

2ND ANNUAL GLOBAL EA&PA CORPORATE SUMMIT

**February 22 - 23, 2019
London, UK**

National Speaking Academy is pleased to invite you to the 2nd Annual Global EA & PA Corporate Summit scheduled to take place on the 22nd and 23rd February, 2019 in London, UK.

The Summit attracts a fantastic mix of inspirational and experienced speakers, presenting on relevant insightful topics. EA/PA Summit is designed to help you fulfil your potential and be the best you can be in your career. During the two days summit we shall explore the current trends in the Executive role to enable participants acquire practical skills and techniques to



help them improve their productivity using practical exercises, cases studies and workshops. The summit gives you the opportunity to share ideas and make new contacts, new friends and many hints and tips from the industrial expertise.

We look forward to welcoming you at the summit in London.

Sincerely,
Jillian Haslam
Managing Director,
National Speaking Academy

February 22 - 23, 2019

8:30 am to 5 pm

National Speaking Academy

Public Speaking - Gives you the Power to Change the World!

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SPEAKERS



Jillian Haslam
Motivational Speaker, Author & Trainer
Chairperson



Alice Gregoriadi
Board Director NED
Hellenic Corporation of
Assets and Participations



Phil Carey
Microsoft Dynamics Consultant
eBECS



Vinnette Hoffman-Jackson
Motivational Speaker
The Transition Zone



Bob Ferguson
Owner, Speaker and Communications Coach
Confident Communications



Anj Handa
Founder
Inspiring Women Changemakers



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Training and Course Descriptions

09:30 Registration and Morning Coffee
10:00 Opening Address from the Chairperson

10:10 Keynote Presentation

Vinette Hoffman
Self-Development for PA's (Hire for attitude & train for skill)

Personal development covers activities that improve awareness and identity, develop talents and potential, build human capital and facilitate employability, enhance the quality of life and contribute to the realization of dreams and aspirations. Personal development takes place over the course of a person's entire life. The concept involves formal and informal activities for developing. When personal development takes place in the context of institutions, it refers to the methods, programs, tools, techniques, and assessment systems that support human development at the individual level in organizations

11:15 Morning Coffee and Networking Break
11:30 Workshop

Phil Carey
The Essential Guide to Effective Verbal, Visual and Virtual Communication in the Digital Transformation Age

Today, there is a significant shift in focus towards Information Communication rather than Information Technology to get the most from a business's digital transformation strategy. Since PA's and Administration staff will be on the front line of this change, they need to become excellent verbal, visual and virtual information communicators. This session will provide You with:

Virtual Skills – This will look at the impact of the virtual world on business and some of the available IT applications and organizational techniques that will enable you to do anything from anywhere.

Visual Skills – This will focus on effective visual communication. This will examine the skills and IT tools that help with social media, personal branding, video conferences/meetings, image selection for impact, and manipulation for publishing.

Verbal Skills – This will focus on getting your message across and evaluating what is being said. This will provide skill in speaking confidently, the power of 3, storytelling, listening and giving feedback and evaluating what is being said. This will provide skill in speaking confidently, the power of 3, storytelling, listening and giving feedback

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Training and Course Descriptions

12:30 Business Lunch
13:30 Workshop

The Essential Guide to Effective Verbal, Visual and Virtual Communication in the Digital Transformation Age - Phil Carey

14:30 Case Study

Alice Gregoriadi

What a Boss looks for in a PA?

Assertiveness/Conflict Resolution - How to manage difficult conversations & situations in the workplace

We have so many interactions in the run of a day, it's reasonable to expect that some of them are going to be difficult. Whether these are conversations that you have in person, or you manage a virtual team and need to speak with someone in another city, there are things that you can do to make these conversations go smoothly. This workshop will help you teach participants how to:

- o Define frame of reference
- o Establish a positive intent and a desired outcome
- o Use good communication skills during a conversation
- o Draft a script for a difficult conversation
- o Use specific steps to carry out a difficult conversation
- o Access additional resources as required
- o Maintain safety in a conversation

15:30 Afternoon Coffee and Networking Break

16:00 -17:00 Workshop

Anj Handa

Becoming Management Material

It is designed to help you create and accomplish your personal best, and to help you understand what it takes to start-off as a Leader and to get (extraordinary things done). At its core, leadership means setting goals, lighting a path, and persuading others to follow. What makes for a great leader? Is it something to do with inward characteristics, such as confidence and focus? Is it more about outward presence, including charm and compassion? Or is it about the ability to create a vision and get others to commit to it? Irrespective of a person's title, level or profile, they can do be "Excellent Managers" by accepting the challenge to lead, you come to realize that the only limits are those you place on yourself.

17:15 Chairperson' Closing Remarks and Closing of Day One

19:30 Cocktail Reception / Dinner

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10:10 Keynote Presentation

Bob Ferguson
Powerful Strategies for Clear and Concise Communication

All powerful communications share one thing- structure. Films, books and speeches all use strong structures to drive their message home. The modern workplace needs the same structures too.

In this interactive work-shop delegates will discuss common work situation and learn an array of standard structures that will aid the generation of clear, concise messages that deliver the required effect. It will look at all forms of modern communication: letter, phone calls, text and e-mail.

As well as functional objectives the session will address the emotional profile of communication. This is a key factor in getting the desired action from all communications and will help produce more influential messages.

11:15 Morning Coffee and Networking Break
11:30 Workshop

Bob Ferguson
Using Influence and Persuasion Skills to boost your career

Sometimes people think influence and persuasion are manipulative skills. The truth is we influence and persuade people every time we communicate with them. Understanding how we influence others is the start of making sure we persuade people the way we want.

Used sensibly these skills will allow you to create a clear image of the professional standard of your services. They will help you build a strong personal "brand" so that the people you deal with will view you in the way you wish to be regarded.

Delegates will understand all the key factors in persuasive communication and how to use them naturally to get the desired reaction from peers, bosses and clients.

12:45 Business Lunch

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14:00 Workshop

Jillian Haslam

Vendor Development - Scouring events & finalising the best contracts

Sourcing an event venue can be hazardous. Jillian Haslam organised many events for the banking industry (Bill Clinton's Visit, Management conference & Employee annual events etc.) and shares her experience and top tips to find the perfect venue.

1. Clear Understanding of Requirements
2. Shortlisting the best venues
3. Negotiating a good package.

15:00 Afternoon Coffee and Networking Break

15:30 Chairperson's Closing Remarks and End of Summit

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