



The Future Assistant

Thursday 8th and Friday 9th February 2018

Proud Camden, London and Online

The Future Assistant is an innovative two day conference for Personal Assistants, Executive Assistants, Office Managers and Administrators consisting of keynote speakers, skills training, workshops and panel discussions.

Taking place on the 8th and 9th February 2018, in London. The Future Assistant will empower you to take your career to the next level. Every session topic has been chosen to enable you to future proof your skills and competencies. Our line-up of incredible speakers will inspire you, they will share their hard-fought triumphs and they will give you real and practical guidance to add value within your organisation as a modern day Assistant.

During the Future Assistant you will connect with like-minded Assistants, hear inspirational stories from top-level business professionals, learn valuable tips you can take straight back to the office and share your challenges and achievements in our open and friendly environment.

Online sessions will be highlighted in red. All times are GMT.

0845 Registration and refreshments

Grab a coffee and say hello to your fellow attendees.

0945 Introduction and welcome from Nicky Christmas (online)

In her introduction Nicky will explain why we are focussing on the future of the role, how the conference will empower Assistants to take control of their careers and what every attendee will gain from attending the Future Assistant 2018.

Nicky Christmas, Editor & Founder, Practically Perfect PA

1000 Executive Performance and the impact of Artificial Intelligence (online)

As one of the world's leading futurists, Ben Hammersley has been working with corporations, governments, and elite individuals worldwide for more than a decade. In this session, he will guide his our attendees through the key lessons on how to work, live, thrive, and innovate in the coming years. This year, his main focus is the future of elite executive performance alongside Artificial Intelligence and he will share his thoughts on how AI will impact the Assistant's supporting high-level Executives.

Ben Hammersley, World Leading Futurist

1020 What trends are Assistants already seeing in their workplaces?

In this interactive session we will discuss the current work environment for our attendees, the trends they already see in their offices and the future of the role for Assistants.

Interactive / facilitated session.

1045 Are you the game changer in your business? (online)

In this ever-changing corporate landscape, the need for skilled EA's has never been greater. Massive changes in infrastructure and global boom and bust over the last 30 years has seen the EA role develop from simply administrative support to someone key to the prosperity and success of any business. In this session, Lucy will share her wealth of knowledge on what it takes for EAs to be the game changers in their organisation and stay ahead of change.

Lucy Chamberlain, Founder C&C Search

1115 Refreshment break and 'dare to ask' interactive session – getting the answers to the questions you've always wanted to ask!

Do you have a burning question about your role, your career or the PA profession? This is the session for you! Bring along the questions you've never dared to ask, and we will provide you with experts willing to answer anything you throw at them! Our 'dare to ask' session is a combination of networking, mentoring and inspiration!

Charlotte Wibberley, Founder, VIP VA

Diana Brandl, Senior Executive Assistant and Founder of The Socialista Projects

Yvette Pearson, Office Manager, ESF Capital

Natalie Egan, EA, DAQRI International
Simone White, EA, BlackRock
Lorraine Stone, EA Morrison & Foerster LLP
Bethany Burns, First Mate to the Captain, BrewDog
Bonnie Cookson, EA, NaturalMotion Games

1200 Sub Plenary Sessions

Main Room: Moving from being a PA to a VA (online)

Many PAs have already made the move from an Assistant working in an organisation to running their own Virtual Assistant business. It is the dream for many PAs and the opportunities are endless. With many Executive's working remotely from an office and travelling for extensive amounts of time many PAs already feel like they work as a VA so is this the future of the role? And, if so, how do we get there?

Charlotte Wibberly, VIP VA

Sub plenary room: Everything you need to know about hotels, restaurants, event spaces and client entertainment in London

Booking the best client entertainment, restaurants and hotels is always going to be a vital part of the EA service. In this session you will get the inside track on all the latest and best client entertainment options for your organisation.

Stuart Groves and Ben Gamble, Shout About London

1230 Leading from behind (online)

In the fast pace world of business today the role of the PA/EA often extends far beyond the profile norm.

Whether initiating or chairing meetings or organising conferences the modern PA/EA assumes more responsibility than ever before. But where do we draw the line between assisting, managing – and leading? More importantly how do we invite recognition, reward and remuneration for the value we are bringing to the company?

Catherine Arden's 'Leading from Behind' workshop explores and clarifies these points while addressing how, in a corporate world of predominantly, alpha male leadership style, you might be more comfortable, equally, steadily and authentically - leading from behind!

Catherine Arden Theatre Director, Trainer, Speaker

1300 Lunch

Grab some food, talk to your fellow attendees, check your emails and get some fresh air!

1400 Empowering women in the workplace (online)

This session is all about empowering women. We will look at the future for women in the workplace, flexibility with working hours and work/life balance, the wage gap, career breaks and retirement. We will talk about how women can break the glass ceiling and what organisations can do to support their female employees.

Jo Wimble Groves, Co-owner of the multi award winning mobile technology company, Active Digital. Leader for women in business & building confident girls.

1430 Sub Plenary Sessions**Main room: The new Assistant skill - Managing staff (online)**

Many Assistants are now also managing staff, have their own Assistant and act as leaders within their organisation. In this workshop we will look at the skills needed to successfully manage a team.

Hira Ali, Advancing Your Potential

Sub plenary room: Pimping your staff away day

Events management is a key skill for Assistants and we will continue to be involved in all aspects of events planning for our organisations, especially the staff away day! In this lively breakout session Liz will share her experiences of working as an Events professional and how you can make your next staff away day memorable, fun and one to remember!

Liz Taylor, The Taylor Lynn Corporation

1505 Refreshments

Grab a quick refreshment and mingle.

1525 Our attendees' favourite technology (online)

In this session our attendees will help us build a library of amazing top tech as well as brilliant practical tips. We expect to have amazing apps, wonderful websites and all the latest snazziest software.

1550 Panel Session: Tales from the coal face (online)

In this honest and lively panel session, we will speak to Assistants who work for a variety of different Executives, in different industries who have all face their fair share of triumphs and disasters!

1620 To be revealed... (online)

1650 Drinks reception and networking

1800 End of day one

0845 Registration and refreshments

Grab a coffee and meet your fellow attendees.

0910 Introduction and welcome (online)

Hello from Nicky Christmas and hello again if you were here yesterday! We will look at what we having coming up on day two of the Future Assistant!

Nicky Christmas, Editor & Founder, Practically Perfect PA

0920 Stepping up being heard in meetings (online)

As Assistants become more integral to the business they will find themselves in meetings with their Executives, in meetings with their project teams and colleagues and of course running their own meetings. In this session we will look at how Assistant can actively participate in meetings, 'lean in' and make themselves heard. This session is for every Assistant that has come out a meeting frustrated that they didn't make the comment or voice their opinion.

Janine Roberts, Managing Director J9 Consulting & Executive Coaching

1000 The road to strategic thinking (online)

Assistants are now working as strategic business partners which means they need to think about the strategic aims of the organisation and their Executives. How do you think strategically and what skills are required to excel as a strategic business partner?

Nicky Christmas, Editor and Founder, Practically Perfect PA

1030 Doing the thinking yourself (online)

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 proactivity, self-management and doing the thinking yourself really does get you a long way!

Simone White, EA, Blackrock

1100 Refreshment break

Assistant Speed Networking.

1130 Impact and Influence (online)

Do you want to have more presence, authority and influence to persuade people with your ideas, even if you don't feel like you have the authority? Discover how a tiny shift in your body language and voice can increase your impact and influence, with examples from actors, TV presenters and Presidents. This lively, energising session will show you how to apply these strategies at work every day.

Richard Newman, Director, BodyTalk

1230 Lunch

Grab some food and chill for a bit.

1320 Effective ways of working with millennial managers (online)

What does the future hold for EAs working for millennial managers? In this session, Diana will share her experiences of working in a start-up environment for young and ambitious Executives.

Diana Brandl, Senior Executive Assistant and Founder of The Socialista Projects

1340 Will AI take over the role of an Assistant? A conversation with x.ai (online)

We all know that Artificial Intelligence is coming, we just don't know what kind of impact it will have on the role of Assistants. What we do know for sure is that there are many technology companies that claim to function as your Personal Assistant. x.ai is one such company. In this session we will talk to the people behind the AI Assistants to understand how they work, the benefits, and what they mean to the future role of the human Assistant.

Allison Schneider, Enterprise Sales Manager at x.ai

1400 Attendee discussion

A chance to reflect on all the sessions so far!

1410 Panel Session: The challenges and triumphs Assistants face as they transition into business-critical roles (online)

In this honest and frank panel session, we will talk with Assistants who have transitioned into business-critical roles. They will share their experiences, challenges and triumphs.

Bethany Burns, First Mate to the Captain, BrewDog

Bonnie Cookson, EA, NaturalMotion Games

Beth Arzy, EA, Channel 4

1440 Refreshments

Grab a coffee and take your final chance to network with your fellow attendees

1455 Hard Skills break out sessions

Main room: How to be an awesome project manager (online)

Nearly every Assistant at some point in their career will be involved in a project and in the next five years many Assistants will be leading projects. In this introduction to project management we will learn how the role of a project manager is changing and the 3 critical skills you need to be an awesome project manager. Elizabeth will also share tools, techniques and resources to get your projects started more quickly.

Elizabeth Harrin, Girls Guide to Project Management

Sub plenary: Modernising the bring-up folder, document and information management

In the future Assistants will be their organisation's information managers. We will be asked to keep the flow of information moving, not just retain what we know for when people ask but to help our teams and the overall business connect the dots, make connections and lead colleagues to make the right decisions for the business.

In this session we will look at how Assistants can keep on top of new ways of working, new technology and other ideas that can help with the flow of information.

Nicky Christmas, Editor and Founder, Practically Perfect PA

Out and about in Camden Market: Peer to peer learning and problem solving

Taking place across the wonderful Camden Market, The Green Hat Challenge is a fun-filled and challenging game that lets you think creatively and work as a team, putting your problem-solving skills to the test.

Teams of 5-6 members will compete against each other in pursuing intriguing missions, which are carefully selected to blow your minds, via the tablets provided. Take pictures, solve puzzles, find objects, use your creativity and beat the other teams by prioritizing the various missions. Because the missions vary so much, everyone on the team will have a chance to contribute.

The Green Hat People

1525 Processes and Apps for Productivity (online)

One of the 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 and in this session, we will look at a whole range of tips and tricks that will not only make you more productive but help keep your boss on track, free of distractions and productive!

Liz Hardwick, Co-Founder of DigiEnable

1600 To be revealed...

1630 Closing remarks

Nicky Christmas will close the 2018 Future Assistant Conference.

1645 End of The Future Assistant