



Executive PA
SUMMIT

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Executive PA SUMMIT

THURSDAY MAY 16TH & FRIDAY MAY 17TH
RADISSON BLU ROYAL HOTEL, DUBLIN

SUMMIT DAY - THURSDAY MAY 16TH

9.30AM SUMMIT OPEN - WELCOME FROM CHAIRPERSON

9.35AM - 10.20AM

KINDNESS, FLEXIBILITY AND A LOAD OF CREATIVITY – HOW A 15-YEAR RELATIONSHIP WAS THE FOUNDATION TO BUILD THE BIGGEST CEO COALITION IN THE WORLD ADDRESSING DIVERSITY ISSUES

Managing your Executive's demanding schedule, focus and energy can be a daily challenge. But what if your Exec has a disability? How do you navigate complex requirements when you are not with them 24 hours a day?

In this Fireside Chat, we'll discuss how Chris manages to meticulously plan for and manage Caroline's needs, exploring the key to their positive and successful relationship.

We'll chat with Chris on how he manages his own boundaries whilst working for a global business partnership of 500 companies who are dedicated to ending disability exclusion.



**Chris Wooding, Executive Assistant to Caroline Casey
The Valuable 500**

10.20AM - 10.35AM

CAREER CLINIC - TRENDS IN THE BUSINESS SUPPORT PROFESSION IN 2024 AND HOW TO SET YOURSELF UP FOR A SUCCESSFUL CAREER

The roles of the executive assistant and personal assistant are constantly changing, demanding from the individual a more strategic input into business operations.

To keep up with the rapid pace of change, both aspiring and experienced business support professionals need to prepare themselves to achieve an accomplished career that offers longevity. Mariah and Chelsea will provide expert advice and insight into the current career landscape and what you can do to ensure your own success. Explore:

- Workplace landscape in 2024 - an overview of what's working for work - flexible, hybrid or remote
- Key capabilities in the business support role that are crucial for success and a force for positive energy
- Global and national trends shaping EA/PA and business support roles in 2024
- Embracing changes in the workplace environment to modernise the role of the assistant



Mariah O'Grady – Business Manager (Public Sector, Semi-State & NFP)

Chelsea Maher – Business Manager (Private Sector)

Hays Business Support

10.35AM MORNING TEA & NETWORKING

11.10AM - 12PM

AI TOOLS TO HELP YOU WIN BACK TIME AND GAIN PRODUCTIVITY IN YOUR DAY

AI is a growing industry with no signs of slowing down so it's crucial to adopt the tools this new technology affords to amplify your productivity. There's a minefield of AI tools launching daily, so how do you know which ones will work for you?

In this timely presentation, Catherine will explore:

- The AI Explosion – why the sudden growth?
- People & AI - the Four AI Awareness Levels
- How to quickly assess a tool's effectiveness before you jump in – deciphering what AI will work for you
- AI tools for business support – tried and tested tools that can help you in your day-to-day
- AI Implementation checklist – steps for implementing AI tools within the wider business
- The real AI advantage – benefits of getting your time back
- Where AI will never replace humans - what to watch out for when it comes to utilising AI effectively



Catherine Tobin
Creative Director
Clic Create

12PM-12.20PM

NEW AGE EMPLOYEE ENGAGEMENT AND EVENT IDEAS FOR THE NEW AGE WORKPLACE

It goes without saying the workplace has gone through massive transformation and upheaval in recent years, and now looks very different for most organisations. More often than not, event projects, team away days and employee engagement experiences fall on the desk of business support professionals to plan and organise. It can feel overwhelming to manage these tasks on top of your workload and this is where Miss Jones can help.

Using real world examples, Aisling and Lisa will share ideas for how you can elevate your events and employee engagement experiences to fit in with this new workplace landscape.

They will also showcase Miss Jones Ireland's brand new booking platform that will save you so much time, making your booking experience seamless and stress-free!



Aisling Kelly, Co-Founder Miss Jones Ireland
Lisa Boissel, Co-Founder Miss Jones Ireland

12.20PM - 12.55PM

NETWORKING AS THOUGH YOUR CAREER DEPENDS ON IT - BECAUSE IT DOES! PART 1

The role of the business support professional isn't typically one you associate with networking for business, though we all know it can be a valuable aspect of your role. Welcoming back charismatic networking architect, Jean Evans, who will give practical advice on how, when, where and with whom you should network.

In this motivational session, Jean will focus specifically on how you can elevate your career by getting specific with your networking strategy, particularly an internal one. Explore:

- Getting specific - How to decipher where to invest your energy and time into networking
- Taking the 'ick' out of making the first move - techniques to get out of your comfort zone for the greater good and banishing pre-conceived blocks you have around networking
- Networking with a giving mindset and finding your tribe



Jean Evans
Chief Networking Architect
NetworkMe

12.55PM LUNCH & NETWORKING

2PM - 2.30PM

NETWORKING AS THOUGH YOUR CAREER DEPENDS ON IT - BECAUSE IT DOES! PART 2

Jean Evans is an award winning expert on all things networking. It is her passion, and one that is borne out of experience and plenty of trial and error, mistakes and mishaps.

Following from her earlier session, Jean will get more specific, sharing her ideas on how to become an effective networker as a business support professional. Discover how you can devise the correct networking strategy for you to take beyond the Summit so you can thrive in your career.

Learn how to:

- Get your priorities straight - carving time for networking as a priority, and spotting opportunities where you can 'network' without extra effort on your part
- Get buy-in - how you could go one step further to start and /or nurture an internal network in your organisation
- Flourish - the myriad of benefits a solid networking strategy can deliver for you



Jean Evans
Chief Networking Architect
NetworkMe

2.30PM - 3.15PM

PSYCHOLOGICAL SAFETY IN THE WORKPLACE FOR TODAY'S ASSISTANT

Modern workplaces are increasingly recognizing the importance of cultivating environments that prioritise not just productivity and skill, but also the psychological well-being of their employees. In this timely talk, Sandra will discuss the importance of a healthy psychological safety policy in the workplace - in particular for the role of the assistant - so you feel valued, heard, and free to express yourself without fear. Explore:

- Defining psychological safety and how it leads to a culture of open communication, mutual respect, effective problem-solving and high-performance
- Why psychological safety is particularly important in diverse teams, where differences in background, experience, and perspective can lead to unique insights but also to potential misunderstandings or conflicts
- The importance of psychological safety in particular for the role of the assistant to voice your ideas, concerns, and deliver constructive feedback
- How to encourage a psychologically-safe workplace where your colleagues feel comfortable expressing themselves without fear of retribution, humiliation, fear of criticism or failure



Sandra Healy
Founder & CEO
inclusio

3.15-3.25PM

NEW DEVELOPMENTS & UPDATES FROM OUR HOSTS

The Radisson Blu Royal Hotel, Dublin is well known for hosting Dublin's most prestigious events and we are thrilled to be back again for this year's Summit. Having recently opened the doors to the Dublin Royal Convention Centre, Madeline and Lorraine will join us with an update on changes to their fabulous venues and will also announce some exciting new developments they have to offer, bringing you even more choice for your next event!



Madeline Riley, General Manager
Lorraine Allis, Director of Sales & Marketing
Luxor Leisure Ltd

The Executive PA Summit is a comprehensive 2 day training event that you can fully immerse yourself in. However it is possible to attend one or both days depending on what your work schedule allows.

REGISTER NOW

3.25PM AFTERNOON TEA & NETWORKING

3.55PM - 4.40PM

IMPACT AND INFLUENCE AS A PA/EA – WHEN EMPATHY, DIPLOMACY AND SERVICE GO A LONG WAY

From the Defence Forces to Dáil Éireann, Eugene Doyle has led an exciting and varied career. Currently PA to the Ceann Comhairle, Eugene rises to the challenges the role demands by employing a range of skills he acquired during his military days – empathy, negotiation, communication, discipline and conflict resolution to name a few. At the heart of his work and career to date, Eugene recognises the importance of nurturing strong collaborative relationships. In this insightful session, Eugene will explore:

- Getting inside your Exec's head – representing the person(s) you support in a diplomatic way
- Recognising your role as one of service for the greater good
- Empathy in negotiation – practical tools to manage challenging and delicate situations
- Resolving complex and complicated problems; and the benefits of being straight with people!
- Using your position and influence to drive change and implement new initiatives that actually make an impact



Eugene Doyle
PA to Seán ÓFearghaíl TD, Ceann Comhairle
Dáil Éireann

4.40PM SUMMIT WRAP-UP FROM THE CHAIRPERSON

5PM SUMMIT CLOSE



WORKSHOP DAY - FRIDAY MAY 17TH

WORKSHOP A

9.30AM- 12.30PM

AI TOOLS FOR TODAY'S ASSISTANT - A PRACTICAL DEEP-DIVE

Even the thoughts of adapting to new technologies can create a natural resistance to change which is a normal human reaction. Time is precious and none of us want to waste time, so it's crucial to know the time you invest in learning new technologies will pay off.

Following from Catherine's talk on Summit Day, this deep dive workshop enables you to put your learning into practice. You will use the time, space and Catherine's expertise to experiment with AI tools that will save you time in your day.

In this timely workshop, Catherine will explore:

- The range of AI tools that can help you in your role - an overview
- Assessing each recommended tool's effectiveness to decipher what AI will work for you
- Putting the tool to task - using everyday tasks, activities and projects you manage, you will test AI's capabilities to learn how it can help you
- The benefits of embracing changes in new technologies for longevity in your role



Catherine Tobin
Creative Director
Clic Create

WORKSHOP B

9.30AM- 12.30PM

PROJECT MANAGEMENT FOR NON-PROJECT MANAGERS - HOW TO EFFECTIVELY MANAGE PROJECTS OF ANY SIZE AND SCALE

Project management is the application of processes, methods, skills, knowledge and experience to achieve specific project objectives according to the project acceptance criteria within agreed parameters. Final deliverables are constrained to a finite timescale and budget; and depending on the type of project you manage, there are many moving parts and intricate personalities you encounter.

As non-official project managers, EAs, PAs and business support professionals often end up managing complex projects and/or juggling different projects on a daily basis.

This workshop will give you a crash course on what you need to know when managing projects of any size and scale, as well as practical tools to ensure your projects are managed effectively and in a low-stress manner.



Facilitator TBC

WORKSHOP C

9.30AM-12.30PM

DISC-OVER YOUR BEHAVIOURAL STYLE AND THAT OF OTHERS FOR IMPROVED COMMUNICATION AND COLLABORATION

Disc profiling can be used to improve communication, optimise productivity, increase effective collaboration, and enhance influencing skills. In this fascinating workshop, participants will explore:

- Definition of the 4 DISC profiles
- Understanding YOUR behavioural style - your strengths, areas for improvement and how others view you
- Understanding OTHERS behaviour style - potential strengths & areas for improvement, fears, motivators, likely attitudes & behaviours
- Adapting YOUR behavioural style to that of others to help with rapport building, communication and collaboration
- Understanding how to manage each profile to get the best out of the individual
- Learning to have empathy for others when you understand why different people behave in a certain way
- How to spot each profile in your daily interactions



Dr Klaudia Kalazna

**Certified Behavioral Consultant | DISC Assessments Distributor | Coach | Lecturer
Growings**

12.30PM-1.30PM LUNCH & NETWORKING

WORKSHOP D

1.30PM-4.30PM

TAKING TIME FOR YOU - WELLNESS TECHNIQUES TO INCORPORATE INTO YOUR WORKDAY

As a former EA, Margaret Young understands the stresses and strains that come with the territory in the business support role. In this educational yet practical workshop, Margaret will share strategies for incorporating moments of mindfulness and calm into your day.

The workshop will include a group meditation and relaxing exercises, perfect to finish off your 2 days at the Summit! Discover:

- Simple ideas for fitting fitness and wellness into an already jam-packed work schedule
- Ayurveda lifestyle tips including how to work out your own dosha that influences your personal wellbeing
- Get specific advice on your dosha type and how you can ensure you feel energised in the most effective way for the season ahead



Margaret Young
Wild Soul Yoga & Wellness

WORKSHOP E

1.30PM-4.30PM

PSYCHOLOGICAL SAFETY IN PRACTICE - A DEEP DIVE

Psychological safety is a belief that you and others will not be punished or humiliated for speaking up with ideas, questions, concerns or mistakes. In a work environment, psychological safety supports the belief that taking appropriate risks regarding your behaviours in a group context is safe. In this deep-dive workshop explore:

- The range of benefits a psychologically safe environment offers an organisation's workforce
- Understanding the steps required to create a culture that cultivates psychological safety
- How to assess if you feel psychologically safe in meetings and the workplace
- Embracing conflict and tension as a natural part of the problem-solving process, and a creative and collaboration solution
- Practical exercises to demonstrate psychological safety in everyday workplace scenarios
- Making a difference - how to use your role and influence to ensure your organisation offers a space that promote psychological safety



Linda Breathnach MIACP
Psychotherapist, Lecturer, Trainer
www.therapyandtraining.ie

WORKSHOP F

1.30PM-4.30PM

LEVEL UP TO FUTURE PROOF YOUR CAREER!

The roles of executive assistant and personal assistant are constantly changing, demanding more strategic input from the individual into business operations. To keep up with this rapid pace of change, it is essential that you assess your current input to keep up with the evolution and demands of the role to future proof your career. In this session, Hays Business Support will help you assess your current input and will educate you on becoming a strategic management partner. You will also learn how to develop the key EA/PA quality that is required to take your career to the next level. This workshop is also perfect for you if you are feeling 'stuck' in your career and want to ignite a renewed passion for your role. You will explore:

- Assessing your current career position so you can level up and set your career on a fresh trajectory
- You are not "just an admin" – how to become a strategic management partner
- Developing your strengths in resilience - the key PA/EA quality in the new world of working



Samantha Kinsella (Manager), Orlagh Reynolds (Director)
Hays Business Support

CPD ACCREDITATION

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

The CPD Standards Office
INDEPENDENTLY ACCREDITED CPD
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.



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 and we will send the Proposal to you.

MAKE A NIGHT OF IT!

The Radisson Blu Royal Dublin Hotel have a limited number of delegate rooms available at a very special rate of €200 per night*

*Standard room incl. breakfast. You can [contact tracey.cullen@radissonblu.com](mailto:contact.tracey.cullen@radissonblu.com) and quote 'EA Forum' to book this superb rate!



SPONSORS & PARTNERS 2024

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.





Since opening our first Ireland office in Dublin in 1996, we've put people at the heart of what we do. We've invested in lifelong partnerships among Irish businesses and individuals that empower you to success.

At Hays Business Support, we have 11 consultants across offices in prime locations in Dublin, Cork, Limerick and Galway. We combine our nationwide coverage with local market expertise to support your talent requirements. We invest in creating lifelong partnerships that empower people and businesses to succeed. We help millions of people achieve their career goals and countless organisations transform for a stronger tomorrow.

Our specialist Business Support consultants focus specifically on placing General Administrators, Specialised Administrators, Executive Officers, Personal Assistants and Office Managers.

As a lifelong partner, we work with organisations to find the best talent from our unparalleled talent networks, supporting with an insight-led talent strategy. We aim to be career partners with our clients by providing a personalised expert service, ensuring you achieve your career goals and business needs, whatever they may be.

Because at Hays, we're working for your tomorrow.



The Radisson Blu Royal Hotel, Dublin is well known for hosting Dublin's most prestigious events. Centrally located in Dublin's city centre, the hotel features 16 flexible meeting rooms, including the Goldsmiths Hall, capable of hosting up to 400 delegates theatre style or 280 guests banquet style.

In 2021, the hotel introduced, The Castle Suite, a brand-new presidential suite offering unparalleled views of the Dublin city skyline, with a world class entertaining terrace outdoors and ample space indoors with two bedrooms, a separate living and dining area, a guest bathroom and two en-suite bathrooms. The hotel boasts 233 bedrooms and suites with contemporary furnishings and clean design elements.



The Dublin Royal Convention Centre, Dublin's newest meeting and events venue, delivers world-class gatherings and events. Unveiled in 2022 at the new landmark Le Pole Square development, this area is also home to the renowned Radisson Blu Royal Hotel, Dublin, Old Town Café and Velvære Spa. Offering convenient, functional and flexible facilities, our venues - on their own or combined - can make your next event extraordinary, from professional conferences of up to 800 people.



inclusio enables organisations to reach their ambitions of creating workplaces that people want to be part of and an environment they can thrive through concrete insights.



Our Miss Jones Ireland EXPO 2024 will take place on the evening of Summit Day - Thursday May 16th.

If you are responsible for booking trusted venues and event suppliers, or indeed corporate gifts and employee rewards, then we'd love you to join us!

We'll be bringing our online platform to life so you can meet and network directly in person with our trusted venues and vetted suppliers.

You will have the opportunity to share this memorable experience with your like-minded professional community of EAs, PAs, office managers, HR and corporate event bookers.

There will be nibbles, drinks, entertainment and lots of amazing prizes up for grabs!

We can't wait to meet you there - to reserve your place, visit

<https://missjonesgroup.com/ireland/event/miss-jones-ireland-expo-2024/>





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How can the team at Miss Jones Ireland help you?

Miss Jones Ireland finds you the most suitable options for venues, hotels, restaurants, corporate gifting, catering and more. With the fast pace of business today, we can help save you time and headspace by sending your enquiry out to suitable venues and suppliers, based on your requirements. We then supply you with a comprehensive list of options available that match your brief - all you have to do is decide what best suits your needs, then book!

You can send us details of your enquiry via our concierge brief form found here or on our website. We do all the hard yards for you - sending your enquiry out to suitable venues and suppliers that match your brief! You can let us know your preferred list of venues or suppliers - in fact we encourage you to tell us the ideal style, tone and feel of the required venue/supplier so we can get you the options that will match your organisation's culture, brand and preferences. We narrow down the options, making it faster for you and/or your team to make the final decision.

We don't charge you anything for this providing this service. We work with our suppliers getting preferred rates so you don't need to worry about unexpected bills. Your chosen venue/supplier rewards us for bringing them business so our service doesn't cost you anything!

And best of all - we reward you for booking through us! You can build up points for every booking you make and redeem for overnight breaks, vouchers for dinner and gifts.

About Miss Jones Ireland

Aisling, Lisa and Fiona have a combined 30+ years in event project management, venue finding and event delivery. They know what it's like to need a venue last-minute, they know the high standards the corporate world demands - they know the challenges faced by corporate event bookers.

Most importantly they know what trusted venues and vetted suppliers best fit each individual brief they get through Miss Jones Ireland's bespoke concierge service.

Get in touch today if you need help and advice for your summer party, Christmas party, team away days, sales kick-off, private dining, accommodation, corporate gifting, office cleaning, conferences, meetings and events!

www.missjonesgroup.com/ireland | Contact.ireland@missjonesgroup.com



Aisling Kelly, Lisa Boissel, Fiona Kelly - Founders Miss Jones Ireland

SUMMIT 2024 REGISTRATION FEES

Registration fees are €449 per day, which includes registration, materials, lunch and refreshments.

Discounts are available for groups of 3+, NGOs, members of Executive PA Forum GATEWAY and Miss Jones Ireland paid Premium members.

Many delegates who attend both days of the Summit upgrade to RISE membership which includes both days as well as numerous other benefits outlined below.

EXECUTIVE PA FORUM MEMBERSHIP OPTIONS

Would you like to be part of the growing community on an ongoing basis and not just once a year? We have three different levels of paid memberships to suit everyone's needs and professional development priorities.

The Executive PA Forum offers three different membership subscription options:

ELEVATE - €2499 PER ANNUM

A fully immersive 12-month membership with continuous learning and development, group mentoring and quarterly coaching sessions from a coach who has 'walked the walk' and performed the role in the past and who understands the demands of the role.

ELEVATE is for the astute EA and PA who strives to be the best version of themselves, to make the most of a rewarding career and to set goals and targets, to get from where they are now to where they want to be. It includes all the benefits of RISE and GATEWAY Memberships as well as intensive L&D opportunities.

RISE* MOST POPULAR - €999 PER ANNUM

Our most popular membership option includes 2 x days at the Executive PA Summit, opportunities to attend networking events, online webinars plus all of the benefits outlined in GATEWAY membership.

GATEWAY- €249 PER ANNUM

An introduction to our online professional networking platform and training opportunities, it gives you access to previously recorded training and conferences, as well as upcoming webinars and networking opportunities online.

You also receive a membership for Miss Jones Ireland with this, which gives premium access to venues and suppliers that may be useful for you and your team.

You can attend all Miss Jones Ireland members networking events and apply to attend FAM Trips at luxury hotels.

*Please note for GATEWAY and RISE it is possible to join at any time of the year - for ELEVATE we need to coordinate timings with others who are interested in joining this Programme so contact fiona@executivepaforum.com for more details.



Executive PA SUMMIT

For more information contact aisling@executivepaforum.com
www.executivepaforum.com

REGISTER NOW