

# 2nd Annual Global EA & PA Corporate Summit London, March 29th, 2019

## Six steps to make you an Awesome Assistant

The Summit attracts a fantastic mix of inspirational and experienced speakers, presenting on insightful topics that you can immediately apply to your work. EA/PA Summit is designed to help you fulfil your potential and be the best you can be in your career.

During the one-day power packed summit you will access and utilize cutting edge trends in the Executive role to acquire skills and techniques that will improve your productivity using practical exercises, case studies and workshops. The summit gives you the opportunity to share ideas and make new contacts and friends, and get privileged access to hints and tips from top industry experts.



If you want to take your career to the next level then come join us at the 2nd Annual Global EA & PA Corporate Summit on the 29th of March, 2019 hosted by the National Speaking Academy

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

Sincerely,  
Jillian Haslam  
Managing Director,  
National Speaking Academy

Friday, March 29th, 2019

09:00 - 17:00 hrs

**National Speaking Academy**

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

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**Jillian Haslam**  
Motivational Speaker, Author & Trainer  
Chairperson



**JILLIAN HASLAM**  
MULTI-CORPORATE PEOPLE AND ORGANIZATIONAL FINANCE



**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



**Alice Scutchey**  
Executive Secretary  
CITI Bank



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## Training and Course Descriptions

9:00 -10:00 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

*Time & Effective Work Management (organising a PA's world)*

This session will break time management down to six simple steps. Why? Because our brain works best with structure. By the end of this session, you will have a new blueprint for maximizing your time and improving your productivity. If you can master these simple yet structured steps, the payoff will be huge both in your work and in your personal life. Less stress. More accomplishments. Time to breathe and refresh your soul. In order to succeed on any front or to accomplish any kind of success, time management is crucial.

10:00 to 10:20 Break

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10:20 to 11:20 – Phil Carey

*Four new communication cornerstones  
For the new digital office*

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.

*Visual Skills* – Learn the importance of visual communication and how to search and use images to communicate more effectively in presentations and on Linked-in.

*Verbal Skills* – Learn the key techniques to communicate effectively in the digital audio world and to get comfortable with your own digital voice.

*Visible Skills* – Learn to get comfortable with your own digital communication techniques on video and when using video conferencing.

*Virtual Skills* – Learn how to apply these skills to help your executives achieve more in their digital and social worlds.

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**11:20 to 12:20 – Alice Gregoriadi**

*What a Boss Looks for in a PA.*

One of the keys to career progression is having the qualities that every boss looks for.

Alice Gregoriadi is an accomplished international leader in top tier financial companies who knows exactly what she needs from her assistants.

In this session Alice will show you which skills are the highest priority for executives and how you can develop into an Assistant that it is in high demand.

Understanding the key attributes of a top-class assistant will produce a personal development action plan for you to accelerate your career.

**12:20 to 13:20 – Lunch**

**13:20 to 14:20 – Jillian Haslam**

*Vendor Development – Sourcing Events & Finalising the Best Contracts*

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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. You'll be equipped with powerful sourcing tools such as:

1. Clear understanding of requirements
2. Shortlisting the best venues
3. Negotiating a good package.

**14:20 to 15:20 Alice Scutchey**

*How to Succeed as a Senior Assistant*

As your career grows and you move to a senior position, different skills come into play. Rather than only focussing on your performance you have to focus on getting the best from your team members. One key skill is taking a caring attitude to your team, and looking for ways to find their unique skill. You then have to uncover the skill and encourage them to make the best use of that skill. In doing this you'll find that not only do you grow but it's a highly satisfying process.

**15:20 to 15:40 – Break**

**16:00 to 17:00 – Phil Carey**

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## Training and Course Descriptions

16:00 to 17:00 Bob Ferguson

*How to Customise Your Communication for Maximum Impact.*

Whether your audience is one person or a room full, you will have to customise your message if you want it to be effective. There are simple ways to understand how your audience will expect their message and customise your message accordingly.

In this workshop you will look at how you interact with others and the impact that has on your effectiveness. You will look at the impact of electronic communications and how to maximise their effect.

Bob Ferguson will be giving you a set of tools to understand and adjust your delivery to make sure every critical message achieves its purpose.

**Book your seat today before the room fills up!**

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