

PRACTICALLY PERFECT PA

VIRTUAL
SUMMIT

APRIL | JUNE | SEPT | NOV

2019

Programme

Virtual Summit

Friday 14th June 2019

Programme

(ALL TIMES ARE IN GMT+1)

10:00 Introduction

Welcome message from Nicky Christmas.

Nicky Christmas, Founder and Editor of Practically Perfect PA

10.15 Creating the right mindset for success

Using everyday language Andy introduces research, case histories, personal stories and real-life examples designed to offer a genuine opportunity to dramatically improve your mood and outlook on life. Andy says “my message is easy to understand, easy to apply and makes life easier as a result.” Even with a virtual audience!

Andy Workman, Mindset Specialist

10.50 So you think you're a strategic business partner, what does that mean?

In the second part of Lucy's amazing presentation, she shares her thoughts on the emergence of the Assistant as a Strategic Business Partner. The term is THE buzzword in the industry. But how do you become strategic? What does it mean? How do you change your day to day role to become the Assistant that your Executive needs in order to deliver at the highest levels?

- Why Businesses still need Assistants
- How to Develop your Business Acumen to prove your contribution to ROI
- Why AI will never replace the proactive assistant

In this session, you will learn why the landscape has changed, how to develop your business acumen to best support your executive and what skills are required to be a true Strategic Business Partner to your Executive.

Lucy Brazier, CEO, Marcham Publishing, Publisher of Executive Secretary Magazine, International Speaker, Conference Chair and Expert on the Administrative Sector

11.20 Planning travel for diverse travellers

In this informative session, Erica from Maiden Voyage covers everything you need to know when planning business trips for diverse travellers, in particular women and LGBTQ travellers.

Erica Toase, Operations Manager at Maiden Voyage

11.50 Break

12.10 Who knew it could be so easy to negotiate a better deal at your favourite venue?

For most events, the single biggest expense will be the venue. It is also likely to be the longest and possibly the most detailed contract you will sign. In this practical session, William will help Assistants who run external meetings and events to negotiate the best rate for a venue.

William has organised over 700 events at more than a hundred different venues! So, you can expect that he has collected loads of tips and tricks on how you can get the best possible deal. This session will cover:

- When to provisionally book and when to confirm your venue
- What the most flexible parts of a venue contract are likely to be
- Using a booking agency to negotiate v Doing it yourself!

William Thomson, Events Consultant, Gallus Events

12.40 Assistant Panel Session: Building resilience and gaining respect

In this panel session, our experienced Assistants will share with their toolkit to help build your resilience. We will discuss:

- Productivity
- Boundaries
- managing awkward conversations

- being assertive yet discerning
- helping you to work smarter not harder and
- Helping you to gain respect from those who don't quite get our role and where we add value!

Trish Stadler, EA, Johnson & Johnson
Bobbie Saxon, EA, Diageo

13.35 How I use Chrome Extensions to make me super productive

When you use Google Chrome as your browser you will have access to thousands of brilliant extensions that you can download to help with pretty much anything you need to do on the internet

In this session, Nicky Christmas will share her top 20 Chrome extensions specifically for Assistants, you will learn:

- What Chrome Extensions are and how to add them to your Chrome browser
- How extensions can be used to increase your productivity and save you time
- A list of 20 extensions that will specifically help Assistants with their tasks

Nicky Christmas, Founder and Editor of Practically Perfect PA

13.50 Break

14.20 Understanding your organisation's shadow structure

In this session, Liz will share with you a powerful tool for gaining awareness of the hidden power dynamics and spheres of influence that operate within your company. You will learn:

- Why the published organisation chart doesn't necessarily reflect power within an organisation
- How to commence mapping your own organisations' shadow structure
- A deeper awareness of the different ways influence operates within organisations

Knowing the shadow structure will empower you and reduce your stress enabling you to get things done more easily in your role.

14.50 Ditch the J.O.B and become a VA

In this session, Amanda will help you decide if self-employment as a Virtual Assistant (VA) is a path you might want to consider. Amanda will focus on:

- Identifying the skills and personal qualities of an Entrepreneur
- Answering the question "Can I replace and replicate my current salary?"
- Identifying the initial steps you need to take to launch a VA business

After this session, you will be able to decide if ditching the JOB and launching a VA business is the future for you.

Amanda Johnson, Coach, Trainer and Owner of VACT Ltd.

15.20 Top challenges holding career women back

In this session, Hira will talk about the internal roadblocks that can impede a woman's climb to the top and perform efficiently, regardless of her culture and geography. In this session, Hira will:

- Discuss Research conducted on 300 working women across the globe
- Explore internal challenges such as FOMO, Impostor Syndrome, Perfectionism, Time Poverty, Stress, Vulnerability & Inability to Self-Promote
- Empower listeners with top strategies to address these challenges

After this session, you will be able to better identify any internal blockades to progress and how to cope with them effectively.

Hira Ali, CEO Advancing your Potential and Revitalise and Rise

15.50 Break

16.05 Strategic Partnerships: Working in sync with your Executive

Building on from this morning's session from Lucy Brazier, this session will look at the always evolving role of the Assistant. Shirwyn will also look at the way Assistants are viewed and how to get the most out of your relationship with your Executive.

- The Assistant, the evolution of the role, and the importance of it in today's businesses
- Building relationships, having strategic conversations and how to enable your Executive to "use" you more effectively
- The way forward, starting to deliver on a strategic level and not just being the "gatekeeper"

After this session, you should be able to have those important conversations and contribute to the strategic deliverables of your executive.

Shirwyn Weber, Executive Assistant at INN8

16.35 Rise Up: The career journey of the Former EA to the CEO of Pinterest

Michelle's session entitled "Rise Up" is an empowering talk geared towards Assistants working at all levels of their career, she covers her:

- Working experience as an EA in Los Angeles and then as the EA to the Pinterest CEO
- Observations as a Coach and Consultant to the Administrative profession
- Favourite tips and tricks, tactical skills you can put to use immediately

Having listened to Michelle's session you'll be armed with some best practice skills and hopefully a new outlook on the Administrative career!

Michelle Parise, Former EA to the CEO of Pinterest and Founder of With Purpose Coaching.

17.00 Break

17.15 Creating an Internal Network

In this session, April will empower and teach you how to implement positive and lasting change in your office environment through collaboration and teamwork. April will focus on:

- Creating an 'Administrative Support Professionals' network at your place of business
- Teaching you how to work seamlessly across departments and organizations

- Giving you the tools to assemble an action plan that you can move forward immediately

After this session, you and your fellow Administrative Support Professionals will be the change that you each want to see by executing the strategies and techniques learned here.

April Stallworth, EA and Founder of Stronger Women ~ Stronger Lives

17.45 Project Management for Assistants

In this session Peter will explore, with the help of Senior Executive Assistants, what it means to be a 'Project Manager' in your world looking at:

- How can project management help you be a more efficient assistant?
- Busting through the Jargon – project management for everyone
- What tools and templates will be most useful you as a project managing assistant

After this session, your 'projects' should be a little less stressful than perhaps they have been to date.

Peter Taylor, The Lazy Project Manager

18.15 Finish of the June 2019 Virtual Summit