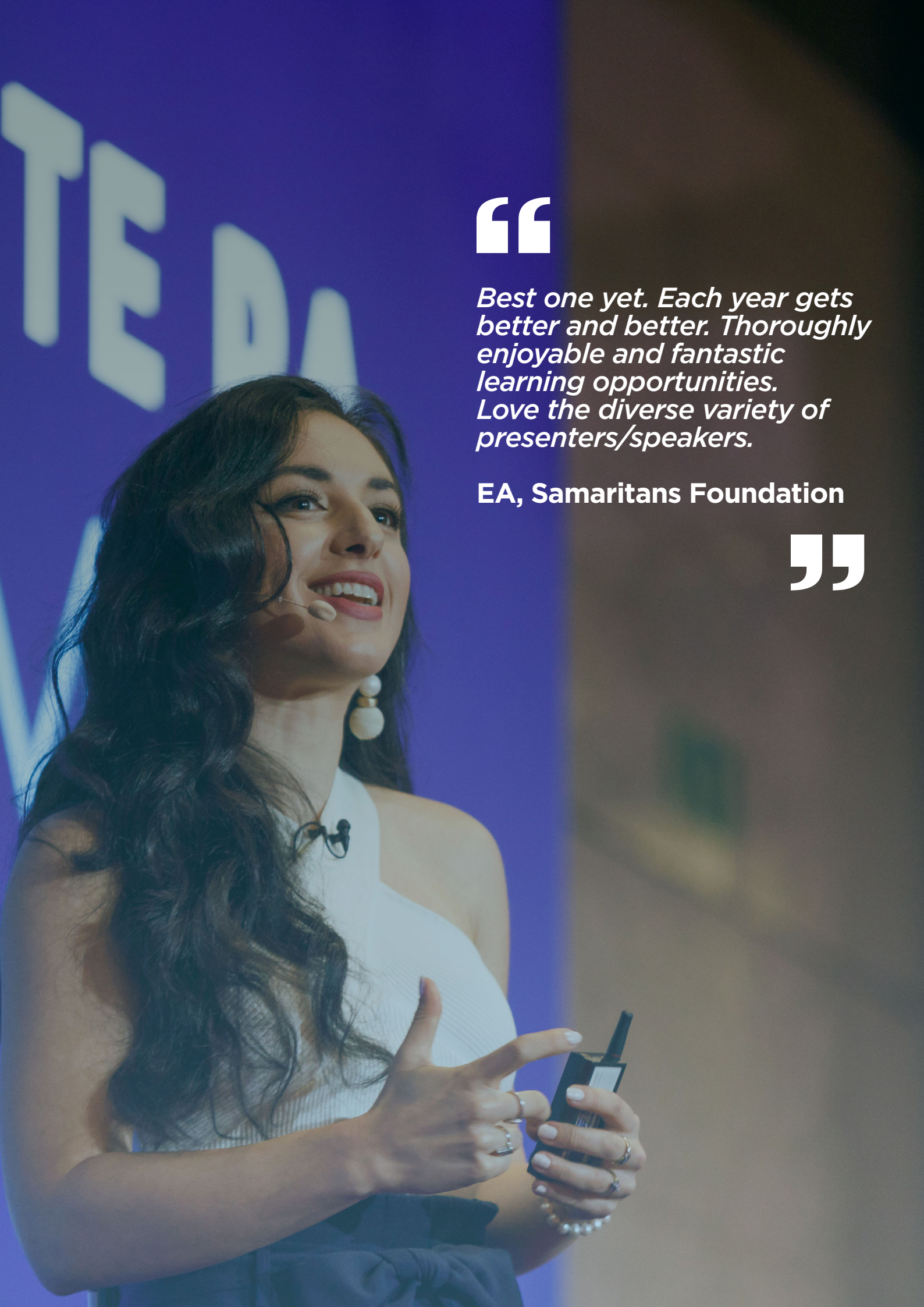


Wonderful energy maintained by the MC. Speakers were diverse, interesting and inspiring. I would definitely attend again.
EA, Alcoa

I really enjoyed the summit and have taken away many new insights. All presenters were great, very personable and interesting. I'm looking forward to next year!
EA, Yamatji Marlpa Aboriginal Corporation



Find out more today at www.thinktankmedia.net



“

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**



Optus Stadium

333 Victoria Park Dr, Burswood WA 6100
Tel: 1300 297 588 | optusstadium.com.au

In 2022, Optus Stadium was awarded Venue of the Year at the Stadium Business Awards in Manchester.

It also was voted the Most Beautiful Sports Facility in the World in the Prix Versailles 2019 international architecture awards.

The Stadium and the surrounding Park is located east of the Perth Central Business District, on the Burswood Peninsula.

With views of the picturesque Swan River and Perth city in the west and the foothills in the east, this 60,000 seat, world-class, multi-purpose Stadium hosts a variety of sports and entertainment events, including Australian Football League, International and Big Bash League cricket, soccer, rugby league and union, plus concerts.

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:**

Lauren Hindmarsh
ThinkTank Media

bookings@thinktankmedia.net



Find out more today at www.thinktankmedia.net



GALLERY FROM THE 2024 SUMMIT



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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.

YOUR CONTACT DETAILS

Name	Position
Company	Email
Mailing Address	
Phone	Mobile

YOUR SUMMIT PREFERENCES

- ☐ **JUST THE SUMMIT**
\$1395 + GST. Early bird rate, until 3 October 2025
\$1695 + GST. Full rate
- ☐ **THE SUMMIT AND ONE MASTERCLASS**
\$1995 + GST. Early bird rate, until 3 October 2025
\$2295 + GST. Full rate
- ☐ **THE SUMMIT AND BOTH MASTERCLASSES**
\$2595 + GST. Early bird rate, until 3 October 2025
\$2895 + GST. Full rate
- ☐ **TABLE OF SEVEN FOR THE SUMMIT DAY (20% discount)**
\$7812 + GST. Early bird rate, until 3 October 2025
\$9492 + GST. Full rate

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 or PayPal)

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

MASTERCLASS OPTIONS

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