

# The Inaugural Executive PA & Secretary Forum 2010



June 2nd & 3rd

Radisson Blu Royal Hotel,  
Golden Lane, Dublin 8

**ZOOM IN** is proud to present this timely, educational and interactive platform of discussion, delivering quality content, interesting topical debate and unique networking opportunities

## Topics include:

- The importance of continuous learning and development
- Creating opportunities for yourself and the organisation
- Emotional intelligence and its influence on business relationships and productivity
- Communicating the right messages
- Managing priorities effectively

## Speakers include:

- Sabrina Coyle, Meteor Mobile Communications
- Karin Griner, Google Ireland
- Fiona Roche, Brown Thomas
- Paul Rellis & Marian Thornton, Microsoft Ireland
- Ronnie Hayes, University College Dublin
- Kathryn Thomas, Television Presenter and Journalist
- Shiera O'Brien, Zenith Training & Development
- Niamh Hannan, MindWorks.ie
- Sigmar Recruitment



## Who will attend / Who is it for?

|                         |                   |
|-------------------------|-------------------|
| Personal Assistants     | Office Managers   |
| Secretaries             | Executive Support |
| Executive Assistants    | Business Support  |
| Departmental Assistants | Clerical Staff    |
| Administrators          | Receptionists     |

Visit:

[www.zoomin.ie](http://www.zoomin.ie)  
[www.executivepaforum.ie](http://www.executivepaforum.ie)

**Silver Sponsor**



## Forum - Wednesday June 2nd

### 8.15-9.00 Registration

### 9.00-9.15 Welcome from ZOOM IN and the Chairperson

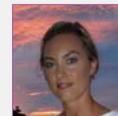
#### 9.15-9.45 Opening Keynote Speaker

##### **The Sky's the Limit! Accelerate your career through continuous learning and development**

Stretching yourself to reach your full potential will give you a greater sense of achievement, and professionally, will get you more recognition from your colleagues and peers. Alongside a successful career in TV presenting, Kathryn has gained extensive experience in journalism, executive production, radio broadcasting and has also attained a Diploma in PR. She will deliver an inspiring presentation, focusing on her own experiences, as well giving advice on how to:

- Get involved in new projects within and outside work to broaden your skills base
- Raise your profile through networking
- Combine your personality and skills to impress others and advance your career
- Take control of your destiny by maximising opportunities

**Kathryn Thomas, Television Presenter, Journalist & Broadcaster**



#### 9.45-10.20 Case Study

##### **Making the most of your role in the organisation - creating and seizing opportunities**

PAs are key individuals in the organisation. They have the potential to forge instant bonds with clients and senior management and their attitude makes a positive and lasting impression. They now possess a higher degree of commercial acumen than ever before, as well as the capacity to influence others on behalf of the executive. This session will explore how important it is to create and seize opportunities for yourself and allow you to stand out. Discuss:

- Commercial acumen, awareness and strategy in your role
- Adding value to your role by taking an active interest in the overall affairs of the organisation
- Leadership development - How to get the best out of others: your boss, your colleagues and indeed, yourself

**Ronnie Hayes, Personal Assistant to the President, University College Dublin**



### 10.20-10.40 Morning tea break

#### 10.40-11.15 Expert Commentary

##### **Everybody has emotional intelligence, but not everybody uses it**

A high level of intelligence means an individual can be quick to learn, good at thinking on their feet and may need very little guidance in getting a job done. However, business is all about people and having employees around you with a high level of emotional intelligence is what makes the difference between average and outstanding people. In this fascinating session, you will explore:

- What emotional intelligence is really about and how important it is in all business relationships
- The key factors that make you emotionally intelligent and how to apply it successfully when working with others
- How to use these techniques to get the best out of yourself, to influence your colleagues and get results, and strengthen your ability to create winning relationships in the work place
- How to handle conflict and different personalities by employing a few simple tools of emotional intelligence

**Shiera O'Brien, Founder, Zenith Training and Development**



#### 11.15-11.50 Case Study

##### **Communicating the right messages effectively**

What did I write? Who did I just send that to? How can I get the message across? Poor communication, whether verbally or electronically, can cause the message to lose its meaning and intended purpose, and may tarnish your relationships due to misunderstandings. This welcome session will open your mind to the power of communicating the right messages effectively. Discuss:

- Tailoring simple but effective communication methods to suit different personalities, nationalities and situations
- Flying the corporate flag - developing your commercial acumen and awareness and using these skills in your communications
- Building rapport and communicating to influence individuals and groups

**Sabrina Coyle, former Executive Assistant to Chief Executive Officer, Meteor Mobile Communications**



#### 11.50-12.25 Case Study

##### **Today's Executive PA as Pseudo Leader**

Microsoft Ireland is a leader in its industry and has a dynamic, innovative and knowledgeable leader in Paul. Ensuring each day runs smoothly for the Managing Director is both exciting and challenging. Marian has a diverse role and has gained invaluable organisational, as well as leadership skills. Her role not only impacts on Paul's performance, but affects Microsoft's subsidiary as a whole. In this presentation, Marian and Paul will discuss:

- Working with your boss - tools of the trade to maximise efficiency
- The challenging aspects of the MD/PA relationship - no relationship is perfect!
- Effective multi-tasking in your role
- Developing your creative, innovative skills as a PA

**Marian Thornton, Executive Assistant to Managing Director, Microsoft Ireland**

**Paul Rellis, Managing Director, Microsoft Ireland**



### 12.30-2.00 Networking Lunch

## 2.00-2.35 Case Study

### Negotiation and influencing skills in practice

We can read books and take courses on negotiation and influencing skills, but we really learn best by putting this theory into practice - applying it in day-to-day life. True negotiation involves strategic exploration of outcomes, intuition and a clear focus on the end goal. Effective influencers use a combination of approaches to adapt to the situation and the people they are trying to influence. In this session, Karin will explore how to:

- Use negotiation and influencing skills in the best interest of the team and the organization
- Keep an open mind and manage multiple perspectives
- Discover your own personal influencing style and use it to your advantage

**Karin Griner, Executive Assistant to Vice President, Global Ad Operations, Google Ireland**



## 2.35-3.10 Case Study

### Managing your priorities effectively in today's fast-paced climate

Time management essentially has nothing to do with how we manage our time; rather it is all about our ability to manage our activities, tasks and priorities. The majority of us will admit to procrastinating on tasks that we don't like to do but recognising why we do this is the first step to maximising productivity through improved focus. This insightful presentation will focus on:

- Aligning your priorities with that of your boss
- Identifying "time-wasting" areas to counteract them
- Segmenting your time effectively to handle the unexpected
- The importance of evaluating how you manage your time - daily, weekly, monthly

**Fiona Roche, Personal Assistant to Managing Director, Brown Thomas**



## 3.10-3.30 Afternoon Tea Break

## 3.30-4.05 Expert Commentary

### Managing stress and aiming to achieve the work-life balance we all dream of!

Recent Irish research indicates that senior managers 'have a lower quality of life than the terminally ill'. This type of lifestyle has a knock-on effect to PAs and support staff who carry the burden of an overworked boss/organisation, never mind trying to manage their own workload.

This session will look at how we can enhance our performance, job satisfaction and ultimately, our health and happiness - by learning tips and strategies to prevent stress and most importantly, how to deal with those stressful situations when you just can't prevent them.

**Niamh Hannan, Registered Counselling Psychologist, MindWorks.ie**



## 4.05-5.00 Interactive Panel Discussion

"My role is well respected in the company where I work"

"People don't realise how much work you actually do and how tiring it can be"

"Many executives do not know how to utilise the skill set a good PA brings to a partnership"

"Because of the level of support I give to the other senior managers, as well as being PA to the CEO, I feel very valued"

"Multi-tasking is something paramount to our role and not recognised enough".

These are just some of the diverse opinions that were discussed during our research period. In this interactive panel discussion, we will look at the role of the PA, as well as secretarial, office and administration employees in today's business environment. We will consider ways to realise our potential and achieve success as we individually perceive it.

**Facilitated by Sigmar Recruitment. Panelists to be confirmed**



## 5.00 Close of Forum

### Networking Opportunities at the Forum

The Forum is structured in such a way that networking is strongly encouraged, giving our delegates the opportunity to engage in formal and informal discussion. Delegates will share their experiences, voice their opinion and learn from their peers.

### Exhibition and Sponsorship Opportunities

Sponsorship of this Forum is an excellent way for a company to raise their profile with a key audience. At this year's Forum, sponsors will have the opportunity to show themselves as front-runners in their industry.

At the Forum, you will have the opportunity to present your company as leader in the industry. Having a physical presence in front of your target audience will earn you a higher level of recognition and allow you to draw certain topics and updates to their attention.

Contact [aisling@zoomin.ie](mailto:aisling@zoomin.ie) for more information Tel: +353 87 153 1646

### About the Forum

Day 1 of the Forum will examine the role of today's Executive PA, secretary, office and administrative staff, exploring challenges and issues faced, while reaching realistic conclusions. The sessions will offer practical advice from expert commentators and those who are in the role themselves. This offers a practical view, which delegates will personally empathise with, and learn from.

Day 2 will incorporate professional workshops, delivered by experts in their own fields - targeting skills sets that all Executive PAs, secretaries, office managers, and administrative staff use.

### About Zoom In

ZOOM IN have fresh ideas, take a real interest in the subject matter we are delivering, and offer an alternative perspective for our clients and delegates to consider. As a result of our unique, extensive market research techniques, we zoom in on issues that professionals across all industries are facing.

## Workshops - Thursday 3rd June

### 9.30-12.30 Workshop 1

#### **You're on! Developing effective presentation skills for corporate success**

The key to making effective presentations is to create an interest in your audience on the topic you are presenting on. You should make the content and subject matter compelling, while also instilling confidence, trust and enthusiasm in your audience. This workshop will equip delegates with the skills, tools and confidence they need to make professional presentations in the workplace - be it to colleagues, board members or prospective/existing clients.

In this exciting workshop, learn how to:

- Plan professional presentations - planning and preparing a presentation; knowing/researching your audience; pre-empting questions and giving relevant answers
- Be creative - deliver an attention-grabbing introduction; prepare useful content; create logical structure and keep the audience interested by involving them
- Exercise control - tips for controlling your visual, verbal and vocal communication; handling nerves; understanding body language - your own and the audience; using visual aids effectively
- Practice, practice, practice - tips on how to deliver presentations the way you practiced them!

#### **Facilitated by Declan Byrne, Director, Inno Training & Development**

*Inno Training & Development are a Fetac accredited and FÁS registered training entity providing a range of soft skills training to public and private sector entities - including presentation skills, time management skills, stress management, effective teambuilding, leadership skills, and sponsorship & event management skills.*



### 9.30-12.30 Workshop 2

#### **Advanced e-mail and database management**

Most of us find it difficult to manage our own inbox, never mind managing our bosses' and other executives. Your busy role as an executive PA is hectic enough without having to waste time wading through e-mails and potential spam. This beneficial workshop will show you how to manage e-mail more effectively and how to organise company files to recognized quality standards. Explore:

- Tips on email productivity and communication
- Get things done in Outlook! Easily action, file, delete
- Spend less time on e-mail and get more done
- Create a filing system that satisfies business requirements, and makes you the envy of the office

#### **Facilitated by Dr Monica Seeley, Mesmo Consultancy**

*Monica, founder of Mesmo Consultancy, is one of the leading experts on email best practice and email etiquette. She has a wealth of experience from working in the public and private sector and not-for-profit organisations.*

*See [www.mesmo.co.uk](http://www.mesmo.co.uk) and <http://twitter.com/emaildoctor>*



### 12.30-1.30 Lunch

### 1.30 - 4.30 Workshop 3

#### **Are you holding the key to your personal development? - Trust yourself!**

Analytics Picture Analysis is a unique form of character and personality analysis which helps with personal life development. The technique allows you to become aware of your inner-self and subconscious, in order to help you find balance and happiness. How does it work? This fascinating workshop will tap into your subconscious mind to interpret your doodles, scribbles and drawings on the special Analysis Sheet which suggests what's going on in your subconscious mind. Before we had letters we had numbers, and before we had numbers we had symbols. Analytics Picture Analysis is a tool which can communicate directly with the subconscious mind and enable us to draw your attention to issues which may be harbouring unacknowledged inside you.

*\*Please note this will be an emotional experience with, for some delegates, unexpected results - you must be prepared to be open about your feedback and to discuss the results you receive*

#### **Facilitated by Sharon Hartill, Picture Analytics Ireland**

*Sharon is the founder of Analytics Picture Analysis. She holds a Bachelor of Arts Degree in Humanities (Philosophy/Theology & Psychology) and has over 35 years experience in picture analysis, which was developed following many years of research and study in the areas of alchemy, symbolism, gematria and psychoanalysis.*



### 1.30 - 4.30 Workshop 4

#### **Priority management - a closer look at goal setting and planning**

This workshop is designed to help you focus on priorities, set personal and professional goals and design the plans to achieve them. Time is one of our most valuable resources. We will focus on improving the management of our time at work by using tried and tested methods and in engaging activities. Participants will reflect on the way they manage their time, set goals and prioritise tasks, thus leading to greater productivity and effectiveness. Explore:

- Prioritising 'important' versus 'urgent'
- Goal setting
- Effective planning
- Principles of time management

#### **Facilitated by Kate Motherway, Consultant, Ian McClean & Partners**

*Kate, a native of Cork! has been a key member of the ianmcclean and partners team since 2005, with a flair for designing workshops & materials. Kate enjoys delivering training across a range of core management skills, including time management, presentation skills and creativity. Kate believes that the use of interactive learning and practical tools ensures that participants have a real chance to apply what they have learned to their work and personal lives.*



**\*LIMITED CAPACITY OF 20 PER WORKSHOP - please book early to avoid disappointment**

**To request an electronic version of this brochure for easy circulation, please email [info@zoomin.ie](mailto:info@zoomin.ie)**

# Inaugural Executive PA & Secretary Forum 2010

June 2nd & 3rd Radisson Blu Royal Hotel, Golden Lane, Dublin



## Registration Form *(1 form per delegate – please tick relevant box)*

» **Standard rate** for delegates booked and paid in full by Wednesday JUNE 2nd

Delegate fee June 2nd, €289 + VAT @ 21% = €349.69

Workshop fee June 3rd, €90 + VAT @ 21% = €108.90  *(limited capacity, 2 workshops per delegate)*

**Please indicate the 2 workshops that you wish to take part in:**

Workshop 1  Workshop 2

Workshop 3  Workshop 4

**TOTAL FEE PAYABLE €..... (inclusive of VAT)**

\*Fee includes materials, networking lunch, tea, coffee, refreshments

\*\* Fee does not include accommodation or transport. Please see the Radisson website for special offers. There is an abundance of accommodation in Dublin City Centre. Please contact us if you have any questions.

### Personal Details

Name (Mr/Mrs/Ms/): .....

Job Title: .....

Organisation: .....

Address: .....

Telephone: ..... Fax: .....

Email: .....

### Payment Options *(please tick relevant box)*

I enclose a cheque for €..... Payable to Zoom In (Unit 16, Oaklawns Hall, Dr Cullen Rd, Carlow)

Please invoice me

Please debit my Visa/Access/Mastercard

Card Number:

Name of Card Holder: .....

Signature: ..... Expiry Date: ..... / ..... / 20.....

**NOTE:** Please provide billing address if different to company address

### NB\* Cancellations/Substitutions:

A substitute delegate may be sent at any time for no additional charge. Alternatively a refund will be given for cancellations received in writing, up to 21 working days prior to the Forum, less an administration fee of 15% plus VAT.

Changes to Program - While we are confident that each of our Guest speakers are available for the event, from time to time, emergencies occur which are out of our control, and they may become unavailable. Should anything like this occur, we will do our utmost to replace them with a high quality speaker to discuss a topic relevant to the event.