CORPORATE PA SUMMIT

ONE DAY. A LIFETIME OF INSPIRATION.

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

28-30 OCTOBER 2025, PULLMAN AUCKLAND

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

CORPORATE PA SUMMIT

Find out more today at **www.thinktankmedia.net**

SUMMIT ***SPEAKERS***

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

DANI FENNESSY (MC)

Media personality and professional MC Dani Fennessy specialises in finding strength through adversity and harnessing the power of your voice.

RAJNA BOGDANOVIC

Rajna is an internationally recognised Clinical and Organisational Psychologist with over twelve years of experience in both frontline and corporate mental health sectors.

AMY SCOTT

Amy is a true favourite at Corporate PA Summits around the world. Strap yourself in for a fast paced, engaging and entertaining presentation focused on communication and connection.

ALICIA HOSKIN

Alicia is a World Champion, a double Olympian, and one of just three New Zealand women in history to win two gold medals at one Olympic Games.

VICTORIA MULLIGAN

Victoria Mulligan is a well-kept secret in the world of New Zealand business. Her specialty topics include futures and foresight, megatrends, human-centred design and new ways of working.

CASSIE ROMA

Cassie offers a best-practice recipe of raw information, passion, human insight and creative iteration, to ensure you, your ideas, your projects and your business thrive.

BECKY KAAPUNI

San Francisco based Becky Kaapuni is a Senior EA at Salesforce in the US, as well as the founder and CEO of The EA Social Club and the author of a newly released book, The Unstoppable EA.

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.

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
Dani Fennessy

9.10 Keynote address:
Thriving under pressure: Transforming challenges into opportunities
Rajna Bogdanovic

Navigating high-pressure situations and challenges is a daily reality for EAs. How can you maintain your confidence, transform setbacks into opportunities and emerge stronger from each experience?

Rajna draws on her extensive experience working in high-stress environments—from frontline mental health support for war crime victims to her role as a police and fire service psychologist. This session will help you develop the mental resilience to approach obstacles with a positive, solutions-oriented mindset and will empower you to lead with confidence, even in the most difficult of circumstances.

- Gain a deeper understanding of how pressure impacts your mind and body
- Discover practical techniques to build resilience and stay calm, focused, and confident
- Learn how to reframe obstacles as opportunities for growth and innovation
- Explore strategies for projecting confidence in high-stress situations
- Understand the importance of self-care in maintaining long-term resilience

10.00 The secret to peak performance
Alicia Hoskin

In the world of elite sports, achieving peak performance requires more than just talent. It takes mindset, dedication, teamwork, and the drive to be the best version of yourself every day. As a World Champion, dual Olympian, and one of New Zealand's most decorated athletes, Alicia Hoskin knows what it takes to perform at the highest level and achieve greatness.

In this powerful session, Alicia will share insights from her journey to Olympic gold and what it means to contribute to a high-performance team. She'll explore how the principles of athletic success can be applied to your career as an EA, empowering you to reach your full potential, perform at your best, and celebrate your achievements.

- Discover the mindset techniques used by elite athletes to stay focused, driven, and committed to excellence
- Learn practical strategies to unlock your peak performance as an EA
- Explore how to foster a culture of teamwork, collaboration, and mutual support
- Understand how the principles of goal-setting, consistency, and resilience
- Embrace the importance of celebrating achievements and acknowledging progress
- Gain practical advice on how to bring your unique qualities and strengths to your role, every single day

10.45 Morning break

11.15 Mastering your career: Creating a life of passion, purpose and success
Cassie Roma

Success isn't defined by titles, awards, or external recognition—it's about creating a life and career that aligns with your values, passions, and sense of purpose. As an EA or PA, you have the power to shape your career, making it a role that brings you joy, meaning, and fulfillment. In this inspiring session, entrepreneur, storyteller, and thought leader Cassie Roma will share her insights on how to become the master of your own destiny, ensuring your career is something you love.

Cassie will challenge you to break free from conventional ideas of success and embrace the power of curiosity, creativity, and connection. She'll explore how to build a career that leverages your strengths, aligns with your passions, and empowers you to do more of what you love while doing less of what you don't.

- Learn how to define success on your own terms and create a career that aligns with your personal values
- Discover how embracing curiosity and creativity can unlock new opportunities
- Identify and leverage your unique strengths
- Understand how to foster meaningful connections with your executive, team, and colleagues
- Gain practical strategies for taking control of your career trajectory

12:00 The Unstoppable EA: Create strategic impact and find a true sense of purpose
Becky Kaapuni

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. In this empowering session, Becky Kaapuni, Senior EA at Salesforce, CEO and Founder of The EA Social Club, and author of The Unstoppable EA, will guide you on a journey to unlock your true potential and redefine what it means to truly be an unstoppable EA.

THE SUMMIT PROGRAM

AUCKLAND
WEDNESDAY
29 OCTOBER 2025

PULLMAN AUCKLAND

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.

- 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

12.45 Lunch Break

13.45 The future of the EA - part 1:
Adding human value in a changing world
Victoria Mulligan

The future of work is about more than just technology—it's about people, connection, and how we adapt to new ways of working. As an EA or PA, you play a vital role in helping your organisation and its leaders navigate the complexities of a rapidly evolving workplace. In this thought-provoking session, futurist and organisational designer Victoria Mulligan will explore the human side of the future of work and how EAs and PAs can continue to add value as essential partners to their executives.

- Discover how to remain a critical and irreplaceable partner by embracing human-centered design principles in your approach to work
- Identify the key skills and mindsets EAs and PAs need to stay relevant and add value in the workplace of tomorrow
- Learn how to navigate uncertainty and lead with confidence in an environment of constant change
- Explore strategies for deepening your partnership with your executive and team
- Gain practical tools to think like a futurist, applying foresight to anticipate challenges and opportunities
  Understand how to foster a culture of innovation, creativity, and collaboration

14.30 The future of the EA - part 2:
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

15.30 Afternoon break

16.00 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

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

PRE-SUMMIT MASTERCLASS

AUCKLAND
TUESDAY
28 OCTOBER 2025

PULLMAN AUCKLAND

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

AUCKLAND
THURSDAY
30 OCTOBER 2025

PULLMAN AUCKLAND

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

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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ATTENDEE ***FEEDBACK***

Amazing Summit, the best I have been to so far. Well done team!
EA, AUT

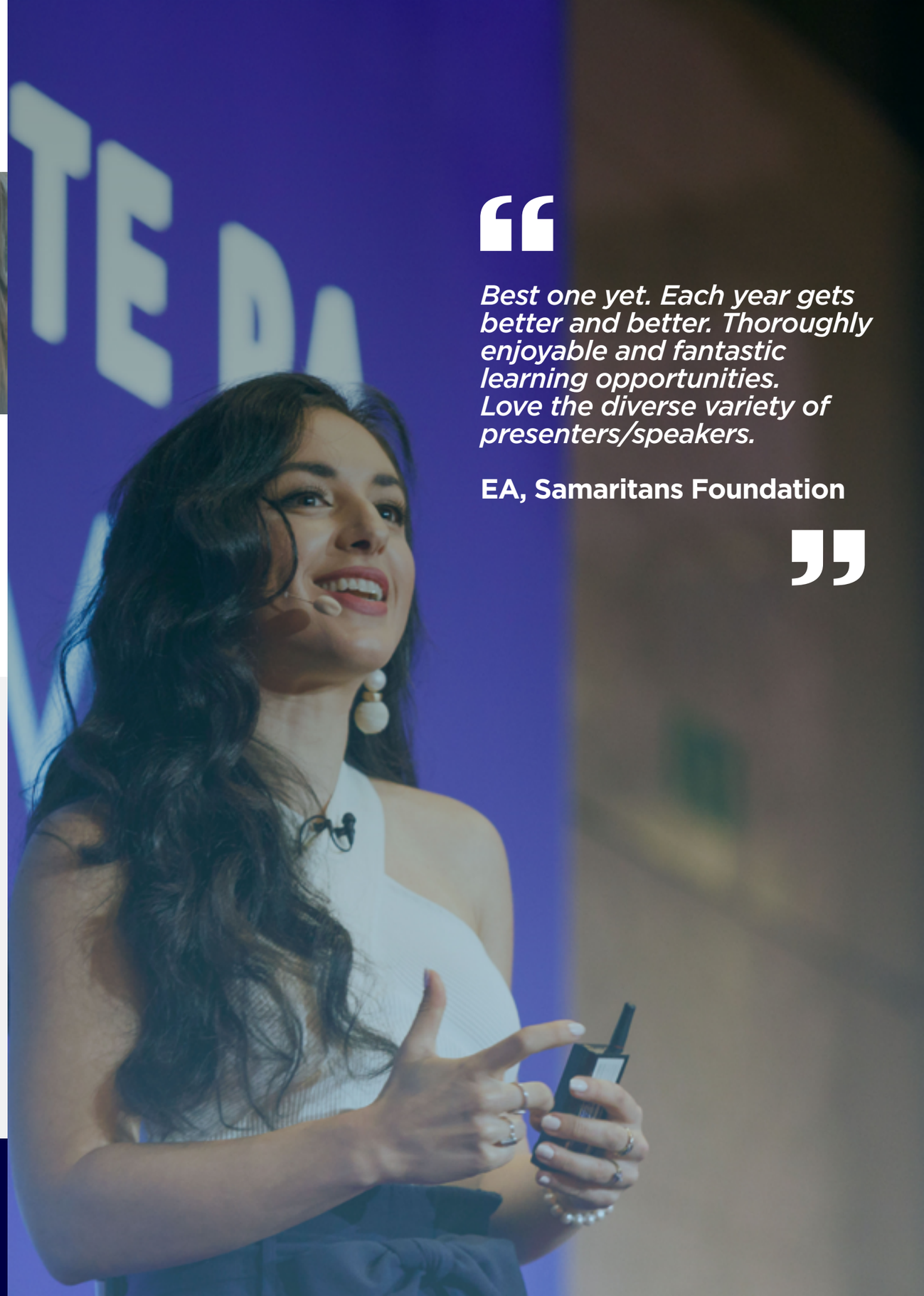
Thank you for organising another fab summit – great day, great networking!! Fab change to the usual day in the office. Uplifting!
EA, Te Pūkenga EIT

Thank you for a fantastic summit. This was my first summit and it exceeded my expectations. All the speakers were very interesting and I thoroughly enjoyed all sessions. **EA, BDO Auckland**

A fabulous mix of presenters here today, I was looking for inspiration and motivation, and wasn't left disappointed. All messages were so relevant to the uncertain and busy times we find ourselves working in. **EA, STRUCTEX HARVARD**

CORPORATE PA SUMMIT

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

CORPORATE PA SUMMIT

thinktank media

THE SUMMIT ***VENUE***

Pullman Auckland
Cnr Waterloo Quadrant & Princes Street, Auckland 1010
Tel: 09 353 1000 | www.pullmanauckland.co.nz

Pullman Auckland rises above the heart of downtown Auckland. Dressed to impress, gilded tones of brass and copper and sophisticated interiors are counterbalanced by natural textures and plush furnishings, conducive to business and leisure.

The 321-room, premium 5-star hotel, recognised for consistently cordial and professional service, distinguishes itself with the perfect balance of business and play.

Cool and confident, the vibe is distinctively Pullman, whether in the lobby lounge, restaurant, or within one of the 16 dynamic meeting spaces.

The summit will be held in the magnificent Princes Ballroom, with state of the art AV and an expansive outdoor terrace.

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

thinktank media

Find out more today at **www.thinktankmedia.net**

CORPORATE PA SUMMIT

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GALLERY FROM ***THE 2024 SUMMITS***

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CORPORATE PA 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 26 September 2025
$1695 + GST. Full rate

☐ **THE SUMMIT AND ONE MASTERCLASS**
$1995 + GST. Early bird rate, until 26 September 2025
$2295 + GST. Full rate

☐ **THE SUMMIT AND BOTH MASTERCLASSES**
$2595 + GST. Early bird rate, until 26 September 2025
$2895 + GST. Full rate

☐ **TABLE OF SEVEN FOR THE SUMMIT DAY (20% discount)**
$7812 + GST. Early bird rate, until 26 September 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 or PayPal)

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

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