



# Programme

## Practically Perfect PA Virtual Summit

Friday 20<sup>th</sup> October 2017

Everywhere

# Programme

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## 11:00 Introduction

In this session Nicky will introduce today's content. As we are all doing this for the first time Nicky will spend a few minutes to ensure that all of our virtual attendees are quickly up and running and engaging with our event. As well as meeting our Social Sidekick, we will quickly see who our audience think is history's most empowered PA! Hello from our hubs!

Nicky Christmas, Editor & Founder, **Practically Perfect PA**

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## 11:15 Managing your Executive's schedule like a mega star

The single most important aspect of the PA role is to save our Executive's time. Saving our Executive time means they can spend that time on making the organisation more successful. There are loads of different ways we can save our Executive's time, but it all starts with the fundamental task of diary management. Most assistants manage their Executive's schedule and most Executive's live by what is in that schedule. So, if we can take control of our Executive's diary we can really add value. In this panel session recorded in front of a live audience in London on the 14<sup>th</sup> September our amazing speakers discuss and share their experience of managing their Executive's schedule like a total mega star!

Speakers:

Bethany Burns, First Mate to the Captain at **Brewdog**

Emma Kernan Staines, EA at **Sport England**

Yvette Pearson, PA to the CEO at **ESF Capital**

Jess Gardiner, MD of **The Assistant Room**

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## 11:40 Working 9-5: A day in the life of the world's top level assistants

Let's meet our first group of assistants and find out more about their day and get their top tips for empowering other assistants.

Julie Bennett, EA at **Adobe**

Edwina Graham, **Director and Blogger of Who's the Real Boss?**

Sofie Koark, Executive Assistant at **Academic Work**

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## 11:50 Successful Networking - How to take care of other people's power, experiences and energy

Most of us know that networking is important. But it can be a scary prospect and not something that comes naturally, particularly for assistants. We are behind the scenes specialists, we are not encouraged to put

ourselves out there and even if we did want to get involved in a networking event we are often too busy to leave the office.

The problem is networking is *really* important for Assistants. We can work in isolated environment and we need to interact with other PAs to feel like we are not alone. We need to meet each other and support each other's concerns and help each other with all of those difficult tasks and sourcing those hard to find suppliers. In this session from the IMA (International Management Assistants) Else-Britt will share her experiences of running Europe's largest network for PAs and the power of networking for our profession.

Else-Britt Lundgren, **Executive Chairman of IMA**

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## 12:10 Break – feedback

Have a break or join us for some polls and interactive feedback.

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## 12:20 Personal Branding

Personal branding is about your reputation and how others sees you. If you are an assistant that quietly gets things done behind the scene without much fuss your reputation might be that you are easy to work with and always delivers what is asked of you. At the other end of the scale you might be an extrovert who is fantastic at rallying the troops and a real team player. You might not have given much thought to how others see you but it is important to know what makes you stand out from the crowd. Once you are aware of your unique attributes you can sell your personal brand to an organisation. In this highly engaging session Jennifer will share with you her insights into the power of personal branding and how to identify your unique skills and competencies.

Jennifer Holloway, **Author, Speaker, Trainer, Coach**

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## 12:50 Working 9-5: A day in the life of the world's top level assistants

Let's meet our next pair of assistants and find our more about their day. And get their top tips for empowering other assistants.

Helen Williams, EA at the **National Australia Bank**

Loretta Sophocleous, Director of the Executive Operations Office at **TIAA**

Saba Ali, Lifestyle Concierge, **virtuallydelivered.com**

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## 13:00 What are the traits of a high flying Executive Assistant?

Leni Miller has been recruiting top level Executive Assistants for over 30 years. In this session she will be sharing her thoughts on the changes she has seen in the industry, the traits that high flying Executive Assistants need to have to succeed in the role and she will be answering that age old question – what exactly do Executive's want in their Assistant?

Leni Miller, Founder of **EA Search LLC**

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## 13:20 **Managing your time, dealing with interruptions and saying 'no' to unnecessary stuff**

In our second panel session from our London event in September we discuss how important it is for Assistants to manage their time effectively, to deal with those time wasters and constant interruptions. The panel also offer advice on how to say 'no' to unnecessary tasks.

Speakers:

Lorraine Stone, EA at **Morrison & Foerster LLP**

Faye Kilour EA at **London Southbank University**

Alex Servys, EA at the **SEEN Group**

Shirley Ruiz, EA at **HSBC (AEPAS)**

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## 13:45 **Virtual Attendee Feedback**

What do you think of the Virtual Summit so far?

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## 14:00 **BREAK**

Have a break from your screen, grab a coffee, get some fresh air!

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## 14:15 **How to make minute taking an absolute breeze**

Minute taking is a much sought after skill in organisations. Many administrators are self-taught. If you were wondering whether you are on track, what the latest trends are and keen to pick up some proven techniques this session is a must!

These tips, techniques and tools will help you to:

- identify the number one skill required to be an effective minute taker
- discover the secret to minute taking
- learn the three proven techniques to make minute taking easier.

This session will also give you access to extra resources to help you be a more successful minute taker.

Robyn Bennett, **Minute Taking Madness**

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## 14:35 **Starting out as a VA**

**PA to VA - The initial steps to take in creating your virtual business:** This session will act as a starting point for anyone interested in starting their own Virtual Assistant business. It may be that you are looking for a new career, or that you are looking for something that can be done part-time alongside your current employment or family commitments. Maybe you've just been made redundant or approaching retirement age and are considering setting up as a VA and wondering whether there is a place for you in the market place. In this session, Amanda wants to give you the

answers to the common questions most new VAs have; she will cover everything from the research to do, the business structure to create, the legalities around setting up as a VA through to the most popular services to offer, where to find those first few clients, the fees to charge, how to get paid and everything else in between.

Amanda Johnson, Virtual Assistant Coach, Trainer & Mentor, **Virtual Assistant Coaching and Training Company**

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## 14:55 What if I look stupid?

On the outside you smile, you nod in agreement but inside you're frustrated. You're angry at yourself for not speaking up. You don't ask for what you want because:

- You don't know how...
- You assume the answer will automatically be no...
- You think you're the only person who can get it done...
- Your words get all jumbled up and you think you sound like an idiot...

So to keep from looking silly or stupid you live with behaviour that grates your nerve.

This webinar will help you unlearn the lie, work hard, don't ask and wait to be rewarded (get what you want). It will help you find the courage and develop the skills to confidently ask. You have every right to do so.

- Start unravelling what you learned about not asking
- Identify what you really want
- Learn three key communication skills to help you ask
- What to do when the answer is no

Lisa N. Alexander, **Speaker & Entrepreneur**

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## 15.25 Am I really being proactive?

Simone is the Founder and Chair of the ACE Network (Assistant Community EMEA) at BlackRock, the world's leading Asset Management Firm. Having worked in the field of administration for over 20 years, Simone has gained a wealth of experience in supporting executives at every level as well as managing teams and offices. As Chair of ACE, she works with managers, HR and assistants to 'raise the bar' and elevate the role of the admin professional.

Simply put, Simone is an inspirational Assistant. In this session, she will share her story with you and show how a little proactivity can take you a long way...

Simone White, Executive Assistant at **Blackrock**

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## 15.45 Break

Another chance to get some space from the Summit and have a think about everything we have covered so far!

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## 16.00 LIVE Q&A with Jan Jones, Author of the CEO's Secret Weapon.

Jan Jones is the former Executive Assistant to Tony Robbins, the world's #1 life and business strategist. With twenty years' experience as executive assistant to successful business people around the world Jan put pen to paper and published her incredible book *"The CEO's Secret Weapon How Great Leaders and Their Assistants Maximize Productivity and Effectiveness"* which debuted at #1 on Amazon's Hot New Releases in the Office Management category. The book has received widespread acclaim from executives and executive assistants worldwide.

Jan is a passionate advocate for the executive assistant profession. Through her consulting work and training programs, she enjoys mentoring assistants and guiding executives on how to get the most out of the relationship with their assistant. In this live session Jan will be taking your questions on how you can succeed as an Executive Assistants and offering advice on what it takes to make it to the top of our industry.

Jan Jones, Author of **The CEO's Secret Weapon**

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## 16.30 Live Q&A with Pat Shepherd

In this session, Jan Jones will interview one of the many extraordinary assistants who featured in her ground-breaking book *'The CEO's Secret Weapon'*. Originally from Brighton in the UK, Pat Shepard moved to the USA and took a job working as an EA for a start-up company which has now become the leading direct marketing company in the world - Guthy-Renker. Pat's inspirational career shows that knuckling down, being committed and doing your best really can take you places.

Pat Shepherd, Executive Assistant at **Guthy-Renker**

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## 16.50 Real life job interview questions and answers

This session is designed to increase your current interview skills, by using proven strategies to ensure thorough interview preparation and increase your chances of a successful outcome. Learn to increase your interview success and land those opportunities and promotions. Topics include:

- How to prepare for PA/EA interview
- Real life questions – collected over a decade; invaluable!
- Strategy for during the interview
- Answer structuring technique
- After the interview
- Turning rejection into progress
- Achieving successful outcome

Margaret Young, Founder, **TrainMyAdmin**

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## 17:10 Attendee feedback

We've covered a lot of ground. What are you guys thinking about the Summit so far!?

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## 17:30      **The Productive PA**

In our final session, recording in front of a live audience in London, Adam Strong will share his incredible tips that will increase your productivity by 300%. Think of all of the things you can do with more time!

Adam is champion for supporting women, personal assistants and entrepreneurs and is the Founder of 'The Association of Extraordinary PAs. He runs events for personal assistants on how they can position themselves differently from other PAs, become inspired and empowered to make changes, achieve greatness and success in their personal and professional lives.

Adam Strong, **International Speaker and Founder of AEPAS.**

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## 17:55      **Developing your business acumen on a shoestring budget**

Business acumen is a fundamental requirement for the modern-day assistant. Assistants support people that have very strong business acumen and must match their knowledge to be able to help them succeed. Assistants need to understand their organisation and where their boss fits in. They also need to know how they can help support the goals and objectives of the business.

Developing business acumen will also give Assistants a fantastic foundation and allow them to move up the career ladder. In this session Nicky will discuss all the different methods she has employed to improve her business acumen as an Executive Assistant and business owner.

Nicky Christmas, Editor & Founder, **Practically Perfect PA**

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## 18:15      **Working 9-5: A day in the life of the world's top-level assistants.**

Claudia Ferreres has been EA to world famous chef Albert Adrià and Communications Manager of elBarri Group since 2013. She is incredibly passionate about her work and the role. In this wonderful session we will talk to Claudia and Albert about their successful relationship and how important Claudia is to the world of fine dining.

Claudia Ferreres, EA to Albert Adrià and Communications Manager of **elBarri**

Albert Adrià, **World famous chef**

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## 18:30      **Managing Multiple Executives**

Many assistants work for more than one Executive and will quite often complete tasks for whole departments of people as well. We must juggle all our bosses demands without dropping any of the important balls we have flung up in the air, while also, you know, remaining sane! In this session, Natalie will share her top tips on managing multiple executives, deadlines and demands on your time!

Natalie Egan, Executive Assistant to Vice President & General Manager at **DAQRI**

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**18:50**      **Wrap up and Virtual Attendee Feedback**

Final questions and feedback from our Virtual Summit attendees.

Nicky Christmas, Editor & Founder, **Practically Perfect PA**

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**19:00**      **End of the PPPA Virtual Summit**