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- Accessibility
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Executive PA FORUM

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# Executive PA SUMMIT

SEPTEMBER 7TH AND 8TH 2022  
RADISSON BLU ROYAL DUBLIN HOTEL

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# SUMMIT DAY - WEDNESDAY SEPTEMBER 7TH

## THE LINE-UP TO DATE

## PERFORMANCE IMPROVEMENT AS YOUR OPPORTUNITY FOR GROWTH

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From trusted confidant as an Executive Assistant in Financial Services, to performing on the pitch as a FIFA referee, Paula Brady is passionate about breaking down barriers and having honest conversations to solve problems and get the best out of people. Recognising that in the sporting arena - where players are more open to receiving feedback on how they can improve - she truly believes that having honest conversations around performance is the best opportunity for growth in any career and organisation. In this insightful presentation, Paula will share:



- Techniques that enable you to adopt an open mindset for improved performance and growth
- How to optimise your effectiveness – welcoming feedback and honest conversations on your performance as a normal part of your career
- Insights on behavioural change - how the organisation benefits from your continuous improvement

**Paula Brady, Performance Improver, Coach, Mentor, Former FIFA Referee**

## HOW THE SMART EA HAS ADAPTED TO BECOME THE ORGANISATION'S GREATEST ASSET

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It shouldn't take a lockdown for EAs to prove themselves, but often the stars of an organisation shine brighter in times of crisis. In this timely keynote presentation, Adam will share his insights into how EAs have adapted, and excelled, despite uncertainty and constant change in recent years. Explore:



- How EAs have excelled by working more autonomously and becoming self-reliant on their own resourcefulness.
- Why EAs that take the lead on company-wide initiatives (thereby broadening their responsibilities and managerial astuteness) demonstrate added value
- The benefits of spending more time on projects, internal and external
- Self-reflection as a key to success
- The soft skills that EAs have in abundance, which if used in the right way can enhance leadership effectiveness towards achieving the overall strategic objectives
- The biggest opportunity that the smart EA has embraced during recent years
- Demonstrating leadership competency – the EA's added value.

Adam's insights remind us that your primary concern is to save your Executive valuable time and the EA who brings true value to the organisation is the one who works with the boss, and not for them. As a key member of the leadership team, your ability to embrace and support the management of change is one of your greatest assets now and in the future.

**Adam Fidler, Leading EA/PA Trainer & Coach, Founder Adam Fidler Academy**



## TECH TALK: 2022 ADVANCES IN TECHNOLOGY AND WHAT THEY MEAN FOR THE SUPPORT ROLE

As Senior Editor at Irish Tech News, Simon has his finger on the pulse when it comes to advances in technology and how they can both help and hinder organisational effectiveness. In this presentation, Simon will divulge the most up-to-date technology available in the areas of collaboration, team effectiveness, productivity as well as tips on time saving-tools that benefit you and your Executive and that you can access immediately. Simon will also explore the future of work in relation to the EA/PA role and how you can ensure you are optimising your use of technology and working in the most effective way possible with the person you support.



**Simon Cocking, Chief Editor, Irish Tech News**

## BUILDING YOUR AMBITION WITH CONFIDENCE

The world of work is changing. It is becoming more virtual, diverse and dispersed, with an ever-greater need for leadership capability. Often, when people have worked at the same level for some time, they do not have the self-belief to take advantage of new and existing opportunities. This talk is designed to encourage EAs, PAs and business support professionals to look to these opportunities with greater self-confidence. Fiona will share:



- How to understand and become aware of your key strengths and talents
- Tools you can use to raise your self-awareness and stretch outside your comfort zone into the learning and growth zone
- Understanding how your attitudes and emotions support or hinder your ability to inspire great performance in yourself and others
- Emotional Intelligence – the PA's Super Power and how it relates to your performance at work and your own career advancement
- Finding your voice to bravely build trust and credibility with your Executive

**Fiona Flynn, Emotional Intelligence Coach, Executive Coach**

### OTHER TOPICS INCLUDE:

- Meeting Effectiveness - how to optimise you and your teams' time during meetings
- Navigating the rocky terrain of working effectively in a hybrid workforce environment
- Applying emotional intelligence to achieve success
- How your environment impacts your level of productivity and achievement

## POST-CONFERENCE NETWORKING EVENT

Post-conference Networking Event in partnership with Miss Jones will take place at 6.30pm on September 7th. **Tickets are included for Executive PA Forum RISE and ELEVATE Members.**



## WORKSHOP DAY - THURSDAY SEPTEMBER 8TH

### EMBRACING THE EVOLUTION OF TECHNOLOGY AND THE BENEFITS IT CAN BRING TO THE EA/PA ROLE

The pace of change in recent years has been like nothing we have ever seen. Remote and agile working practices - driven by world events and new technology - have created unique challenges and opportunities for professionals working in business support. With intelligent communication tools being deployed within organisations and advanced technology touchpoints, it now makes it far easier and secure for remote workers to integrate with in-house teams. Taking a deep-dive into the challenges and opportunities faced by today's Assistant considering these new advances, Simon will work through how you can adapt and hone in on the necessary intuitive skills you need to work most effectively, while demonstrating flexibility and capability.

**Simon Cocking,**  
Chief Editor,  
Irish Tech News



### BUILDING YOUR AMBITION WITH CONFIDENCE - INTENSIVE

Following on from Fiona's presentation on Summit day, this intensive on building your ambition will dive deeper into tools and techniques to cultivate the optimum mindset for success. With a focus on learning how to tap into your inherent capabilities, the workshop will explore:

- Neuroscience – understanding the behaviours and optimum mindset necessary to flourish, in any environment
- How to silence your inner critic and choose to embody confidence
- Recognising your own personal EI strengths, and using them to your advantage
- Cultivating the right techniques to help you thrive in your career
- All attendees will receive Pre-Read/Prewrite and have access to resources following the programme to enable you to embed new habits for success.

**Fiona Flynn,**  
Emotional Intelligence Coach,  
Executive Coach



**EARLY-BIRD REGISTRATION:** €320 p/day  
available until Friday July 8th

**RISE / ELEVATE Members:** Registration is included in the annual membership.

**GATEWAY Members:** Receive a 10% discount.

Registration includes lunch and refreshments throughout the day.

### OTHER WORKSHOPS INCLUDE:

- Conflict resolution in a hybrid world
- Managing your time and energy effectively

**More speakers, workshops and full agenda will be announced on Monday July 11th.**

BECOME A MEMBER

CLICK HERE TO VISIT  
MEMBERS.EXECUTIVEPAFORUM.COM

**NON-MEMBERS** [BOOK YOUR PLACE HERE](#)

**ENQUIRIES:** [Aisling@ExecutivePAForum.com](mailto:Aisling@ExecutivePAForum.com)