



Today's PA

CONFERENCE 2017

24 – 25 August 2017 – London

www.todaysPAconference.co.uk

About Us

Since the company was founded in 2005, Today's PA's focus has always been on providing highly practical training for PAs, EAs and other office professionals. Hundreds of testimonials tell us we have succeeded. To date, we have trained over 4000 companies and our graduates work in over 80 countries around the world.

Today's PA was named the UK's "Best PA Training Provider" two years running, having been voted for by thousands of PAs in the pa-assist.com 'Members' Voice Awards' in 2015 and 2016.

Our courses and workshops are designed to engage and entertain, as well as inform – that's how we can promise to make what can seem to be the duller of subjects interesting. With the rapid advances in technology, Today's PA specialises in helping PAs increase their productivity, stay organised and save time by using that technology more effectively. Our courses cover all Microsoft Office products at all levels.

Our client list includes such names as BBC, Microsoft, ADIDAS, BMW, Mercedes-Benz, British Library, Facebook, The Carphone Warehouse, Deloitte, KPMG, Lloyds Bank, Vodafone, UNICEF, Westminster Abbey, Royal Air Force, Royal Horticultural Society, Selfridges, London 2012 and many more.

Visit www.todaysPA.co.uk to find out more about us.

I just wanted to thank you for providing such a stimulating and thought-provoking course. I will certainly be implementing the tips and suggestions just as soon as I can. I returned to the office today with renewed vigour and cannot wait for the positive changes to start happening.

Hayley North, Microsoft

A really enjoyable, manageable and worthwhile course whereby I've been able to put so many tips into practice. This course has changed the way I work – saving me time, stress and most importantly I've become a more efficient Personal Assistant.

Jane Reekie, Sky

Day 1

Thursday, 24th August 2017

The Assertive PA

The first day of the conference is dedicated to assertiveness. This award-winning course will build up your self-esteem and sense of self-worth so that you see yourself as not just the assistant to an important person but as an extension of that person's management style and vision.

Today's PA needs to be more of an executive associate. We will help you acquire the confidence and assertiveness to be the assistant your manager needs. As a result, you will feel much more comfortable in your role, making decisions, dealing with clients, and asking colleagues to carry out those tasks that will advance the objectives of your organisation. You will begin to share your manager's 'bigger picture' outlook, rather than the more limited horizons of the traditional secretary-based PA.

We also make sure you begin to appreciate your own real worth – not just to your manager and yourself, but to the whole organisation – and arm you with the confidence and assertiveness necessary to be not just good at your job, but brilliant at it.

Major elements covered on this day include:

- ★ Defining your role
- ★ Being more assertive
- ★ Managing your manager/s
- ★ Dealing with interruptions
- ★ Handling stress
- ★ Managing your time

Your trainer is PAul Pennant, the founder and Managing Director of Today's PA.

18:00 Pre-conference Dinner

Day 2

Friday, 25th August 2017

Conference Agenda



9:00 – 9:10

Opening Remarks

Paul Pennant, MD, Today's PA

9:10 – 9:35

Dare To Be You

Claire Harvey, Senior D&I Consultant, KPMG

Claire will explore how authentic leadership in any role can unlock a culture of innovation and high performance. Drawing on her experiences as a Paralympian, Claire will inspire you and offer practical tips to demonstrate that PAs really can be the driving force for improvement within an organisation.

9:35 – 10:00

The Power of Profile

Vanessa Vallely, MD, WeAreTheCity

Vanessa will provide guidance on a wide array of profile-raising opportunities that are easy to implement straight away. She'll help you take the next steps towards raising your profile and attracting opportunities to progress in your career (whilst helping others) including:

- How to stop feeling like an imposter
- Thinking about “who” your personal brand is
- The Importance of PA networking

10:00 – 10:40

What Makes a Great PA - Small Things That Make a Big Difference

Peter Flynn, Director, PWC, former Equerry to TRH The Prince of Wales and The Duchess of Cornwall

Pete will offer his views on the skills and qualities that he feels make a great PA. His talk will be based on his time working in a role akin to a PA for a senior member of the Royal Family, as well his experiences of the PAs he's worked with in recent years.

Pete will concentrate on the 'small things that make a big difference'; the behaviours, interpersonal skills and attitude that make an exceptional PA stand out from the rest. He will also offer a few tips and tricks to make life easier, and, hopefully, to impress everyone!

10:40 – 11:10

Tea & Networking

Day 2

Friday, 25th August 2017

Conference Agenda



11:10 – 12:15

Expert Panel: What Do Business Leaders Look for in Their PAs?

Claire Harvey, Senior D&I Consultant, KPMG

Vanessa Valley, MD, WeAreTheCity

Peter Flynn, Director, PWC

Julia Hoggett, Head of Department, Financial Conduct Authority

Nicola Salter, HR Manager, Williams F1

Paul Pennant, MD, Today's PA

12:15 – 12:30

Group Discussion: First Day with a New Boss

We all appreciate that the relationship between a business leader and their PA has an impact on an organisation's success. What can a PA do on their first day/s to create a productive relationship with their new manager? Even if you already have an established rapport, what new ideas can you implement to spur you on to greater levels of efficiency?

12:30 – 13:30

Lunch

13:00 - 13:30

Lunchtime sessions:

I. Business Administration Qualifications

Andrew Jardine, General Manager, IAM

Since 1915 the Institute of Administrative Management (IAM) has been the professional body for the development of excellent administrators and managers. Their purpose is to champion the fields of administration and management and to provide value-adding benefits and services that support their members' professional and career development.

Learn about their market-leading set of benefits that will give you career recognition, a sense of community with other administrators, a unique information source, and access to unbeatable training and qualification opportunities.

II. Coffee Experience

FreshGround

FreshGround will be delivering a fun, sensory, coffee tasting experience. Guest will increase their coffee knowledge and be able to pick out distinct flavours in different blends. You'll be surprised at how different coffee can taste.

13:30 – 14:00

Group Discussion: First Day with a New Boss (Continued)

Paul Pennant, MD, Today's PA

Day 2

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14:00 – 14:45

Breakout sessions:

I. Outlook Masterclass

Paul Pennant, MD, Today's PA

In this Microsoft Outlook session, be prepared to be blown away by learning how to:

- Turn emails into appointments, contacts and tasks with the click of a mouse
- Create email templates in seconds
- Colour appointments instantaneously
- Carry out email merges within Contacts
- And much more!

II. Managing Your Manager

Sandra Jerome, Partner, Today's PA

This session will provide you with tips and advice to help you understand your manager better, to provide more effective support, and to get the best from your working relationship.

Sandra will look at:

- Getting to know your manager
- Improving lines of communication
- Assertiveness and managing upwards

14:45 – 15:15

Tea & Networking

15:15 – 16:00

Breakout sessions:

I. Minute Writing Made Simple

Paul Pennant, MD, Today's PA

Taking minutes may not always be pleasurable but it has to be done – and done well. After Paul's Minute Taking session you'll know how to write minutes that are beyond reproach – and even enjoy doing so!

Paul will show you how to:

- Condense minutes down to the essentials, without losing the flow of the meeting
- Maintain concentration during the meeting, regardless of subject
- Improve your note taking, with a variety of methods to suit your style
- Deal with technical subjects and jargon so your notes are meaningful to everyone.

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II. Dealing Confidently with Difficult People

Sandra Jerome, Partner, Today's PA

This session is dedicated to helping you improve your capacity to communicate with individuals who may be angry or unhappy, and ensuring you achieve a positive outcome.

Sandra will cover:

- Pre-empting challenging situations and planning how to handle these successfully
- Turning arguments into discussions
- Dealing with emotions
- Giving and receiving feedback

16:00 – 16:50 **Leave Your Mouse Alone!**

PAul Pennant, MD, Today's PA

Get ready for some surprising tricks! PAul will demonstrate how numerous tasks across Outlook, Word, PowerPoint and Excel can be accomplished in seconds without even touching your mouse - when you know the right keyboard shortcuts.

We promise this session will save you time, and show you how to produce amazing, professional documents, spreadsheets and presentations. With these breath-taking shortcuts, it needn't take you hours!

16:50 - 17:00 **Review & Close**

PAul Pennant, MD, Today's PA

17:00 **Post-Conference Drinks**

18:00 **Post-Conference Dinner**

The conference surpassed my expectations. I enjoyed it so much and felt empowered at the end and with a new lease of life for my new role as PA!

Christi Hamrogue, BT Network



Venue

Chelsea Harbour Hotel, Chelsea Harbour Drive, Fulham, London SW10 0XG



Your investment

★ Early Bird Ticket (till 30th April)

The Assertive PA Training Day & Conference - £600 + VAT
Conference - £300 + VAT

★ Standard Ticket (commencing 1st May)

The Assertive PA Training Day & Conference - £700 + VAT
Conference - £350 + VAT

Please get in touch with us for group discounts.



To book

Visit www.todayspaconference.co.uk

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Email us at info@todayspa.co.uk

Organiser