

# THE EXECUTIVE PA FORUM

Preparing Today's Assistant for Tomorrow's World

November 10th & 11th 2021



**EVENT INDUSTRY  
AWARDS 2019**

**BEST CONFERENCE  
FINALIST**



**Executive PA  
FORUM**

Trish Butera | Founder of the Global Assistant Online  
Executive & EA Coach

## The Rise of The Global Assistant

The majority of our EA and PA community work in international companies operating across various time zones. Although travel has been cut down due to the pandemic, the demands of the role have seen the rise of a new type of Assistant - the Global Assistant. This insightful presentation, Trish will explore a number of key findings that demonstrate the premise that assistants are, and have been for a long time, working across borders, embracing the role of a truly Global Assistant. Discover:

- How the Global Assistant is a culturally aware one that applies cultural competence in all their interactions
- How many assistants have acquired global skills on the job, organically, but often it is not recognised
- How clearly defined to understand how they can be leveraged, not refined to apply appropriately
- What is the Culturally Competent Assistant?
- Why cultural awareness is more than gender diversity, race or generational
- What Cultural Competence is - a fundamental approach to interacting in the global workplace
- Insights from Executive Assistants working internationally



Siobhan Kelly | Founder, Mosaic Consultancy  
Recruitment Specialist

## CAREERS CLINIC - Industry update and landscape of the profession; expectations from employers and upcoming opportunities

The world of work has changed dramatically over the last 18 months. Changes that would have been years in the making took place in a matter of days. Now more than ever, the line between professional and personal has been blurred and the repercussions are being felt across the board. Siobhan, founder of Mosaic Consultancy is one of Ireland's top Office Support recruitment specialists and will deliver:

- Insights into the current jobs market
- The most desirable skills in 2022 for EAs, PAs, Office & Business Support
- The phrase "cultural fit" should come with a warning sign as it may be adversely affecting your job search
- Blurred lines between professional and personal - repercussions and remedies

In addition, Siobhan wants to share her learned strategies for

- Navigating the corporate world during this time of transformation
- Professional grief-what it is and how to manage it
- Name it to tame it - The two F words that are holding you back
- Lifestyle inventory | Keep > Consider > Cut



Adam Fidler | International EA/PA Coach & Trainer  
Founder of Adam Fidler Academy

## Transformational Leaders Need Transformational EAs

In this new paradigm in Executive Support, Adam Fidler explores the shifts happening within the Profession, defining a new model of where the Executive Assistant needs to become a Transformational Executive Assistant - we encourage you to invite your Executive to attend this presentation. Adam will explore:

- Transformational Leadership – what is it? How can EAs benefit from applying it to their roles?
- Strategic versus Operational Thinking – a key take-away from this programme that all EAs should know
- How to become a Transformational Executive Assistant
- The traits of outstanding EAs – the bedrock of your EA career
- The four "I's" of Transformational Leadership – applied to you and your Executive
- Embrace the new paradigm of Executive Support, by setting far-reaching goals and objectives
- Maintaining performance beyond expectations in times of uncertainty and instability



**\*This session is open to EAs and their Executives (at no extra cost).**

Monique Helstrom | Communications Coach  
Former EA and Chief of Simon Sinek

## Cultivating a powerful partnership with your Executive - reclaim your purpose and rejuvenate your career

While working in an administrative role, your challenges are unique, your responsibilities are always changing, at times fleeting and you rarely get the recognition you deserve, even though you do it all with poise and passion. So, how do we thrive in an environment where we have little control of our daily activities? How do we sustain the power to support our Executives, while still manifesting the best version of ourselves? By offering informed perspectives, functional techniques and radical solutions to the common issues that challenge assistants around the globe, Monique will explore:

- How to identify, accept, and use your natural strengths and innate abilities to accomplish anything
- Finding appreciation, validation, and recognition
- The HUGE difference between leadership & authority
- The most important communication and conflict management skills that no one ever taught you
- Steps to cultivating a dream-team partnership with your Executive(s)
- How to go from a "human doing" to a "human being"



Lisa Mitten | Vision & Leadership Mentor  
Former EA

## Confidently Communicate and Use Your Voice

When it comes to achieving your goals, a strong, healthy self-image is crucial when it comes to creating the results you desire, no matter what area of your life the goals relate to. It also empowers you to create and develop relationships with the people around you and in this exploratory talk, Lisa will cover how you can confidently communicate and use your voice by:

- Creating a positive and powerful mindset that steers you towards discovering and living in your vision
- Ensuring your communication lands effectively
- Communicating without emotional attachment
- Controlling your environment rather than your environment controlling you
- Creating positive outcomes from negative situations
- Making quick, confident and intuitive decisions and trusting your gut instincts



Angie McQuillin | Confidence and Career Success Coach | Breaking through the Confidence Conundrum

Self-confident people are generally more positive, value themselves and trust their judgment. But they also acknowledge their failures and mistakes, and learn from them. How we see ourselves and more importantly how we feel about ourselves has a huge impact on our daily lives. Self-perception is a key influence on how we estimate our performance, which can impact our decision-making and choices. Not only that but a lack of confidence can mean we are less likely to grasp opportunities, to negotiate and ask for things which can lead to less opportunities being sought and taken and a reduced likelihood to negotiate a pay rise, for example. Angie will explore:

- The difference between self-efficacy, self esteem and self confidence
- Ways to instantly boost your confidence and how to sustain high confidence levels
- How you can inspire confidence in others and use this skill as a key to your success



Rebecca Garvey | Communication Skills Coach | CONNECT FIRST with Own The Room

Authenticity leads to trust, trust fosters to connect first, and then connection inspires action. Learn the skills to build authentic connections with your audience, whether you're communicating to a manager, executive board, or prospective client.

Learning outcomes from this session include:

- Introduce yourself in a way that stands out and is memorable
- Demand feedback to fuel continuous improvement and growth
- Ensure listeners retain more of your message with efficient communication that captures your audience's attention and respect
- Ditch the dry talking points - paint pictures and evoke emotions to connect with your audience
- Contribute more fully to discussions, influence decisions, and inspire action



Trish Butera | Founder of the Global Assistant Online  
Executive & EA Coach

## WORKSHOP A

### The Global Assistant Tool Kit

Executive and personal assistants have been working across borders for decades and not necessarily leaving their desks to do so. While 'travel' may have been a sought-after function of a high-level EA, nowadays, there is very little that differentiates the travelling International EA from one that works exclusively from one location. In a globalised world, most all deliverables can be facilitated regardless of geography. However, the one big differentiator that is redefining the profession and creating broader opportunities is global skills. These competencies have become a critical component of the executive and personal assistant tool kit. The barriers to acquiring these global skills are a lack of awareness of the competencies or a lack of knowledge of how to leverage them. This workshop explores what global skills are the most critical to have. You'll learn how to embed them as part of your repertoire. Trish will encourage you to discuss the complexities of executive support roles in the new way of work and identify the attributes and characteristics of a global assistant. You'll walk away with valuable intelligence and a personal roadmap to optimise your interpersonal skills to align with those of the very best international business support.



David Liddle | CEO, TCM Group

## WORKSHOP B

### Constructive Conflict Resolution in a Virtual/Hybrid World

It's been a challenging time for all of us and conflicts can more easily arise when we are in a pressured environment. Over the past 12-18 months we have had to adapt to collaborate and work in a virtual space. A face-to-face conversation that might normally resolve small conflicts can easily spiral in the virtual space. In this timely workshop, author and mediation specialist David Liddle will explore with you a collaborative and robust system for resolving complaints and conflicts, whether you are communicating virtually or in-person.

Working through the principles of conflict resolution, you will learn how dialogue, compassion, empathy, respect, courage, trust and tolerance are all elements that are relevant, not just for resolving a conflict, but in virtually every area of the modern workplace and indeed across our society.



Angie McQuillin | Confidence & Career Success Coach

## WORKSHOP C

### Strategies to Build Confidence

Research has suggested that appearing confident can lead to an attribution of greater competence than actual competence. We all know that colleague who talks a good game but is barely competent and still manages to climb their way to the top of their career. When you're self-confident, you trust your own judgment and abilities, and have a strong sense of self-worth and self-belief. During this workshop, you can learn to take immediate steps to project greater self-confidence and learn how to build and maintain self-confidence in the future. You can show self-confidence in your behavior, your body language, and in what you say and how you say it - if you project with confidence and positivity, others are more likely to respond well, and this positive feedback will help you to believe in yourself. Explore:

- Four elements of confident behaviour - body language; face-to-face communication; building expert power; building confidence at work
- Three ways to build your confidence - build confident daily habits; give recognition to past achievements; set achievable confidence-boosting goals
- How to identify and defeat any negative self-talk that's harming your self-confidence and stunting your personal and professional growth



Lisa Mitten | Vision & Leadership Mentor

## WORKSHOP D

### A Deep Dive into Defining Your Vision, Confidently Communicating and Using Your Voice

Following on from Lisa's presentation on Forum Day, this intensive will take a practical and deeper dive into defining your vision, and how to apply the principles of confident communication in reality. Using interactive and thought-provoking techniques this workshop will empower you to go back to the office with a fresh new perspective to turn your vision into reality and create the ideal environment you want to thrive in:

- Steps required to create a positive and powerful mindset that steers you towards discovering and living in your vision
- Practical techniques to ensure your communication lands effectively, without having an emotional attachment to the outcome
- How you can control your environment instead of it controlling you
- Creating positive outcomes from negative situations - in practise



Siobhan Kelly | Founder, Mosaic Consultancy  
Recruitment Specialist

## WORKSHOP E

### Career Strategy - Making purposeful career decisions

While every EA's career plan is unique, it's essential to have a clear strategy which keeps you focused on your career goals. This strategy will be your guide to help you make effective career decisions and respond to new opportunities, without compromising on your values. Career mapping will help you think strategically about your career path and how you can meet your career goals, even within your current organisation. Siobhan will encourage each participant to come up with the creative solution you need to achieve your short and long-term career goals. You will:

- Complete a career SWOT analysis
- Define your USP
- Map out a consistent networking strategy
- Explore ways to curate your personal brand
- Set yourself SMART Career Goals - Specific, Measurable Achievable, Realistic, Timely

**This workshop includes each delegate completing an assessment in advance of the workshop**

"DON'T BE AFRAID TO GIVE UP THE GOOD TO GO FOR THE GREAT."

The Mosaic Consultancy logo, featuring a colorful circular mosaic pattern next to the text "Mosaic Consultancy".

### Improve Focus and Productivity through Restorative and Mindfulness Practices

This Masterclass is a developmental programme that reviews your personal and workplace perspectives with a view to reshaping your outlook on your work life, improving focus and productivity. You will:

- Reflect on your home and work environment
- Harness the power of your thoughts and take control of your thinking patterns to help you focus
- Learn how to re-ignite your enthusiasm for what you do
- Tap into and accelerate your most optimistic self/mindset
- Learn practical ways to boost your focus and concentration
- Understand the benefits of conscious body movement for creating momentum in your life to get stuff done

This masterclass provides you with daily tools to maximize your productivity and bring a better balance to your life. You will come away with mindful daily practices to help your productivity and sense of achievement.

#### **\*BONUS - Elizabeth will share her restorative energy exercises to:**

- Focus your mind on a positive perspective
- Protect you from negative inhibitors/influences
- Help you think more clearly
- Enhance your learning ability
- Improve your productivity
- Clear your mind
- Boost your confidence



9.30 Conference Start - Welcome to the Forum!

9.35 The Rise of the Global Assistant - Trish Butera, Founder of the Global Assistant Online, Executive & EA Coach

10.30 Breaking through the Confidence Conundrum - Angie McQuillan, Confidence and Career Coach

11.00 Networking & Stretch Break

11.30 CAREERS CLINIC - Siobhan Kelly, Mosaic Consultancy

12 noon Transformational Leaders need Transformational EAs

Adam Fidler, International EA/PA Coach & Trainer, Founder of Adam Fidler Academy

13.00 Lunch | Networking | Stretch

13.45 Own the Room - Connect First with Rebecca Garvey

14.15 Cultivating a powerful partnership with your Executive - reclaim your purpose and rejuvenate your career Monique Helstrom, Communications Coach, former EA and Chief of Simon Sinek

15.15 Networking and Stretch Break

15.35 Fuel Presentation

15.45 Confidently Communicate and Use Your Voice - Lisa Mitten, Vision & Leadership Mentor

16.30 Closing Remarks & Networking

17.00 Forum Close

# PLATINUM RECRUITMENT PARTNER

## Mosaic Consultancy

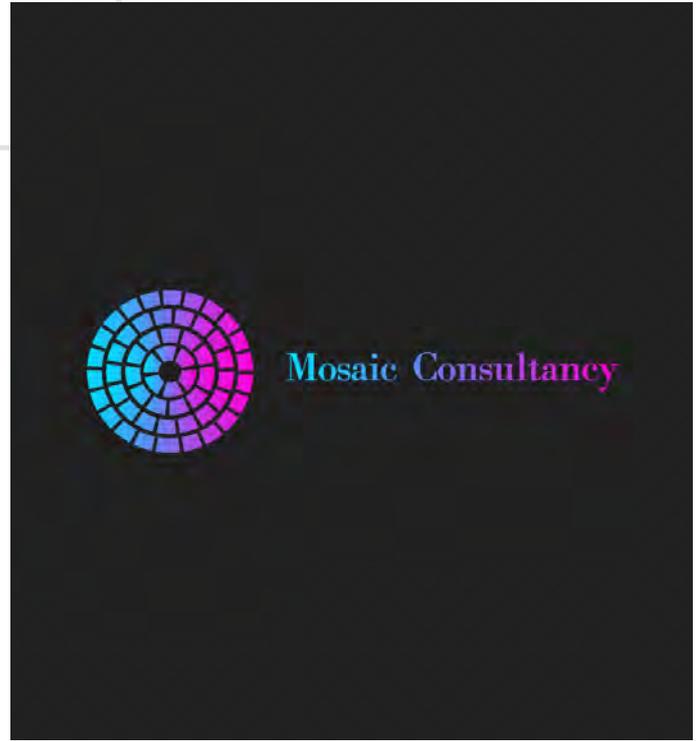
A Mosaic is made up of many different elements, all distinct and unique on their own, but a thing of beauty when put together.

That is what Mosaic Consultancy is all about.

We see both the moral and business value in creating more diverse, equitable and inclusive work environments. Everything we do stems from our commitment to that one goal. We know representation matters, and we are committed to playing our part.

So, whether we are partnering with Business owners to reach their strategic goals through recruitment or supporting employees and job seekers on their path to achieve their career aspirations.

You will know that our approach and services are not just buzzwords, but are what we live and breathe on a daily basis.



# EXHIBITORS AND PARTNERS



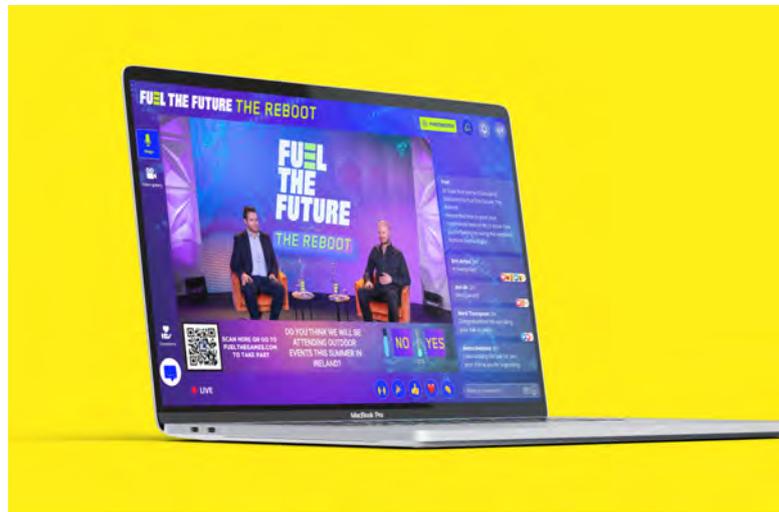
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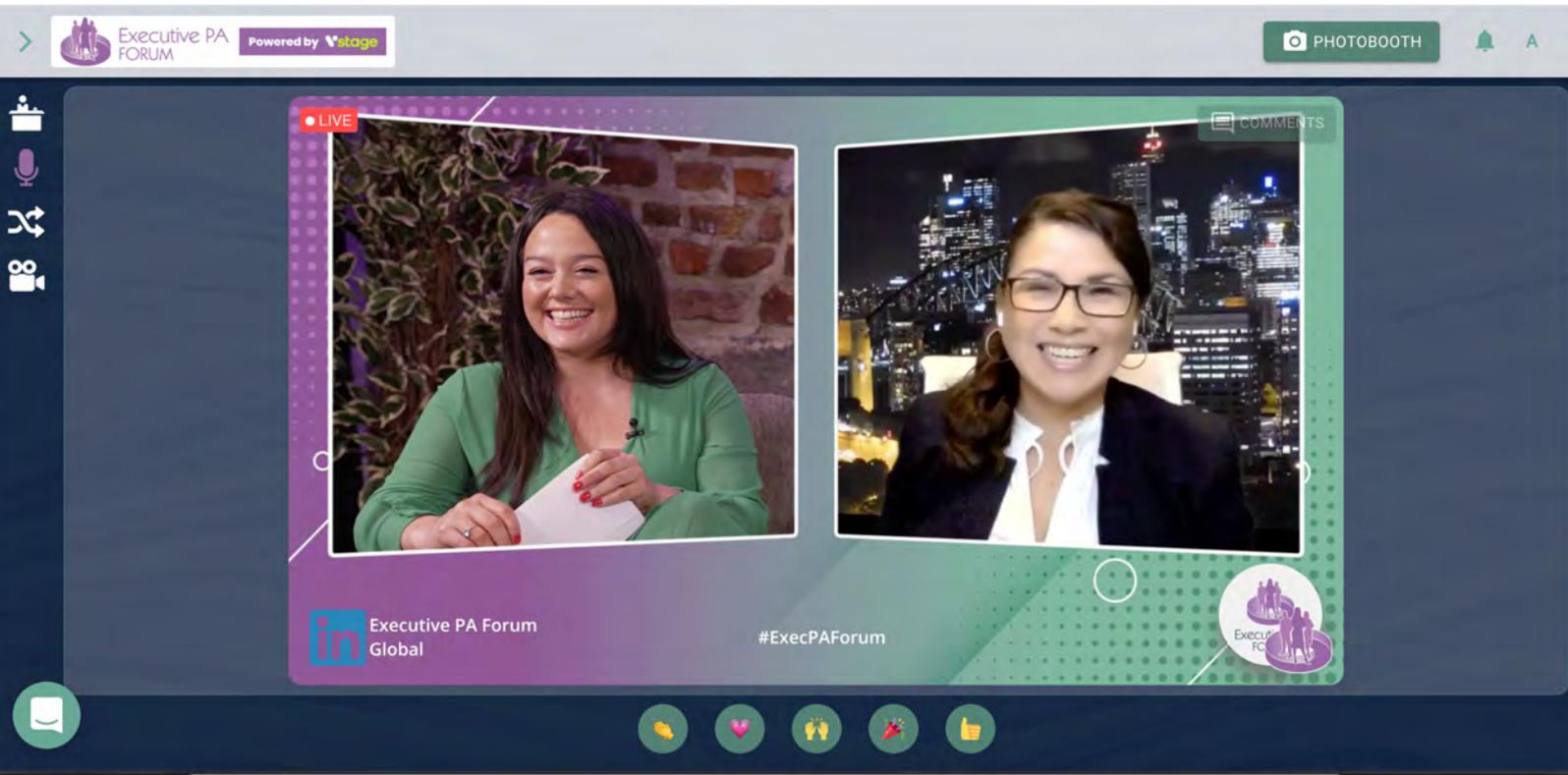


## FUEL - EVENTS PARTNER

Once again, with help from our virtual & hybrid event partners Fuel, we were able to bring you our speakers and their phenomenal content so that you could learn from the best. VStage offers a fresh digital event solution that puts your vision first and can host digital and hybrid events of all sizes and requirements. Its bespoke customizable interface means your event can speak for itself without distractions



VStage's differentiator is the range of services it can offer, from photo booths, GIF's and Emoji's, gamification features, multiple stages, and the ability to stream live, making it perfect for in-person events requiring a virtual element. To find out more or even just to explore what VStage can offer you click the button below.



# Executive PA Forum Our Journey So Far...

15

**2011**

Popular broadcaster and entrepreneur Kathryn Thomas presents at the Executive PA Forum

**2010**

The first Executive PA Forum takes place in Dublin

**2014**

The APAI (Association of Professional Administrators in Ireland) is founded off the back of a panel discussion at the Executive PA Forum. Begin hosting quarterly networking events for the profession

**2015**

Produce and host the pa-assist PA of the Year Awards

**2017**

Achieve CPD-accreditation status for delegates attending the Executive PA Forum

**2016**

Nelson Mandela's former PA Zelda la Grange special guest speaker at the Executive PA Forum in Dublin & Kerry; Open our office on Baggot St in the capital's city centre

**2018**

The Executive PA Forum is the first PA/EA conference in Europe to be live streamed

**2019**

Event Industry Awards - The Executive PA Forum achieves Finalist status in the Best Conference Category



**2020**

10 Year Celebrations of the Executive PA Forum - our first fully virtual Executive PA Forum

**2021**

Executive PA Forum Awards are launched

## OUR PURPOSE

THE EXECUTIVE PA FORUM'S PURPOSE IS TO CHAMPION AND EMPOWER PA, EA AND ADMINISTRATIVE PROFESSIONALS WITH UPLIFTING, INSPIRING AND COMPELLING LEARNING EXPERIENCES

## OUR VISION

We encourage the community to view the role as a vocation, one which deservedly requires development, flourishing alongside a community you feel a strong affiliation to - to be part of a growing network of upskilled, inspired, motivated and rewarded professionals.



## OUR MISSION

AS A RECOGNISED LEADER OF TRAINING AND DEVELOPMENT PROVISION FOR THE PA, EA & ADMINISTRATIVE PROFESSION, WE MAKE UPSKILLING ACCESSIBLE BOTH ONLINE AND OFFLINE. WE WORK WITH THE NECESSARY QUALIFIED PARTNERS TO MAKE THIS HAPPEN

We work with qualified trainers and expert speakers so that our Executive PA Forum becomes an enriching unmissable experience, as well as a regular inclusive platform to which you can identify. By building on strong relationships with our growing EA/PA community, we are known as trusted producers of dynamic, compelling and inspiring conferences, as well as high quality innovative, creative and enriching training and events.

## OUR PROMISE

We ensure our conferences, events and training are enriching, memorable experiences where every EA, PA & Administrative Professional has the opportunity to satisfy your human desire for knowledge and expression, connecting socially and professionally - thereby empowering you to achieve the recognition and reward you richly deserve.



# PREPARING TODAY'S ASSISTANT FOR TOMORROW'S WORLD

**The Executive PA Forum** is assessed in line with a robust and recognised learning structure, which ensures high quality professional development in-line with industry requirements.

We are proud that The Executive PA Forum is accredited by the CPD Standards Office, whose mission is to improve the quality of CPD activities in the market-place, and increase individual professional's experiences of CPD activities. The specific remit of the Office is to independently accredit training and learning activities for CPD purposes. Each activity submitted to the CPD Standards Office for formal assessment is carefully reviewed by our assessment team, considering the educational structure, learning value and design of content for each event or training, and ensures it adheres to the CPD guidelines and criteria that have emerged from comprehensive research into CPD.

The CPD Standards Office  
INDEPENDENTLY ACCREDITED CPD  
[www.cpdstandards.com](http://www.cpdstandards.com)



## **What does this mean for Forum delegates?**

As well as an assurance that the training and learning experience the Executive PA Forum offers you is of an exceptionally high standard, we can issue you with a certificate stating the number of points that you have earned by attending (online or offline). You receive 1 CPD point for each hour of learning. The certificate can be used to demonstrate your individual commitment to CPD and proof of quality learning that has been undertaken.

## **Need help in demonstrating all the great benefits you receive by attending the Forum?**

Our business professional development proposal will help you to explain to your boss and your organisation that attending The Executive PA Forum will be beneficial to your role. Please e-mail Aisling on [aisling@executivepaforum.com](mailto:aisling@executivepaforum.com) and we will send the form to you.

## Discounts available for:

- **Groups of 3+ from the same organisation**
- **Members of the EA Network Ireland (formerly APAI)**
- **Charity organisations and NGOs**

We will be streaming the Forum live thanks to our hybrid events partner, Fuel, creating an interactive and immersive experience for you to attend virtually from the comfort of your home or office!

<b>FORUM DAY BENEFITS</b>	<b>Online</b>
• CPD Accreditation	✓
• Interact and take part in live polls and Q&As	✓
• Grow your network, make new contacts	✓
• Build on your connections and feel part of the growing PA/EA community	✓
• Receive recording of live stream of Forum Day, Tuesday 3rd	✓
• Access to pre-approved presentation slides	✓
• Meet the sponsors and partners who want to make your life easier	✓
• Enter competitions, with the chance to win amazing prizes	✓
• Option to take part in networking online with your peers	✓

## Standard Registration Fee €360.00

<b>WORKSHOP DAY BENEFITS</b>	<b>Online</b>
• CPD Accreditation	✓
• Interactive immersive workshops delivering timely training	✓
• Grow your network, make new contacts	✓
• Build on your connections and feel part of the growing PA/EA community	✓
• Receive worksheets, tools and materials	✓
• Access to pre-approved presentation slides	✓

## Standard Registration Fee €360.00

