



JOIN 100'S OF ASSISTANTS FROM ALL  
OVER THE WORLD FOR

# Practically Perfect PA Virtual Summit October 2018

FRIDAY 19TH OCTOBER 2018.  
ONLINE.

# Programme

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(ALL TIMES ARE IN GMT+1)

## 10:00 Introduction

In this session, Nicky will introduce today's content and we will spend a few minutes ensuring that all of our virtual attendees are quickly up and running and engaging with our event.

Speaker: Nicky Christmas, Editor & Founder of Practically Perfect PA

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## 10:15 Effective Listening

As we all know strong communication skills are vital for Assistants. We often talk about how Assistants can communicate verbally and using body language, but we rarely talk about active listening. Genuinely listening to our Executives and our colleagues is a brilliant skill to have, it increases productivity, decreases errors and mistakes and of course it helps build fantastic relationships.

In this session, Amanda Vinci from The EA Institute will share her tips on how you can develop your effective listening skills.

Speaker: Amanda Vinci, Founding Director of The EA Institute

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## 10:40 Working 9-5: A day in the life of the world's top-level Assistants

Working in the fast-paced environment of Coca-Cola, Samina is full of fantastic advice for Assistants who want to advance in the corporate world.

Speaker: Samina Azam, Executive Assistant at Coca-Cola European Partners

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## 10:55 Setting yourself up for success: Productivity tools and tips for Assistants

Sometimes it can be hard to find that extra dose of motivation, especially when you are faced with a myriad of emails and your to-do list is longer than your arm, and let's face it, nobody has a to-do list longer than an Assistant!

But fear not, there is plenty of technology and tips to help you control your time. Nicky has tried and tested plenty of apps, platforms and methods and is sharing her favourite tools and techniques to help you manage your workload and personal productivity.

Speaker: Nicky Christmas, Founder and Editor of Practically Perfect PA

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## 11:25 Break

Take a break and grab a coffee.

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## 11:40 PA Panel Session: The new EA Office Manager

Few people would disagree that managing everything in a busy office is a very challenging job! A lot of Assistants are now doing the dual role of Office Manager and supporting at least one Executive. In this insightful panel session, we will speak to two EA / Office Managers who both have a bag full of advice on productivity, dealing with conflicting priorities and managing relationships with Executives, clients, colleagues and suppliers.

Speakers:

Crystal McBride, Global Office Manager and EA at Stylus  
Rebecca Farmer, Office Manager and EA at Control Risks

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## 12:05 End Outlook Overwhelm

In this 30-minute session, you will experience time-saving tips that will help you beat your Outlook overwhelm.

Learn how to:

- File email with the click of a button
- Find email anywhere
- Create a search folder so you can find an email from a person or group and it is always up to date
- Use Quick Steps to speed up filing and automate several other actions
- Create an email template for those quick response emails you find yourself writing several times a day/week
- Invite your colleagues to a meeting and make sure they can attend even before you send the invitation
- See several calendars at once
- Create tasks and to-dos and assign them
- Add someone to your contact list directly from the email they sent you
- Create Rules to manage incoming email

You will learn how to take control of your inbox once and for all.

Speaker: Shelley Fishel, Founder of Tomorrow's VA

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## 12:35 How to effectively manage the most important meeting of your week

Most assistants would say that the most important time they spend is with their Executive. So how do you ensure that you are making the best use of your time together? In this session, Jeremy will show you

exactly how you can effectively manage your 1.2.1 time with your Executive and make sure that your 1.2.1 isn't the meeting that always gets moved!

Speaker: Jeremy Burrows, EA at Jane.Ai and Founder of GoBurrows LLC

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## **13:00 Break**

Take a break and grab some lunch!

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## **13:30 Working smarter by being more assertive**

How many times are Assistants told to be more assertive? It seems the word is everywhere we look! It can be hard for Assistants to be really assertive when we want to be the office go-to person who is helpful, supportive and takes a flexible approach to work. But we do know if we are not assertive it can lead to an overwhelming amount of work, taking on tasks we shouldn't be doing and struggling to control our time.

So, in the session, Abi will share her thoughts on what it really means to be an assertive assistant and how changing our attitude can lead to better time management and productivity.

Speaker: Abigail Jones, EA and Founder of Abigail Jones Coaching and Mentoring

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## **13:50 Working 9-5: A day in the life of the world's top-level Assistants**

In our second interview of the Summit, we speak to Alexandra Curtis, Executive Assistant to CEO at Allianz Global Investors about her career to date.

Speaker: Alexandra Curtis, EA to the CEO of Allianz Global Investors

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## **14:05 How can Assistants become effective communicators?**

Almost every job specification for a PA includes the immortal words: "Must be an effective communicator" so how do we ensure that we do more than tick that box. How do we ensure we are more than effective?

Communication is something we do instinctively, it is something we do without much thought daily with our family and friends. It may seem second nature but effective communication at work takes practice.

Choosing the right words and tone, proactively listening and truly getting our message across are skills that we need to continue to finesse and with so many new ways to communicate with our Executives, Assistants must know the best way to keep in contact, how to use that form of contact and when to use it. Nicky will share her expert tips on how Assistants can effectively communicate with their Executives.

Speaker: Nicky Christmas, Editor and Founder of Practically Perfect PA

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## 14:25 Managing your Executive's social media presence

Many Assistants are being asked to look after their Executive's online presence and their organisation's social media profiles, meanwhile, they must keep their own social profiles up to date and professional. It can be a pretty time-consuming task and it requires some thought because social media platforms can change very rapidly and there are always new and better ways to manage content.

Social Media management is a skill that is in high demand for Assistants and that demand is only going to increase. Executive's want a social media presence but managing the technical aspects of that and keeping everything up to date will fall to their Assistant. So, in this session, Sam will show you exactly how you can manage social media for your Executive and the tools you need to not make this task a total time drain.

Speaker: Sam Flynn, Social Media Speaker, trainer and author of Social Media Super Success

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## 14:45 Break

Have a break and grab some fresh air.

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## 15:00 Body language tips for the productive PA

We are very lucky to have one of Europe's top body language experts join us for a live interactive Q&A. In this session, Richard Newman, Founder and Director of BodyTalk will be ready to answer questions (and expect some practical demonstrations) focusing on how people can change their behaviour to improve their impact.

Expect some amazing takeaway tips that will make assistant super effective!

Speaker: Richard Newman, Founder and Director of BodyTalk

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## 15:25 Collaboration tools

"At an interview, questions are all about things like collaboration tools. No one has asked me about Excel for years" *Julie Bennett, EA at Salesforce.*

Collaboration tools are technologies that can supercharge your productivity. Many organisations are using collaboration tools to help their staff work together more efficiently and effectively.

As Julie Bennett highlighted during her Day in the Life interview at the June 2018 Summit, Assistants are increasingly expected to be knowledgeable and experienced with new collaboration tools. In this session, we will offer a crash course on three of the most popular collaboration tools on the market including a helpful demo for each one.

Speaker: Graeme Bodys, CEO at Nooq

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## 15:45 What should we do with all this free time?

We asked our online community what they would do with the time they would have saved from attending the virtual summit and implementing the tips and techniques. These are results. Expect lots of inspiration and ideas for projects and processes you can work on and implement while still managing your day job!

A facilitated session with Nicky Christmas, Founder and Editor of Practically Perfect PA

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## **16:05**      **Working 9-5: A day in the life of the world's top-level Assistants**

Our third interview is with Shelley Trask, EA to the CTO and Head of Engineering at Slack Inc. Based in San Francisco, Shelley is a powerhouse EA who has hit the ground running at Slack. Working at one of the fastest growing Startups no day is the same and she is full of fantastic advice for EAs who want to work in a similar environment and those who want to learn some fantastic productivity tips.

Speaker: Shelley Trask, Executive Assistant at Slack Inc.

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## **16:20**      **Working smarter with a remote boss**

Working remotely is becoming more and more common these days and it is likely that many Assistants will have some, if not all, of their team working from home or other locations. They may even have Executive's who live in different cities around the world.

When an Assistant rarely sees their Executive the challenge to work smarter is an everyday struggle. How do Assistants cope with the distance, lack of face time and building rapport? We speak with one of the industry's most tech-savvy Assistants and find out how she suggests we work smarter and more effectively with absent Executives.

Speaker: Melissa Moher, Career Admin, Community Incubator and Founder of Support Savvy.

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## **16:40**      **Feedback**

A chance to catch up on all the polls throughout the day and for our host and speakers to answer any of your questions.

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## **16:55**      **Break**

Final break of the Summit, grab another coffee? Something stronger?

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## **17:10**      **What is standing in your way?**

From Admin Assistant to Senior PA, then Life Coach to psychology student, Faye has had a varied career path and is keen to share her insights on what she has learnt along the way. Faye has experience of working as a PA within the fast-paced corporate world, the ever-changing startup scene and more recently in the education setting. Faye has noticed common themes to what can hold PA's (and humans!) back, that often

results in procrastination and therefore a reduction in productivity. In this session Faye will talk to you about:

- Ways to move through fear to get more done
- Helping you to deal with awkward situations
- Helping you to play to your strengths

Speaker: Faye Kilgour, EA at London South Bank University

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## **17:30      How can Assistants supercharge their Executive's Productivity?**

A leader's role is generally clearly defined. Their day to day includes casting the vision, providing focus, clarity, and direction, and removing roadblocks. But what does an Executive Assistant do? Whatever it takes. More specifically, an Executive Assistant should focus on ensuring the objectives, the goals, and the vision of the Executive are executed.

Executive Assistants are the ultimate force multipliers and project managers; they are problem solvers and fixers. A leader and an Executive Assistant must work side by side to get the job done and when they do, companies see massive improvements in culture and increases in profit.

Join Adam Hergenrother, Founder & CEO of Adam Hergenrother Companies, and Hallie Warner, Chief of Staff, as they discuss the power of the EA/Executive partnership, and how a high performing, productive EA can multiply the effectiveness of the Executive.

Speakers:

Hallie Warner, Chief of Staff at Adam Hergenrother Companies

Adam Hergenrother, Founder & CEO of Adam Hergenrother Companies

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## **18:00      Final questions, feedback and close of the Practically Perfect PA Virtual Summit.**