



CORPORATE PA SUMMIT

ONE DAY. A LIFETIME OF INSPIRATION.

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



 **thinktank**
media

21-23 JULY 2026, PULLMAN ON THE PARK, MELBOURNE
27-29 JULY 2026, THE FULLERTON HOTEL, SYDNEY

“

*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.*

Executive Assistant, QBE



WELCOME TO **THE SUMMIT**



Now in its 22nd year, the Corporate PA Summit continues to champion the evolving role of the modern EA and PA. Today's assistants are strategic thinkers, trusted advisors, and indispensable leaders in their own right - and this summit is designed to support and celebrate that.

We've curated a powerful program to help you sharpen your skills, expand your thinking, and drive impact in your role.

Whether it's your first time with us or your tenth, I hope you leave inspired and empowered for what's next. Enjoy the summit!

JAMES MATTHEWS
DIRECTOR, THINKTANK MEDIA

THE CORPORATE **PA SUMMIT STORY**



Since 2005, the Corporate PA Summit has empowered Executive and Personal Assistants across Australia and New Zealand—providing a platform to learn from world-class speakers, connect with peers, and grow both professionally and personally.

Over the years, we've delivered more than 1,100 sessions, welcomed over 850 inspiring speakers, and created countless moments of learning, and connection.

But our purpose has never wavered: to advocate for the profession and help elevate its profile within the broader business community. Over the years, we've seen the EA role undergo a remarkable transformation.

We are proud to have played a part in this shift, helping EAs and PAs gain the recognition, influence, and opportunities they deserve.

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

Lauren Hindmarsh
ThinkTank Media

bookings@thinktankmedia.net



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

“

It was my first PA summit and have so many take aways, it was amazing.

EA, Department of Defence

Best summit ever!! Have attended many over the years. Loved it, as always. Thank you to all the team involved, always a fabulous conference.

EA, Unisuper



“

This one was the best bunch of speakers yet, how do you improve each and every year? The only conference I invest in, thank you.

EA, University of Melbourne

Thank you for another amazing conference, always an inspirational and enjoyable event. See you next year! The Corporate PA Summit is a tonic to the EA soul. Brilliant content and super fun. Keep up your sparkle.

EA, Mater



PRE-SUMMIT MASTERCLASS

PULLMAN ON THE PARK, MELBOURNE
TUESDAY 21 JULY, 2026

THE FULLERTON HOTEL, SYDNEY
MONDAY 27 JULY, 2026

CREATING CAPACITY: READINESS FOR WHAT'S NEXT

MEREDITH WILSON



ABOUT YOUR MASTERCLASS

Less busyness. More purpose. Greater readiness.

This masterclass is for Executive and Personal Assistants ready to shift from simply managing demands to consciously designing the capacity to lead, support and thrive. Based on Meredith Wilson's signature frameworks, you'll learn to focus on what truly matters—building space for clarity, calm and forward momentum. You'll walk away with a clear understanding of:

- How to move from a reactive mindset to one that's intentional and strategic
- How to respond—not just cope—when pressure builds
- Why energy is more powerful than time when it comes to productivity
- What it takes to create sustainable impact without burning out

MASTERCLASS AGENDA

8.30 Registration and welcome coffee

9.00am SESSION 1: Capacity begins with clarity

- Unpack the difference between being busy and being effective
- Map your current capacity
- Identify what's draining you—and what to let go of

10.30am Morning coffee

11.00am SESSION 2: Creating deliberate calm in a demanding world

- Learn how calm is a competitive advantage in a noisy environment
- Explore strategies to stay centred when others are in chaos
- Practice real-time tools for focus, calm and presence

12.30am Lunch

1.30pm SESSION 2: Energy before efficiency

- Understand why managing energy—not time—is the key to impact
- Learn practical rituals that renew your energy across the workday
- Leverage systems and tools (including AI) to clear mental space

3.00pm Afternoon tea

3.15pm SESSION 4: Readiness for what's next

- Establish what's emerging in your role, your workplace and your industry
- Build your 90-day Capacity Action Plan
- Identify the habits and boundaries that will support your ongoing growth

4.30pm Close of masterclass

The masterclass will be conducted using a combination of presentation material and group exercises; maximising your learning potential. Please note that the masterclass content will be tailored to participants' individual needs so the length of each session may vary. Refreshments will be served at appropriate times, including morning and afternoon teas and lunch.

ABOUT YOUR FACILITATOR, MEREDITH WILSON

Meredith Wilson is a leadership coach, facilitator and founder of the Capacity Compass™—a framework designed to help professionals operate with clarity and energy in the face of constant change.

Drawing on her work with senior leaders, EAs and teams across corporate, government and not-for-profit sectors, Meredith helps individuals reconnect with what really matters and design capacity for what's next.

Her facilitation style is reflective, empowering and grounded in real-world experience. Known for her calm presence and clear thinking, Meredith invites participants to slow down, re-centre, and take meaningful action.

**FOR ALL
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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 which will leave you empowered to enrich and revitalise your career.

8.30 Summit registration

9.00 Opening remarks from the chair

9.10 Keynote address:

Future-ready: Influence, agility and impact in a changing world

Holly Ransom



As the pace of change accelerates, so too does the scope and influence of the Executive and Personal Assistant. No longer confined to reactive support, EAs and PAs are being called on as trusted advisors, cultural leaders, and strategic enablers—often without the formal recognition that comes with a title.

Drawing on insights from working with world leaders, CEOs, and trailblazers across industries, global strategist and leadership expert Holly Ransom will explore how the skills you already have can be harnessed to create lasting impact—right now, and well into the future. This is your call to action: to lead from where you are, influence what matters, and shape what comes next.

- Explore the macro trends shaping the future of work—and why EAs and PAs are uniquely positioned
- Learn how to expand your influence and visibility
- Gain tools for making courageous decisions
- Understand the new leadership playbook—curiosity, adaptability, communication—and how it applies to your role
- Discover how to become a strategic contributor in your organisation, not just a support role
- Leave inspired to take ownership of your development and lead with intention, every step of the way

10.00 Triage your inbox: Transforming email overload into strategic clarity

Stewart Snooks



Email overload is a significant hidden drain on executive productivity—and EAs are often caught in the middle. In a digital environment where everything is marked “urgent” and the volume never stops, managing communication isn’t just an admin task—it’s a strategic imperative.

In this highly practical session, workplace productivity expert Stewart Snooks will reveal a proven system for reclaiming time, reducing noise, and ensuring both you and your executive are able to focus on what matters most. With over 20 years of experience advising leaders and their teams, Stewart knows exactly how to turn a chaotic inbox into a high-performance engine of clarity and control. He will help bring more structure, insight, and strategy to the way information flows through your organisation.

- Learn a clear triage system to ensure executive email is managed with even more precision and efficiency
- Reduce cognitive load and decision fatigue
- Free up time and attention for strategic work
- Enhance your sense of control, confidence and professional contribution
- Gain practical insights from real-world examples
- Strengthen your visibility as an EA

10.45 Morning break

THRIVING IN A DIGITAL WORLD

11.15 Navigating AI, tech and the workplace of tomorrow

Dr Ben Hamer



The future of work isn’t coming—it’s already here. With AI, automation, and digital transformation accelerating across every industry, the role of the Executive and Personal Assistant is evolving faster than ever. But far from being left behind, EAs and

PAs are uniquely placed to stay in front—if they know where to focus.

Dr Ben Hamer—one of Australia’s leading futurists and workforce strategists—will unpack the most important workplace trends shaping your profession. You’ll explore how technology is reshaping workflows, what skills are rising in value, and how you can stay ahead of the curve by becoming more adaptable, tech-savvy, and future-ready.

- Understand how AI and automation are transforming the assistant role—and where the real opportunity lies
- Learn how to adapt to shifting skill demands
- Discover how to work alongside AI tools to increase efficiency, insight, and strategic contribution
- Identify the human skills that will matter most in a digital-first workplace
- Get clarity on emerging workplace trends
- Leave with a future-ready mindset, equipped to shape your role—not just survive it

12.00 The human edge: Sharpening your thinking in the age of AI

Bethan Winn



As artificial intelligence becomes more integrated into our daily workflows, the most valuable asset you bring to the table isn’t speed or efficiency—it’s your ability to think critically, solve problems, and make sound decisions in complex, fast-moving environments.

Decision-making expert Bethan Winn will draw from her upcoming book *The Human Edge* to help you cut through the noise and think more clearly in an age of information overload. Designed specifically for high-performing

professionals navigating uncertainty, this session will explore how Executive and Personal Assistants can future-proof their role by developing one of the most sought-after skills in today's workplace: critical thinking.

- Understand what critical thinking really is—and why it's a competitive advantage in the AI era
- Learn practical frameworks to improve your decision-making under pressure
- Develop your ability to assess information, cut through bias, and ask the right questions
- Discover how critical thinking enhances your value
- Walk away with tools to build your own "thinking toolkit" for complex tasks and conversations
- Gain the confidence to trust your judgement

12.45 Lunch Break

STRATEGY, IMPACT AND MINDSET

13.45 Driving influence, strategy and impact from an EA's perspective

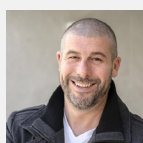
This presentation will be given by a senior EA

The most impactful leaders don't always have the word 'leader' in their job title. Executive and Personal Assistants are uniquely placed at the intersection of people, information and decisions—making them not just operational linchpins, but powerful drivers of culture, strategy and change. This session will be led by an accomplished EA who has gone beyond the traditional scope of the role to become a strategic force within their organisation. You'll gain real-world insight into what it looks like to lead from behind the scenes—working closely with senior executives, mentoring other EAs, and contributing to high-level business outcomes.

- Understand how to build credibility, trust and influence with executives and wider teams
- Learn how to step into strategic conversations
- Discover how high-performing EAs navigate complexity and manage competing demands
- Gain ideas for mentoring and supporting other EAs to lift collective capability
- Explore the mindset shifts that allow EAs to show up as authentic and impactful
- Walk away inspired by a real-world example of what's possible when you fully own your space at the table

14.30 Own it: Reframing mindset, culture and impact from the inside out

Dan Haesler



After a day full of insight, tools and inspiration—what will really make the difference when you return to work tomorrow? The answer: you.

Drawing on his experience coaching elite

teams, business leaders and school systems around the world, Dan will challenge you to rethink how you show up, speak up and take responsibility for the outcomes you want to see—regardless of your job title.

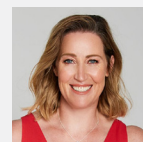
He will explore how mindset isn't just a buzzword—it's your most valuable performance tool.

- Learn how to shift from reactive to proactive thinking
- Understand how to influence workplace culture—whether you manage people or not
- Discover the link between mindset and real, measurable impact in your role
- Learn how self-awareness and mindset can help you manage pressure, avoid burnout, and stay grounded
- Explore how to challenge limiting beliefs
- Take away a simple framework to embed personal responsibility and growth into your daily work
- Leave inspired to act with intention and own your next move

15.15 Afternoon break

15.45 High performance, high purpose: Thriving under pressure and backing yourself to go further

Jana Pittman



How do you stay motivated when the stakes are high, the expectations are endless, and there's no finish line in sight? Executive and Personal Assistants are the quiet engines behind high-performing organisations—but too often, their own development, wellbeing, and ambitions are put on the backburner.

In this dynamic session, Jana will share the remarkable lessons from her journey across elite sport, medicine, leadership, and motherhood—and how the same mindset that fuels world champions can empower EAs and PAs to take charge of their own growth. Through powerful personal stories and performance insights, Jana will show how discipline, adaptability, and backing yourself in high-pressure situations are the keys to success—on any stage.

- Discover how to develop a high-performance mindset—without burning out
- Learn the power of personal discipline in driving career growth and confidence
- Build practical strategies to protect your energy
- Explore how to pivot, reinvent yourself, and embrace new challenges fearlessly
- Gain tools to remain calm, focused and effective
- Understand how to harness your own strengths and values to harness your inner strength
- Leave with renewed motivation to keep pushing forward—strategically and sustainably

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

POST-SUMMIT MASTERCLASS

PULLMAN ON THE PARK, MELBOURNE
THURSDAY 23 JULY, 2026

THE FULLERTON HOTEL, SYDNEY
WEDNESDAY 29 JULY, 2026

NEXT-LEVEL EA: LEADERSHIP, IMPACT AND INFLUENCE IN THE AGE OF AI

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.

This 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 EA

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 EA role
- Identifying personal leadership styles
- Building your leadership potential
- Learn how to capitalise on leadership style strengths
- Discover how to adapt your personal leadership style to better influence others

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.

- 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

The masterclass will be conducted using a combination of presentation material and group exercises; maximising your learning potential. Please note that the masterclass content will be tailored to participants' individual needs so the length of each session may vary.

YOUR SUMMIT SPEAKERS

Adam Spencer at the
2025 Melbourne summit



HOLLY RANSOM



A globally recognised strategist and leadership expert, Holly empowers audiences to lead with purpose and agility in an ever-changing world.

DR BEN HAMER



One of Australia's leading futurists and workforce experts, Ben brings clarity to the chaos of change with real-world insight into how we work now—and what's coming next.

JANA PITTMAN



An Olympian, medical doctor and mother of six, Jana's extraordinary story of discipline, reinvention and resilience inspires audiences to push beyond limits and back themselves.

DAN HAESLER



A high-performance coach and leadership specialist, Dan challenges audiences to take ownership of their mindset, actions and influence—no matter their role.

BETHAN WINN



A critical thinking coach and author of *The Human Edge*, Bethan equips professionals with the tools to think clearly, decide wisely, and lead with confidence in the age of AI.

STEUART SNOOKS



A trusted productivity expert with two decades of experience, Steuart delivers proven systems that help busy professionals cut through the noise and work smarter.



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 22 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 July.



SUMMIT SPONSORS



SPONSORSHIP OPPORTUNITIES

Solutions at your fingertips.

Beyond the inspiring conference and masterclass sessions, the summit exhibition gives you access to trusted suppliers who can make your role easier and more impactful.

Explore new solutions, compare options side-by-side, and take away fresh ideas to bring back to your executive and your team.

For more details about becoming a sponsor of the summit, contact Cass today, at cass.davies@thinktankmedia.net



**FOR ALL
REGISTRATION
ENQUIRIES,
CONTACT:**

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bookings@thinktankmedia.net





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.

YOUR CONTACT DETAILS

Name Position
Company Email
Mailing Address
Phone Mobile

YOUR CITY ☐ Melbourne ☐ Sydney

YOUR SUMMIT PREFERENCES

- ☐ **JUST THE SUMMIT**
\$1295 + GST. Super early bird rate, until 19 December 2025
\$1495 + GST. Early bird rate, until 26 June 2026
\$1695 + GST. Full rate
- ☐ **THE SUMMIT AND ONE MASTERCLASS**
\$1995 + GST. Super early bird rate, until 19 December 2025
\$2195 + GST. Early bird rate, until 26 June 2026
\$2395 + GST. Full rate
- ☐ **THE SUMMIT AND BOTH MASTERCLASSES**
\$2695 + GST. Super early bird rate, until 19 December 2025
\$2895 + GST. Early bird rate, until 26 June 2026
\$2995 + GST. Full rate
- ☐ **TABLE OF SEVEN FOR THE SUMMIT DAY (20% discount)**
\$7252 + GST. Super early bird rate, until 19 December 2025
\$8372 + GST. Early bird rate, until 26 June 2026
\$9492 + GST. 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, PayPal or cheque)

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

MASTERCLASS OPTIONS

- ☐ **Creating Capacity: Readiness for What's Next - with Meredith Wilson**
- ☐ **Next-level EA: Leadership, Impact and Influence in the Age of AI - with Bethan Winn**