



ExecutivePAIreland.ie



Executive PA FORUM

**CONNECT**  
Meet and network with Ireland's top PA's

**LEARN**  
Upskill & develop in a

**ROW**  
accredited:  
Professional  
Development

ExecutivePAIreland.ie

5 AS to lead people in your firm...

Authenticity

Accessibility

Adaptability

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



Executive PA  
SUMMIT

**EXECUTIVE PA SUMMIT**  
WEDNESDAY 7TH & THURSDAY 8TH SEPTEMBER  
RADISSON BLU ROYAL HOTEL, DUBLIN

# SUMMIT DAY - WEDNESDAY SEPTEMBER 7TH

9.30 AM

## STEPPING OUT OF YOUR COMFORT ZONE AND INTO YOUR ADVENTURE ZONE

It's not every day you wake up and focus your mind to do something so wildly out of your comfort zone that will physically and mentally test you. In Derek Kearney's case, the opportunity to become an MMA fighter presented itself when he least expected it - and he jumped at the chance to push himself further. Despite a number of setbacks throughout, Derek has continued on an MMA journey that he recognises has massively and positively helped his career and confidence. In this fascinating talk, Derek will share his story with us including:

- His motivation for going out of his comfort zone and getting involved in MMA
- Lessons learned and skills transferred - how Derek's role as an EA helped his MMA journey and how his MMA journey has developed skills and confidence as an EA
- The importance of taking on extra projects and what 'being seen' fully at work really means
- Major benefits of having a mentor to help guide you through any situation or roadblock



**Derek Kearney, Senior Administrative Assistant  
EMEA / LATAM Regional Comms for Out@In [LGBTQ+ Resource Group] - LinkedIn**

10.05 AM

## DECISIONS, DECISIONS...RECOGNISING IF DECISION FATIGUE IS AFFECTING YOU AND THOSE AROUND YOU

It is estimated that we make on average 35,000 decisions a day. Decision fatigue sets in when the number of choices in a day outweighs the brainpower we have to make them. Impulsivity, procrastination, avoidance, and indecision are all symptoms of decision fatigue, and each comes with its own cost. Early last year, Siobhain Danaher was making good quality decisions, promptly and with confidence. These decisions yielded the results she wanted and she was moving forward with her life & work. But as she took on more & more and became busier & busier, her decision making reduced in quality, it took longer to make decisions and she made decisions with a lot less confidence. These decisions yielded the results she did not want and she wasn't moving forward with her life & work. Realising that she was suffering from decision fatigue, she began to take steps to alleviate the symptoms and get back on track. Explore:

- Why decision fatigue happens
- How to recognise decision fatigue in yourself and others
- How to alleviate the symptoms of decision fatigue - and avoid it altogether
- How you and your Exec can support each other to avoid decision fatigue and make quicker, better decisions aligned with your business strategy
- Siobhain's motto when it comes to tackling decision fatigue head on - Do less but do it better!



**Siobhain Danaher, Lean Business Strategist, Writer**

[REGISTER HERE](#)

or Visit [www.ExecutivePAForum.com](http://www.ExecutivePAForum.com)

2 | Executive PA Summit

## 10.55AM MORNING TEA BREAK

11.30 AM

### CAREER CLINIC - INDUSTRY UPDATE AND LANDSCAPE FOR THE CURRENT WORKPLACE ENVIRONMENT

Learn fresh insights from career consultant Siobhan Kelly about navigating the myriad of recent changes to the workplace environment. Siobhan will impart her knowledge on the most desirable skills that Management are looking for in EAs, PAs, and Business Support professionals in 2022/2023.

**Siobhan Kelly, Career Consultant, Founder of Mosaic Consultancy**



12.00 PM

### DEMONSTRATING ADDED VALUE AND MAXIMISING YOUR CONTRIBUTION AS AN EA

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 - broadening their own responsibilities and managerial astuteness - demonstrate added value to their organisation
- 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**

## 1.00PM BREAK FOR LUNCH

### 2.00 PM PERFORMANCE IMPROVEMENT AS YOUR OPPORTUNITY FOR GROWTH IN A SUPPORT ROLE

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**

### 2.30 PM BUILDING YOUR AMBITION WITH CONFIDENCE AS AN EA OR PA

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**

## 3.15PM AFTERNOON TEA BREAK

### 3.45 PM 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**

### 4.15 PM REFLECTIONS ON THE DAY - WHAT'S NEXT?

You've had a day of learning, connection and professional growth - so what's next? How will you put everything into practice?

What will you do differently? How will you keep momentum going in your professional development, and nurture the connections you've made?

In this reflective and motivational session, Lisa will guide you through tools and techniques to make a plan for what's next in your professional development journey.



**Lisa Mitten, Vision & Leadership Coach & Mentor**

### 4.45 PM CLOSING COMMENTS 5.00 PM CONFERENCE CLOSE

#### 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's RISE and ELEVATE Members - and members of Miss Jones Premium. Capacity is limited so Registration is on a first come first served basis.**



## WORKSHOP DAY - THURSDAY SEPTEMBER 8TH

### WORKSHOP A

10.00 AM

## EMBRACING THE EVOLUTION OF TECHNOLOGY AND THE BENEFITS IT CAN BRING TO DELIVERING SERVICES EFFICIENTLY AND INTUITIVELY AS AN EA OR PA

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**

### WORKSHOP B

10.00 AM

## UNDERSTANDING HUMAN PERFORMANCE - THE 6 UNIVERSAL HUMAN NEEDS AND SUCCESS PATTERNS THAT EVERY SMART EA SHOULD KNOW

This **deeply personal, interactive and highly actionable workshop** will inspire and empower the attendees with tools and attainable strategies to recognise human patterns in both themselves and others. This will help you to create a blueprint for personal and professional success.

You will leave this learning experience with complete clarity on how to understand our 6 Universal Needs. Once you know what drives somebody, you can meet their needs and/or you can predict their behaviours!



Therese uses multiple communication modalities including story telling to impact the listener at a deeper level, generating a higher reach of life changing results. She takes her audience on a journey of understanding human performance and how viewing the world from a different lens can ultimately create the desired and authentic outcomes. Key takeaways:

- Understand the 6 Universal Human Needs and how they impact our success (and 'perceived' failures), relationships (personal and professional) and achievements
- Discover the hardcore impact your current patterns/habits are having on your life
- Setting goals is not for everyone! Learn the alternative methods that may work best for you
- Learn how to take control of your mindset to create your own success patterns

**Therese Phipps, Personal Development Strategist, Founder Stone by Stone Coaching**

[REGISTER HERE](#)

or Visit [www.ExecutivePAForum.com](http://www.ExecutivePAForum.com)

## WORKSHOP C

10.00 PM

### 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/Pework and have access to resources following the programme to enable you to embed new habits for success.

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

## 12.30 PM LUNCH BREAK

## WORKSHOP D

1.30 PM

### TAKING CONTROL OF YOUR CAREER AND REALISING YOUR BIGGEST ASSET IS YOU!

Whether you like it or not, people in your environment will perceive a version of you that may or may not be accurate. So how do you influence how you are seen across the business and indeed your profession? How do you communicate all the amazing work you do, the skills and talent you possess - and ensure you are recognised for promotions and new opportunities?

Without a clear career path set for many EAs and PAs, it's time to take control of your own career and make the most of your biggest asset - YOU! In this insightful workshop, Siobhan will educate you on the many ways you can raise your personal and professional brand starting from today.

Discover:

- How to control your own narrative and craft the arc of your career
- How to emphasise your strengths to the people you work with - now and in the future
- Enjoying V enduring your role - how to craft your role to make it work for you and find joy in your role everyday

This will be an interactive workshop and it is advisable to bring a laptop with you if possible.



**Siobhan Kelly, Career Consultant, Founder of Mosaic Consultancy**

[REGISTER HERE](#)

or Visit [www.ExecutivePAForum.com](http://www.ExecutivePAForum.com)

## WORKSHOP E

1.30 PM

### USING CONFLICT FOR POSITIVE RESULTS, INNOVATION & GROWTH

Phil Knight, founder of Nike, Inc. once said *'There is an immutable conflict at work in life and in business, a constant battle between peace and chaos. Neither can be mastered, but both can be influenced. How you go about that is the key to success.'* Conflict is an inevitable part of our lives, whether it is conflict with people, schedules, or resources. Conflict often pushes us to think creatively to come up with effective solutions and win-win outcomes. In this highly interactive workshop, Eileen will talk you through a series of models and frameworks that will help you to manage conflict effectively and work towards successful outcomes. Explore:



- How and where conflict generally arises
- Developing self-awareness and recognising your own 'triggers' to know how conflict impacts on you
- Embracing conflict and recognising that working through it effectively can provide growth and innovation
- Dealing with the different types of workplace conflict – generational; post-pandemic; diversity
- The Five Dysfunctions of a Team
- Steps to take as an EA when conflict escalates to harassment and/or bullying

**Eileen Blisen, Conflict & Dispute Resolution Specialist, Lecturer and Coach**

## WORKSHOP F

1.30 PM

### MANAGING YOUR TIME AND ENERGY EFFECTIVELY

Time and energy are two of the most crucial resources that will serve us during these uncertain times. This timely workshop will help you understand how you can manage your time and energy best right now. Discover:

- The importance of self-management when operating in the current work environment
- Increasing self-awareness – Understanding differences in personality and how to keep your own energy levels high
- Learn techniques to help you understand your colleagues' styles, and in particular, that of the person(s) you support, considering their schedules and needs
- Noting and managing your own physical energy
- The concept and importance of boundary management – creating boundaries and work rhythms for the self and communicating boundaries to colleagues
- Evaluating use of time – time awareness, arrangement, and adaptation
- Tips to manage fatigue as a result of the new working environment

**Facilitator TBC**



# CPD ACCREDITATION

We are proud to say the Executive PA Summit is CPD-accredited

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



The CPD Standards Office is recognised by an increasing number of universities, professional bodies, institutes and employers. Its mission is to improve the quality of CPD activities in the market-place, and increase individual professional's experiences of CPD activities.

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

## What does this mean for Summit delegates?

We can issue delegates with a certificate stating the number of points that a delegate has earned by attending the Summit.

The certificate can be used to demonstrate your individual commitment to CPD and proof of quality learning that has been undertaken.



REGISTER HERE

or Visit [www.ExecutivePAForum.com](http://www.ExecutivePAForum.com)

Executive PA Summit | 9

# INVESTMENT IN PROFESSIONAL DEVELOPMENT PROPOSAL

## Need a copy of our Investment in Professional Development Proposal?

We understand that it can be difficult for you to book time in with your Executive, Manager or relevant HR team member to review the Executive PA Summit brochure, so we have created our Investment in Professional Development Proposal that highlights how and why attending the Executive PA Summit will be beneficial to your role. Please e-mail [aisling@executivepaforum.com](mailto:aisling@executivepaforum.com) and we will send the Proposal to you.

## SPONSORS & PARTNERS

The Executive PA Summit could not take place if it wasn't for the support of our Sponsors & Partners. We are thrilled to have all these amazing brands joining us this year and a big THANK YOU for their support. Please do consider them for your future requirements.



## SUMMIT DAY BENEFITS

- CPD Accreditation ✓
- Interact and be part of the conversation around your career ✓
- Build on your connections and feel part of the growing PA/EA community ✓
- 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 ✓
- Networking breaks, lunch and refreshments ✓

## WORKSHOP DAY BENEFITS

- CPD Accreditation ✓
- Immersive workshops, in-depth 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 ✓
- Networking breaks, lunch and refreshments ✓

## SUMMIT AND WORKSHOP FEES

- The Standard Rate is €380 per person, per day
- Registration for both days is included as part of ELEVATE or RISE memberships
- Delegates with Gateway/Miss Jones memberships receive a 10% reduction in fees
- Groups of 3+ colleagues, or those who work NGOs also receive a 10% reduction in fees

## POST CONFERENCE NETWORKING EVENT

- The Standard Rate is €40 per person
- Registration for the post conference event is included as part of ELEVATE or RISE memberships

Registration for the post conference event is included as part of ELEVATE or RISE memberships. Capacity is limited so Registration is on a first come first served basis.



## POST CONFERENCE NETWORKING EVENT (IN ASSOCIATION WITH MISS JONES)



We fully understand that after the long day of learning and soaking up as much as possible everyone is eager to continue the discussion and continue to process the information from the day but in a relaxed setting. Here it is. This year, instead of the usual de-brief out in the lobby, we will take you up to the Radisson's stunning Sky Suite for delicious food and drinks and a proper de-brief on the days events.

Tickets are included for members of Miss Jones Premium, ELEVATE and RISE, however spaces are limited so we advise to Register Your Interest as soon as possible.

## MISS JONES X EXECUTIVE PA FORUM

We were so delighted to partner with Lisa Boissel this year to bring the Miss Jones Venue & Supplier Directory to Ireland. We recognise the need for such a time-saving tool and a user friendly booking system that takes out the arduous task of finding trusted venues and suppliers to book on behalf of your company. The best part is, you earn points every time you book! Perks include:

- Access to our Networking Events
- Learn about new venues, bars and restaurants and apply to attend site visits
- Apply to attend all-expenses paid FAM trips at exclusive 4\* and 5\* properties
- Book venues, events and corporate suppliers through Miss Jones and build up your points
- Discounts on the Executive PA Summit, events hosted by our partners and
- Connect with like-minded professionals... and much more...



Miss Jones  Executive PA  
GROUP FORUM

[REGISTER HERE](#)

or Visit [www.ExecutivePAForum.com](http://www.ExecutivePAForum.com)

12 | Executive PA Summit



# Executive PA SUMMIT

Brought to you by

# Executive PA FORUM

For More visit [www.ExecutivePAForum.com](http://www.ExecutivePAForum.com)

