



**JW Marriott
Cannes, France**

GLOBAL EXECUTIVE ASSISTANT SUMMIT

October 9–10, 2014

KEY PRACTICAL LEARNING POINTS OF THE SUMMIT:

- Understanding the Changing Dynamics of the Role of a EA/PA
- Harnessing the Power of Influence and Persuasion Skills
- How to Establish a Personal Brand for Career Success
- How to Become a Centre of Excellence
- The key elements to an effective EA & Executive partnership
- Building a successful working relationship: CEO & PA
- Positioning Yourself to Cope with and Respond to Organisational Change
- Managing change with resilience & optimism
- Think on Your Feet: Speak without Notice using Clear Thinking and Structural Reasoning Processes



**Anna Bonisoli
Alquiati**
Assistant to CEO
Carlsberg



Ellen Witte
Assistant to CEO
INCOTEC Group BV



Mary Byrne
Assistant to Executive
Vice President
Human Resources
& Advisor to the CEO
Lóreal



Anja Schimmel
Personal Assistant
to Chief
Commercial Officer
Power & Gas
E.ON



Adam Fidler
Experiences Board
Level Personal
Assistant and Member
of **European
Management
Assistant (EUMA)**



Lucy Brazier
Founder of the leading
global publication
for Administrative
Professionals
**Executive Secretary
Magazine**



Vania Alessi
Co-Founder
Secretary.it



Else-Britt Lundgren
European Chairman
**European
Management
Assistant (EUMA)**



Veronica Bosio
Assistant to Head
of Mopar EMEA
Parts&Service
**Fiat Chrysler
Automobiles**



Daniela Fasano
Executive Assistant
**CEO Robert
Bosch S.p.A**



Yuliya Yaglovskaya
Executive Assistant
to CCO
Citibank



**Chiara Agnese
Azzarello**
Office Manager
**International Law
Firm Ludovici
& Partners**

GLOBAL EXECUTIVE ASSISTANT SUMMIT

OCTOBER 9–10, 2014 / CANNES, FRANCE

Today's executive/personal assistant is a new breed of worker. They're the ones who are always on top of things, well informed and organized. They're dependable, trustworthy, and honest. With their unique overview of the company, administrative staff are regularly called upon to make business critical decisions – it's no exaggeration to say that an executive is only as good as their assistant. Organization and flexibility are important skills for executive assistants, along with the abilities to multi-task, meet deadlines and work as part of a team. They are highly accountable and often responsible for safeguarding confidential information.

Global Executive Assistants Summit offers targeted training and valuable networking to qualified executive assistants. The Summit will maintain its tradition as a highly interactive and engaging experience, with senior executive support professionals offering their advice and insights into current and anticipated challenges as well as tips for career advancement. This practical approach is complemented by expert trainers who will provide valuable strategies and techniques to enhance the efficiency and effectiveness of the executive support functions. The summit will also allow PAs to explore the managerial aspects of the PA role using practical exercises and cases studies, while enhancing their PA skills with the latest PA best practice. It is an excellent event for senior personal assistants who are conscious of their continuous professional development and would like to optimise their personal brand.

WHO SHOULD ATTEND:

Executive support professionals working within the Higher Education Sector, including:

- Executive Assistants
- Personal Assistants
- Executive Support
- Faculty Support and Administration
- Executive Coordinators
- Executive Officers
- Business Support
- Administrative Assistants
- Administrative Managers



MEDIA PARTNERS



Vonlanthen Group is offering not only to thrive in the atmosphere of professionalism and learning that the summit provides as you join hundreds of other multi-talented assistants at every stage in their careers, but also combination of relaxed life on the lively city of French Riviera-Cannes.

Lying to the west of Antibes, Cannes is the most spectacular part of the French Riviera. It is of course most famous for its annual Film Festival, but the city is also a popular venue for trade fairs, including the annual music industry fair, the Midem. During these events, the town attracts visitors hoping to get a glimpse of their favourite film-star or musician; and of course, it is a town with plenty of tourist accommodation and beaches.

VONLANTHEN GROUP

GLOBAL CONFERENCES & SUMMITS

DAY ONE

08:30 Registration and Welcome Coffee

09:00 Chair's Opening Remarks

ENHANCING PERFORMANCE THROUGH STRATEGIC THINKING & DECISION MAKING

09:10 **Case Study**
Understanding the Changing Dynamics of the Role of a EA/PA

- Positioning yourself to cope with and respond to change
- Working with your boss, not for your boss
- Keeping up with the changing business and technology landscape
- Transitioning between the public and private sectors
- Managing your professional development

Anna Bonisoli AlquatiAssistant to CEO
Carlsberg09:50 **Case Study**
Successful Networking – how to take care of other people's power, experiences and energy

- An informal world of like-minded experiences, thoughts and feelings
- Inspiration - advantages to follow others that lies ahead
- Develop – do you know what is expected of your role in the future?
- No one gets a network if they do not put effort into creating it

Else-Britt LundgrenEuropean Chairman
European Management Assistant (EUMA)

10:30 Morning Coffee and Networking Break

DEVELOPING LEADERSHIP & EXECUTIVE MANAGEMENT SKILLS

11:00 **Working under pressure: avoiding distractions and focusing on what matters most**

- The main causes of pressure within a job context
- Constructive and destructive pressure
- How to forecast, afford and manage critical situations
- Skills to acquire or to empower
- Dealing with a high volume of work
- Manage your time, tasks and activities

Daniela FasanoExecutive Assistant
CEO Robert Bosch S.p.A11:40 **Case Study**
Influencing strategies and skills:

- The importance of influencing
- How to deal with power and politics
- Framing and reframing
- Practical tips, techniques and misconceptions

Ellen WitteAssistant to CEO
INCOTEC Group BV12:20 **Case Study**
How to Establish a Personal Brand for Career Success: case history of the Assistant of the year award and Italian Secretary Day

- The benefits of establishing a personal brand in the work place
- Practical example of assistant career improvement and development after training sessions for ex. MALP (Manager assistant leadership program and coaching on empowerment)
- The importance to become brand ambassadors of their role and most of all of their company
- The social digitalization and importance to have a social profile for career success

Vania AlessiCo-Founder
Secretary.it

13:00 Business Lunch

14:00 Coffee and Networking Break

UNDERSTANDING THE CHANGING DYNAMICS OF THE ROLE OF A EA/PA

14:30 **Case Study**
Changing Organisations-Changing Role

- Understanding the challenges you will face as an EA/PA during organizational change
- Embracing change and leading by example
- Transitioning between industries and sectors – understanding the different skill sets and practices
- Promoting your personal brand within your organization

Anja SchimmelPersonal Assistant to Chief Commercial Officer Power & Gas
E.ON15:10 **Case Study**
Managing change with resilience & optimism

- Best practice approaches to handling workplace change
- Managing attitudes in stressful times
- The importance of positive psychology in the workplace

Mary ByrneAssistant to Executive Vice President Human Resources & Advisor to the CEO
Lóreal

15:50 Afternoon Tea and Networking Break

16:20 **INTERACTIVE SESSION: PROBLEM SOLVING**

The Interactive Session Leader:

Lucy BrazierFounder of the leading global publication for Administrative Professionals
Executive Secretary Magazine

The interactive session encourages attendees to open up to new ideas and problem solving techniques. Together as a group, find ways and suggestions to solve problems.

As a good PA, one must act as a 'blocker' to her senior executive and ensure a smooth running reporting structure.

17:00 Chairperson's Closing remarks and End of Day One

18:00 **GALA DINNER**19:00 **WELCOME PARTY: "GET TO KNOW YOUR PEERS"**

DAY TWO

08:30 Registration and Welcome Coffee

09:00 Opening Address from the Chair

UNCOVERING THE EXECUTIVE PERSPECTIVE

09:10 Case Study

The key elements to an effective EA & Executive partnership

- The importance of continuously developing the partnership
- Maintaining effective cross-communication
- The Teflon effect

Veronica Bosio

Assistant to Head of Mopar EMEA Parts&Service
Fiat Chrysler Automobiles

09:50 Case Study

Becoming a Centre of Excellence

- What executives look for and really want from their EA/PA
- What sets a great EA apart from the rest?
- Tips for achieving excellence
- How to get people to do what you want them to do
- How to read other people accurately
- How to influence anyone
- Gaining control over what goes on in your own head
- Establishing an air of authority and standing out from the crowd
- Motivational words and phrases for improved delivery

Lucy Brazier

Founder of the leading global publication
for Administrative Professionals
Executive Secretary Magazine

10:30 Morning Coffee and Networking Break

RAISE YOUR PERFORMANCE, YOUR THINKING AND YOUR RESULTS

11:00 **MEETINGS, AGENDAS AND CORRESPONDENCE**

- The main causes of pressure within a job context
- Constructive and destructive pressure
- How to forecast, afford and manage critical situations
- Skills to acquire or to empower
- Dealing with a high volume of work
- Manage your time, tasks and activities

Adam Fidler

Experiences Board Level Personal Assistant and Member of
European Management Assistant (EUMA)

11:40 **Case Study**

Strategies to increase time management and productivity in your executive assistant role

- The best way to work hand in hand with your boss
- How to be confident but professional
- Develop the Exceptional EA Personality
- Better focus on continued professional development
- The various stages of changes: How to improve yourself and concept of leadership in a well-structured company
- Involve and manage their own team in a business change by keeping their privileges
- Improved networking

Chiara Agnese Azzarello

Office Manager

International Law Firm Ludovici & Partners

12:20 **Working With an Expat: Key points from how to settle down if your boss is an expat and new in the country**

- Key aspects of mobility, diversity, international environment
- Managerial behavior of Expatriate Boss versus Local Bosses
- Differences in leadership behaviour between expatriate and local bosses

Yuliya Yaglovskaya

Executive Assistant to CCO

Citibank

13:00 Business Lunch

14:00 Coffee and Networking Break

**POST-CONFERENCE MASTER CLASS:
DEVELOP TECHNIQUES TO CONNECT WITH YOUR BOSS,
SENIOR MANAGEMENT AND YOUR PEERS TO IMPROVE EFFICIENCY
AND PA/BOSS RELATIONSHIPS**

FRIDAY, 10 OCTOBER 2014, 14:30-16:30

Master Class Leader:

Adam Fidler

Experiences Board Level Personal Assistant and Member of
European Management Assistant (EUMA)

The Master Class will offer participants a practical guidance to enhance the efficiency and effectiveness of the executive support functions as well as optimize their personal brand

- Daily routines, including the Boss Folder
- The Five Folder system to revolutionize the way you work, enabling you to keep on top of everything even when swamped!
- Effective Boss/PA communication
- PA behaviours - the what and the how ("It ain't what you do, it's the way that you do it!")
- How your action promote a corresponding re-action in others.
- How your thoughts, values and beliefs determine your actions and your personal outcomes and manifestations

17:00 Chairperson's Closing remarks and End of Day Two



GLOBAL EXECUTIVE ASSISTANT SUMMIT

Cannes France
October 9-10, 2014

Registration form

Name: _____

Position: _____

E-mail: _____

Name: _____

Position: _____

E-mail: _____

Name: _____

Position: _____

E-mail: _____

Organisation: _____

Address: _____

City: _____ Postcode: _____

Phone: _____ Fax: _____

Date: _____

Signature: _____

This booking is invalid without a signature.
Your contact at Vonlanthen Group.

Full package 2095 euro includes:

- Access to 2-day summit
- Discussions with industry experts
- Gala Dinner, Breakfast, lunch
- Training session

**THE DELEGATES REGISTERED BEFORE SEPTEMBER 20
RECEIVE A DISCOUNT OF €400!**

TERMS AND CONDITIONS:

By sending this form, I confirm that I have read and accepted the terms and conditions detailed below.

Confirmation:

We confirm your participation after receiving signed registration form. The delegate will receive the invoice within 24hrs of sending the signed form. The hotel details will be sent two to three weeks before the start of the conference.

Cancellations:

Made one month prior to the start of the conference will be refunded less than 50% of administration charge. Refunds will be made after the conference. Cancellations made within one month of the conference start date will receive no refund. Substitutes are accepted till 3 days before the conference.

Force Majeure:

While every reasonable effort will be made to adhere to the advertised package, Vonlanthen group reserves the right to change event dates, sites or location, omit event features, or merge the event with another event as it deems necessary without penalty and in such situations no refunds, part refunds or alternative offers shall be made. In the event that Vonlanthen group permanently cancels the event for any reason whatsoever, (including, but not limited to any force majeure occurrence) and provided that the event is not postponed to a later date nor is it merged with another event, the Client shall receive a credit note for the amount that the Client has paid to such permanently canceled event. No refunds, part refunds or alternative offers shall be made.

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