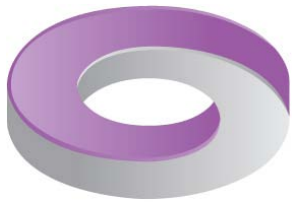


6th EXECUTIVE PA, SECRETARY & ADMIN FORUM 2015

May 21st & 22nd 2015
Radisson Blu Royal Hotel, Dublin



ZOOM IN

Once again, we are proud to produce and host the highly anticipated **6th Annual Executive PA, Secretary & Admin Forum 2015**.

The **Executive PA, Secretary & Admin Forum** is the only conference of its kind in Ireland tailored specifically to this group of professional -Executive Assistants, Office Managers, and those in a support role. The Forum is a platform for compelling learning, thought-provoking debate and unrivalled networking.

We have seen some exciting developments since our 2014 Forum, primarily the initiation of the Association of Professional Administrators in Ireland (APAI). We are delighted to have assisted in the Association's birth!



FORUM SPONSORS



The Forum is fast becoming a 'not-to-be-missed' event on the calendar, so book early to avoid disappointment!

The CPD Standards Office
INDEPENDENTLY ACCREDITED CPD
www.cpdstandards.com



Contact aisling@zoomin.ie or
call (00353)85 8264072 for more information.

Check out our Forum video: vimeo.com/97463192

9AM - REGISTRATION/TEA & COFFEE

MORNING WORKSHOP - CHOOSE ONE OF WORKSHOP A OR B

WORKSHOP A 9.30AM - 12.30PM

THE POWER OF POSITIVE INFLUENCE & ADVANCED COMMUNICATION SKILLS WITH MARIA JOSE LYNCH

Learn how to make a positive impact when communicating with others! This workshop will help you make the most appropriate personal impact so you can positively influence others and achieve your goals. It is an opportunity to develop your own personal communication and influencing style, building your confidence.

In this workshop you will:

- Understand the different styles and methods people employ when trying to influence a person or a situation.
- Know and be able to adapt your own influencing style.
- Uncover the influencing tactics and their use in negotiations.
- Learn how to put your point across in an effective manner.



MARIA JOSE LYNCH

DESIGNATED PROVIDER FOR EXECUTIVE COACHING SERVICES FOR THE IRISH SPORTS COUNCIL

Marie Jose Lynch has been living and working in Ireland since 1998. She is a qualified NLP Practitioner and Master EFT and TAT Practitioner. She also has qualifications in Business and Marketing and with over 15 years commercial experience, she understands the pressures and demands of the corporate world.

MOTIVATED JOYFUL LIVING www.confidencebuilding.ie

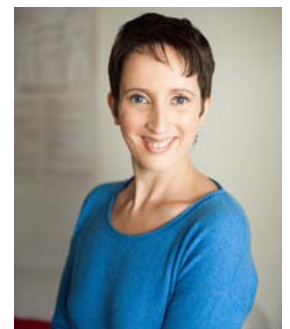
WORKSHOP B 9.30AM - 12.30PM

HARNESS YOUR INNER SELF BELIEF AND DISCOVER THE POWER OF YOUR SUBCONSCIOUS

Many of us are held back by a subconscious fear that we 'cannot do' certain things, or that a successful and full life is not achievable for us. The same event can be perceived very differently by two different people- the positivity or negativity of the event is in the eyes of the observer. If we cannot change the facts of what happens, we can certainly change how we see it. This workshop is focused on ways to make your subconscious work for you, to enhance how you perceive your environment, and control your reaction to events in your professional and personal life. You will learn a range of exercises to help enhance yourself belief and empower you to achieve your potential for success and happiness.

Explore:

- **Managing your reaction** to work and life events using cardiac coherence, to reduce stress and fears-Heart-Brain coherence + Event + Reaction = Outcome (HERO).
- **Perception of events** - how do you filter what happens around you? What are your subconscious beliefs, perceptions and subsequent behaviours?
- Learning to identify and change your subconscious beliefs, hence your perceptions. Perception + Reaction = Outcome (PRO)
- Understanding the power of your subconscious and learning to manage your subconscious fears to help maintain a positive outlook



JULIE PONE.

COACH & HOLISTIC PRACTITIONER. www.juliepone.com

12.30PM - 1.30PM - NETWORKING LUNCH

AFTERNOON WORKSHOP - CHOOSE ONE OF WORKSHOP C OR D

WORKSHOP C 1.30PM - 4.30PM

OUTSMARTING OUTLOOK FOR PERSONAL ASSISTANTS WITH NATALIE EGAN

NATALIE EGAN is an experienced Executive Assistant with a career spanning over 14 years. She has a strong background in the International IT Sales industry and currently works for Oracle, supporting multiple EMEA based Sales Leaders, so an organized e-mail management system is crucial to her role.

In this practical workshop, you will learn:

- General tips and advice on using Outlook to your advantage.
- How to create a coding system that works for you.
- Discover the 4 Ds essential for controlling your inbox.
- See how the use of colours, flags and folders will help you to stay on top of your mail-load.

NATALIE EGAN
EXECUTIVE ASSISTANT
ORACLE



WORKSHOP D 1.30PM - 4.30PM

SELF EMPOWERMENT AND OPTIMISING OPPORTUNITIES TO GET THE MOST OUT OF YOUR CAREER

LISA HOLT is Managing Director of a number of divisions within Cpl, including Cpl Office Support and is delighted to make her first appearance at the Executive PA Forum in 2015. A regular commentator on both national radio and in the press, Lisa has established herself as a leading expert in the industry.

In this session, she will walk attendees through a dynamic workshop, drawing on inspirational case studies and experience:

- Taking ownership of your career path, ensuring optimum job satisfaction
- Maximising your own potential and having confidence in your ability to make the most of opportunities
- Inspiring confidence in others in terms of your own abilities and capabilities

LISA HOLT
MANAGING DIRECTOR
WWW.CPL.IE



THE APAI IS THE FIRST ASSOCIATION FOR PROFESSIONAL ADMINISTRATORS IN IRELAND. YOU CAN CONTACT THEM ON TWITTER @THEAPAI AND THEY ALSO HAVE A GROUP ON LINKEDIN - CONNECT, JOIN UP AND GET INVOLVED!

8.20AM - REGISTRATION/TEA & COFFEE

8.55AM - ZOOM IN AND CHAIRPERSON'S WELCOME

SEIZE THE DAY! CREATING OPPORTUNITIES FOR YOURSELF & YOUR CAREER 9.00AM

Jacqui Quigley worked as a PA at PwC, Ireland's largest professional services firm, for the past 6 years and has just started a new role at LinkedIn. Her role at PwC involved managing a team comprised of three Partners - along with 35 colleagues ranging in various levels of seniority as well as being PA Co-ordinator to 4 other PAs. She is also a driving force behind the newly established APAI. Jacqui was announced as pa-assist's 2014 All-Ireland PA of the Year with her enviable skills in networking helping her to clinch the title. Jacqui will discuss:

- Her career to date and the path she has taken leading her to win the title of All-Ireland PA of the Year 2014.
- Seizing opportunities and reaping rewards.
- Becoming a master networker - building a network strategy as a key aspect of your career.
- The power of networking online & offline.
- Useful networks and resources - both online and offline - that will benefit your career.

**JACQUI QUIGLEY.****EXECUTIVE ASSISTANT, LINKEDIN****OWNING IT – CREATING A COMPETITIVE ADVANTAGE FOR YOUR CAREER 9.30AM**

Sarah Jane began her career in IDA Ireland on a competitive Graduate Programme working in a client-facing role across multiple business sectors and locations. IDA Ireland is the Irish Government Agency tasked with attracting Foreign Direct Investment (FDI); meeting, greeting and attracting some of the world's most innovative companies to invest in Ireland.

When an opportunity came up as Assistant to the CEO, Sarah Jane jumped at the chance. Utilising her communications and writing skills, she took the initiative to research, analyse, write and report, on behalf of, and alongside her Executive. Sarah Jane's role broadened to include strategic initiatives and management of high-profile internal and international events.

- Managing an Executive with international profile in one of the world's most revered investment promotion agencies
- How she project managed her team for one of the world's most high-profile economic events
- Time efficiency and maximising productivity - creating a system that works for you
- Developing your career is up to YOU! Taking initiative and utilising your position as a competitive advantage

**SARAH JANE HUTCHINSON****BUSINESS DEVELOPMENT EXECUTIVE, CEO'S OFFICE****IDA IRELAND**

10.00AM - MORNING TEA BREAK & NETWORKING

CAREER ZONE WITH CPL OFFICE SUPPORT 10.30AM

CPL Office Support will once again host an insightful presentation on Office Professional careers. Learn about current market trends and new developments. CPL will be attending the full Forum and will be available to talk to you one-on-one for the duration of the event.

**PRODUCTIVITY PRINCIPLES & DEVELOPING A STRATEGIC PARTNERSHIP WITH YOUR EXECUTIVE 11.00AM**

All of us know that a good beginning is half the work – but in a support role, where you are constantly pulled from your own work to assist your boss, it's difficult to maintain an organised schedule.

In this practical, take-action presentation, Claire will cover a range of collaborative tools and productivity principles that you can apply from the minute you go back to the office, to help you stay on top of your workload and live a happier more productive life!

Discover:

- How to structure a routine that can handle interruptions.
- How to get the important stuff done, whilst managing the backlog that is always there.
- Thinking and working as a strategic partner to your Executive.
- Knowing your Executive's strengths and development areas and the importance of collaboration and open communication - to get you and your Executive where you need to be.

CLAIRE BURGE

PRODUCTIVITY EXPERT, 'NO-EMAIL' CHAMPION

GET ORGANISED

**TECHNOLOGY TRENDS FOR EVENTS 12.00PM**

Eventbrite is an online tool that makes it easy for event organisers to manage delegate registrations and event communications. In this spotlight session, you will learn:

- Tools to manage your event brand online.
- 3 trends changing events.
- 3 integrations to make your event great.

ANN LOWNEY

MARKETING MANAGER

EVENTBRITE IRELAND



PA-ASSIST ARE HOSTING THE OFFICIAL LAUNCH FOR THE PA AWARDS FOR ALL-IRELAND AT THE RADISSON BLU ROYAL HOTEL, DUBLIN ON THURSDAY 21ST MAY 2015 AT 6PM.

PLEASE CONTACT: AWARDS@PA-ASSIST.COM TO GET ON THE GUEST LIST

VANESSA VALLELY 12.15PM

VANESSA VALLELY is the author of 'Heels of Steel', a best seller which tracks Vanessa's 25 year corporate career and imparts tips on how professionals can survive and thrive in the corporate world.

Vanessa is a recognised expert in person-to-person business networking, online branding and she is a sought after motivational speaker.

She is regarded as one of the best networked women in and out of the City of London and is passionate about sharing her know-how and experiences with others. We are delighted to welcome her to the 2015 Forum to gain an insight into her expert knowledge and career advice.



VANESSA VALLELY

AUTHOR & BUSINESS LEADER

See www.vanessavallely.com for more info

NETWORKING LUNCH - 1.15PM**ALLEVIATING STRESS AND MAINTAINING A POSITIVE OUTLOOK 2.15PM**

In this uplifting presentation, you will learn about ways to help you prevent stress response from affecting your body and your ability to think clearly and make decisions. You will also come away with tips and advice on how to consciously switch towards positive moods and emotions. During this light and refreshing talk, Julie will educate us on the benefits of using oils that enhance mood, lift energy levels, decrease stress and improve levels of concentration in the workplace.



JULIE PONE

COACH & HOLISTIC PRACTITIONER

WWW.JULIEPONE.COM

RADISSON BLU MEETING EXPERIENCE - 2.45PM**AFTERNOON TEA BREAK & NETWORKING - 3.15PM****VENUE SPONSOR – THE RADISSON BLU ROYAL DUBLIN HOTEL**

The 4* deluxe Radisson BLU Royal Hotel is located between the new Restaurant Quarter of Dublin (George's Street) & St. Patricks Cathedral. The hotel has 150 bedrooms including presidential, executive and business suites. It has 15 meeting rooms including a conference room for up to 400 people, a roof top terrace ideal for BBQ's, and an executive reception/meeting room on the top floor with panoramic views of Dublin city. The hotel offers complimentary internet access for residential guests, is fully air conditioned and has 60 car spaces.



The elegant bar, "Sure" is a stylish all day lounge and is very much the modern day interpretation of a style bar that just happens to be Irish. Serving modern and fresh Irish food as well as all day breakfasts and afternoon tea, Sure will give the guest a truly modern and traditional Irish experience.

V'nV restaurant has modern style and serves fresh food using local ingredients. With its very own bar you can relax and enjoy a range of wines, champagnes, aperitifs and digestifs.

Located in the city centre the hotel is within walking distance of Dublin's main business, theatre and shopping districts, with St. Stephen's Green and Grafton Street only 5 minutes' walk away.

REACH FOR THE STARS & EXPECT GREATNESS 3.30PM

ROSANNE REILLY is currently working with a Global Pharmaceutical Centre of Excellence, where she has spent the past 4 years creating a positive work culture and inclusive environment for her colleagues and team. She has a strong background in IT, Events and Project Management and is currently taking on a new responsibility working with the Global events management team, as she works on her masters. Her career has been varied as a Personal Assistant and Concierge to some of the world's most high profile residents including well known individuals in the music, banking, motor racing, film, IT industries and royalty. Rosanne jumped at the unique opportunity to become a live-in personal assistant in the British Virgin Islands some years ago, followed by time working as a personal concierge assistant in a private Irish estate, after which she set up her own concierge business www.personalassistant.ie. Rosanne has also been a driving force behind the newly established APAI helping to highlight the important work of administration professionals in Ireland.

Among other topics, she will share:

- Highs and lows of her career to date.
- Challenges she has faced during her career and lessons she has learned, including adapting to change.
- Managing teams - Is a constant learning experience but knowing what drives people and how to motivate them is the key to success.
- Mediation and negotiation skills that Rosanne has had to learn along the way - it's nice to be nice/if you don't ask you don't get.
- If you work for free you will never be short of work - Know your self-worth and reach for the stars.



ROSANNE REILLY

OFFICE MANAGER & EXECUTIVE ASSISTANT

GLOBAL PHARMACEUTICAL CENTRE OF EXCELLENCE

IN THE SPOTLIGHT - LEARN ABOUT HOW ARNOTTS & WINES DIRECT CAN WORK WONDERS FOR YOU!

4.00PM

Arnotts Corporate Sales & Gifting Service offers an extensive choice of brands and the corporate solutions team cater for company reward schemes, service awards and the inevitable last minute requests. They also offer a personal shopping service; beauty consultations, as well as an interior design service for new office fit-outs, or if you need to re-vamp the existing one. Phil will let you in on a few secrets on how he and his team can work wonders for you!

ARNOTTS
EST. 1843

**WINES
DIRECT**

PHIL MOONEY
CORPORATE SALES MANAGER, ARNOTTS

TREVOR FISHER
WINES DIRECT

THE GREAT DEBATE - 4.15PM

CLOSING COMMENTS - 4.45PM

WINE TASTING - LEARN & HAVE FUN WITH WINES DIRECT AND ARNOTTS 5.00PM

Wines Direct have been sourcing and importing quality wines from small, independent producers for over 25 years, with over 350 wines in our range and plenty of award winners and press favourites amongst them. Whether you need to send a special gift to a client, arrange great wines for a business lunch or send a large number of thank-you bottles, Wines Direct will look after you with a personal and professional service. After 2 days of networking and learning, kick-back, relax and have some fun with a wine tasting brought to you by Wines Direct & Arnotts.



SPONSORS

THANK YOU TO OUR FORUM SPONSORS

We couldn't run the event without the help and support of our sponsors so we would like to take this opportunity to thank them for taking part and supporting the Forum. We would also like you to consider their services in the future. **THANK YOU!**

CPL

Cpl Office Support is the Administration, Office Support and Secretarial part of Cpl Group, Ireland's largest recruitment agency. With a client list that is unmatched in our industry, we provide office support professionals to our clients on a temporary, contract or permanent basis across all industry sectors and geographical locations.

We have a superb understanding of the Administration and Office Support market in Dublin and an outstanding track record in the sourcing and selection of top talent in to our client base. The team includes some of the most highly skilled, dedicated and experienced Consultants in the Industry where our business is built by forging strong relationships and delivering an exceptional service to our candidates and clients. Last year we placed over 22,000 people in jobs across the CPL Group.



**DID YOU KNOW - WEDNESDAY APRIL 22ND IS ADMIN ASSISTANTS DAY
WHAT WILL YOU DO TO CELEBRATE?
(MAYBE BOOK YOUR PLACE AT THE FORUM?!)**

SPONSORS

JUST EAT

JUST EAT are Ireland's leading online takeaway ordering service. Simply order online or on the JUST EAT app from 100s of your favourite local restaurants for delivery to your home or office.

Thanks to JUST EAT's new lunchtime collection service, in addition to your Friday night takeaway treat, you can now order healthy lunchtime options online or on the JUST EAT app, for collection from the likes of Lolly & Cooks, Chopped and many more.

If you would like to enquire about setting up a corporate account for your organisation on JUST EAT or about their Gift Cards, a great alternative for employee rewards or client gifts, please e-mail:

aisling.obrien@just-eat.ie.

JUST EAT
Order takeaway online

RADISSON BLU HOTELS IRELAND

As a world leading hotel brand, Radisson Blu creates iconic buildings with contemporary interiors, invoking an inviting, exciting ambiance, always providing a unique guest experience and attractive events offering. Developed by professional meetings experts and perfected from years of hosting every kind of event imaginable, Radisson Blu combines world class facilities and amenities, innovative gastronomy and reliable connectivity with great service, total satisfaction and environmental sustainability.

Radisson **BLU**
HOTELS & RESORTS

We want to be as passionate and committed to your event as you are. Tell us what we can do to make your groups' event as meaningful and successful as possible – and we'll make sure it happens. Not only do we offer flexible space solutions, pricing and accommodation – but we pride ourselves on providing experienced teams, who will cater to your every need, and support with any unique requests or requirements. Our inspiring and conveniently located hotels across Ireland offer a fantastic quality of service, weather you are looking for a small and cost effective meeting for four or an all singing and all dancing event for 100's.

Radisson Blu Hotels Ireland offer the perfect conference base for your delegates with some of the largest hotel conferencing & exhibition facilities throughout the country. With strategic locations in Dublin (City Centre, St. Helens, Airport), Cork (Little Island), Limerick, Athlone, Galway, Sligo, Letterkenny & Farnham Estate, Cavan Radisson Blu is the perfect choice for meetings and events. Some of the benefits at these great locations are free Wi-Fi & technical support, fresh, tasty & locally sourced food to indulge your meeting delegates, a single point of contact at your chosen hotel to support the organisation of your event. Check us out on www.radissonblu.ie/hotels/ireland to learn more about all of our Irish properties. To find out more about tailor-made packages specifically for your group just give us a call or drop us an email.

RADISSON BLU, HOTELS DESIGNED TO SAY YES!

EXHIBITORS

ARNOTTS
— EST. 1843 —

WINES
DIRECT

One4all
Rewards

sonix
ENTERTAINMENT

**A RECENT SURVEY BY THE GUARDIAN FOUND THAT P.As ARE AMONG THE TOP 10
HAPPIEST WORKERS ON THE PLANET
WOULD YOU AGREE?**

6th EXECUTIVE PA, SECRETARY & ADMIN FORUM 2015



If you have any questions or would like to book your place at this year's Forum, please contact:

aisling@zoomin.ie or call 085 826 4072.

Registration includes: Materials, lunch and tea/coffee breaks; networking, competitions; give-aways + more!

EARLY BIRD REGISTRATION FEE DETAILS

FORUM DAY ONLY, MAY 22 ND	€240
WORKSHOP DAY ONLY, MAY 21 ST	€240
FORUM DAY & WORKSHOP DAY, MAY 21 ST & 22 ND	€450

Discount of 10% per person is available for groups of 3+ and charitable organisations.

BUSINESS CASE REQUEST FORM

If you are finding it difficult to gain approval to attend the Forum, previous delegates have found our 'Business Case Request Form' very useful when looking for approval to attend.

It clearly states the reason why you should attend, the knowledge and skills you will acquire, and what it will mean long term for the office/organisation.

Should you feel this is something you require or indeed if you just want to take a look at it, aisling@zoomin.ie will forward it to you. Just ask!

A WORD ON OUR SPONSORS:

We couldn't run the event without the help and support of our sponsors so we would like to take this opportunity to thank them for taking part and supporting the Forum. **THANK YOU!**

OUR SPONSORS FOR THIS YEAR'S FORUM INCLUDE:

Cpl Office Support; Radisson Blu Group Ireland; JUST EAT; One4All and Sonix Entertainment; Arnotts

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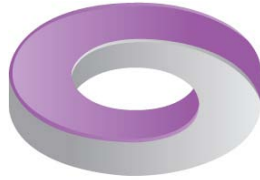


CPD ACCREDITATION NEWS!

We are proud to announce that the 6th Executive PA, Secretary & Admin Forum will be CPD accredited! The Forum 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 DELEGATES?

We can issue delegates with a certification stating the number of points that a delegate has earned by attending the Forum. The certificates can be used to demonstrate your individual commitment to CPD and proof of quality learning that you have undertaken.



Zoom IN

REGISTRATION FORM

6TH EXECUTIVE PA, SECRETARY & ADMIN FORUM 2015

THURSDAY MAY 21ST & FRIDAY MAY 22ND

PROUDLY SPONSORED BY: The Radisson Blu Group Ireland,
JUST EAT, Cpl Office Support, Arnotts, One4All, Sonix Entertainment.

- I would like to attend BOTH **WORKSHOP & FORUM DAYS** €450
- I would like to attend this year's **WORKSHOP DAY ONLY (May 21st)** €240
- I would like to attend this year's **FORUM DAY ONLY (MAY 22ND)** €240

I will pay by:

- Bank Transfer
- Cheque
- Credit/Debit Card

Name of Invoicee:

Company:

Address:

County:

Telephone: **Fax:** **Mob:**

Please post to Aisling Kelly, Zoom In, 16 Oaklawns, Dr Cullen Rd, Carlow OR scan and e-mail to aisling@zoomin.ie. For further information or if you have any questions, please call Aisling on 085-826 4072 ..

6th EXECUTIVE PA, SECRETARY & ADMIN FORUM



ZOOM IN