

Executive & Personal Assistants' Summit

- Maintaining professional relevance and enhancing career prospects -



The Capital 15 On Orange Hotel | Cape Town / Live Online

4 – 5 DEC



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Conference Background & Overview

In this dynamic and fast-paced corporate environment, the role of PAs and EAs has undergone a profound transformation. No longer confined to traditional administrative duties as support staff, these professionals are now integral to the strategic and operational success of their organisations. As the demands of their roles continue to evolve, continuous learning equips them with the necessary skills, knowledge, and adaptability to excel in their positions, driving both personal and organisational growth.

One of the primary drivers of change in the role of PAs and EAs is the rapid pace of innovation that has introduced a plethora of digital tools and platforms designed to enhance productivity and efficiency. To remain effective, assistants must stay abreast of these developments. Continuous learning enables them to master new software, applications, and technologies that streamline workflow, improve communication, and facilitate project management.

By investing in this summit, PAs, EAs, Secretaries and Office Managers can leverage these tools to their full potential, ensuring they remain indispensable in a tech-driven workplace, where they are expected to adjust and be creative even under the relentless pressure. What you learn is not only beneficial for professional growth, but also for personal fulfilment.

Don't miss the opportunity to attend this premier event that brings together PAs, EAs, and Secretaries from diverse industries to enhance their skills, expand their networks, and elevate their professional journey. Join us for an unforgettable experience that will equip you with the best tools, knowledge, and confidence to remain relevant as you give valuable assistance to your principals.

**Over 250 World Class
Delegates in attendance
from all industries**

**Personal
Assistants**

**Executive
Assistants**

**Secretaries
Office
Managers**



Dr Jacques Ludik

Chief Executive Officer – Cortex Logic

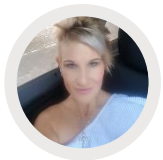
TOPIC: *Enhancing Decision-Making with AI in Executive Support*



Susan Engelbrecht

Executive PA to the CEO of Discovery Group

TOPIC: *Being true to yourself: Building a platform of authenticity*



Bronwyn Venter

Founder – Ask My PA

TOPIC: *The Future of Virtual Assistance and Ethical/Legal Considerations*



Mark Furman

Co-Creator of the Dawn of Disruption

TOPIC: *Self-Development: A Strategic Approach to Ensure You Are Future-Ready*



Charlene Cannell

Executive Assistants Team Leader – Pricewaterhouse Coopers

TOPIC: *Complying with Business Etiquette and Protocol*



Anel Martin

International Keynote Speaker & Results Based Coach – Anel Martin Training

TOPIC: *KEYNOTE ADDRESS: The Tactical Assistant – How to transition from Good to Great in the Age of AI*

TOPIC 2: *Kaizen and the future-proof assistant*



Our Confirmed Speakers



Michele Thwaitz

International Facilitator – Empowered 4 Success

TOPIC: *Developing the essential assertiveness necessary for today's business climate*



Tholo Motaung

Director of Corporate Affairs – Association for Office Professionals of South Africa (OPSA)

TOPIC: *How LinkedIn has become the World's Premier Personal Branding Platform*



Li-Anne Meyer

Former Executive PA to Deputy Governor of the South African Reserve Bank

TOPIC: *Modern Data Handling: Leveraging Power Query in Excel*



Pumeza Mkala

**Executive Assistant to Group Chief Human Capital Officer
ABSA Group**

TOPIC: *Blending with the Executive Team*



Teri Wells

International Keynote Speaker & Trainer

TOPIC: *Top Gun: Slave or superpower*



Preliminary Conference Agenda

DAY 1: WEDNESDAY, 4 DECEMBER

07: 45 – 08: 30 | **Meet & Greet + Registration**

08: 30 – 08: 45 | **Opening Remarks**

08: 45 – 09: 45 | **KEYNOTE ADDRESS: The Tactical Assistant – How to transition from Good to Great in the Age of AI**

In this session we will explore a new paradigm for effective and high value assistants - beyond the empty industry buzzword of 'being strategic'.

Personally, I have always felt the need to be strategic, but understood that the operational tasks remain an important part of the role. I always felt there was something missing between these two ideas, which is why I have developed the tactical assistant model.

This model is the integration of the operational and the strategic by adding impactful, informed and intelligent action.

Being a tactical assistant is not only knowing what to do and how to do it, *but knowing why we do it, how we can improve it and taking full ownership of your role and performance*. It is about executing our roles with precision and purpose.

You may not have heard the terminology before, but we all know a tactical assistant who is integral to the success of their executive and team, and in this session I will expand on this model and share ways in which you can harness this concept.

- A new model for a new world – becoming tactical is the missing link in future-proofing your career
- Understanding the skills and mindset required to be classified as a tactical assistant
- What are the components we need to consider as we become tactical (the practical how to)
- Why this is the model for success in the future with the rise of AI and the variety of business challenges and opportunities?
- How you transition from an 'employee' mindset to the level of personal ownership, that will build your brand and boost your career success?
- Understanding the desirable skills for the future

At the end of this session you will have practical and implementable tactics to improve your performance, plan your development and customise/expand your own future role. And a new way of looking at the profession. In the words of Malcolm X "The future belongs to those who prepare for it today."

09: 45 – 10: 30 | **Developing the essential assertiveness necessary for today's business climate**

- What is assertiveness and why is it crucial to success and growth in your role?
- Applying assertiveness techniques that will help you achieve your objectives
- Understanding the link between confidence and assertiveness and developing both
- Assertive communication and behaviour without becoming inflexible or aggressive



Preliminary Conference Agenda

10: 30 – 11: 00 | **Coffee/Tea Break**

11: 00 – 12: 00 | **Blending with the Executive Team**

This concept is crucial for anyone looking to work closely with senior leadership, whether they are new to the team, stepping into a leadership role themselves, or working in a capacity that requires frequent interaction with executives. Successfully blending with the executive team can lead to more effective collaboration, better decision-making, and a stronger alignment of initiatives with the organization's overall strategy. It also opens up opportunities for influence and career advancement within the organization.

Key Aspects:

- **Understanding the Dynamics:** Executive teams often have established ways of operating, including communication styles, decision-making processes, and interpersonal relationships. Blending with the team involves understanding these dynamics and adapting one's approach accordingly.
- **Building Trust and Credibility:** To be effective in interacting with executives, one must build trust and demonstrate credibility. This can be achieved through consistent performance, transparent communication, and a clear understanding of the business' strategic goals.
- **Aligning with Strategic Goals:** Executives focus on high-level, strategic objectives. Blending in with them means aligning one's work and contributions with these goals, showing that you are not only aware of the big picture but are also contributing towards achieving it.
- **Communication Skills:** Executives are often pressed for time and require concise, impactful communication. Being able to present ideas clearly, provide data-driven insights, and offer solutions succinctly is crucial.
- **Adapting to Culture and Values:** Every executive team has a unique culture shaped by the organization's values and the personalities of the team members. Understanding and embracing this culture is essential for blending in and fostering collaborative relationships.
- **Networking and Relationship Building:** Forming strong, professional relationships with members of the executive team helps in blending in. This involves not only formal interactions but also informal engagements that build rapport and mutual respect.

12: 00 – 13: 00 | **Being true to yourself: Building a platform of authenticity**

- **Personal values:** Understanding what is important for you to be satisfied at work
- Identify what you are capable of becoming
- What invigorates and fulfils you?
- What is unique about you – your personal brand?
- What value do you bring to your role and to your manager?
- Assertively going in the direction of your dreams

13: 00 – 14: 00 | **Networking Lunch**



Preliminary Conference Agenda

14: 00 – 15: 00 | **Self-Development: A Strategic Approach to Ensure You Are Future-Ready**

In today's rapidly evolving business environment, personal and professional development is no longer optional—it's essential. For personal and executive assistants, who often serve as the backbone of their organizations, the ability to adapt, grow, and anticipate future trends is crucial for long-term success.

- Identifying future trends and skill gaps
- Developing a personal growth plan
- Leveraging technology for continuous learning
- Building a Support Network
- Staying agile and open to change
- Measuring and reflecting on progress

By the end of this discussion, participants will have a clearer understanding of how to approach their self-development strategically, ensuring they are well-prepared for the future. They'll leave with actionable steps to create a tailored development plan that aligns with their career goals, empowers them to take on new challenges, and enhances their value within their organizations.

15: 00 – 15: 15 | **Midafternoon Break**

15: 15 – 16: 00 | **Effective time management in a reactive support role**

- Overcoming the time management challenges of a role dependent on the priorities of others
- Identifying and eliminating procrastination by understanding when and why you procrastinate
- Allowing time for people interaction and meetings while ensuring everything else gets done
- Working towards creating a more proactive environment to better juggle your routine and reactive duties
- Understanding what is urgent and what is important
- Save time using your MS Office software to be more productive and more organised

16: 00 – 16: 15 | **Day One Recap and Closing Remarks**



Preliminary Conference Agenda

DAY 2: THURSDAY, 5 DECEMBER

08: 00 – 08: 30 | **Meet & Greet + Registration**

08: 30 – 08: 45 | **Opening Remarks**

08: 45 – 09: 45 | **Enhancing Decision-Making with AI in Executive Support**

Leveraging AI in executive support can significantly enhance decision-making processes, enabling executives to make more informed, efficient, and strategic choices. AI's integration into executive support provides actionable insights, automating routine tasks, and offering tools that support strategic, ethical, and timely decisions. By embracing AI, executives can stay ahead in an increasingly complex and fast-paced business environment. This session will address the following themes:

- Data-Driven Insights
- Predictive Analytics
- Real-Time Data Processing
- Natural Language Processing (NLP)
- Automated Reporting
- Customizable Dashboards
- Intelligent Summaries
- Risk Prediction

09: 45 – 10: 30 | **Kaizen and the Future-Proof Assistant**

Kaizen is the Japanese word for “improvement” and is a philosophy of continuous improvement spear-headed by the person who actually does the job. The creator of the practise is Masaaki Imai who is an organizational theorist and management consultant. This session aims to share the philosophy of Kaizen, how this can be implemented to maintain and elevate your role in a future work landscape which is uncertain and challenging:

- What is Kaizen?
- How can I employ the principles?
- How Kaizen can give me the edge in a competitive workplace?

10: 30 – 11: 00 | **Coffee/Tea Break**

11: 00 – 12: 00 | **The Future of Virtual Assistance and Ethical/Legal Considerations**

- Navigating ethical dilemmas that may arise in the workplace
- Understanding cultural sensitivities when working with diverse clients and staff
- Upholding integrity and professionalism in all aspects of VA work
- Predictions for the future of the VA industry
- Preparing for changes in client needs and industry demands
- Adapting to new roles and responsibilities as the profession evolves
- Handling sensitive information with discretion
- Understanding legal responsibilities and implications



Preliminary Conference Agenda

12: 00 – 13: 00 | **Complying with Business Etiquette and Protocol**

- Recognizing the impact of culture on business relationships and performance
- Explicit “Dos and Don’ts” when meeting with prospective /existing investors
- Commonly misused protocols
- Proper greetings and introductions
- Business card and gifts etiquette
- Meeting protocol
- Dining customs
- Protocols for coordinating international government events
- Cross-Cultural Relationship Management

13: 00 – 14: 00 | **Networking Lunch**

14: 00 – 15: 00 | **Modern Data Handling: Leveraging Power Query in Excel**

Power Query is the most important change to Excel in decades. Its function is called ETL – short for Extract, Transform, and Load. This allows us to pull data from any file, database, or other source, and clean it in preparation for our analysis. If you've spent significant time copying and pasting information together, updating it when new data comes out, and ‘fixing it up’ to be used, this tool will be a gamechanger. The session will cover the following:

- Extracting data from Excel, CSV, and other file types
- Compiling data from multiple files in seconds
- Combining related data faster and easier
- Automating repetitive data handling

15: 00 – 15: 30 | **Mid-Afternoon Break**

15: 30 – 16: 15 | **How LinkedIn has become the World’s Premier Personal Branding Platform**

First introduced as an online resume, LinkedIn has quickly transformed into the world's premier personal branding platform. It helps you manage your brand throughout the longevity of your career and brings a diverse “staff” to your keypad. Think of it as your agent, recruiter, mentor, reference check, teacher, publicist, and more.

Here are some points of discussion:

- Comprehensive professional identity
- Industry visibility
- Networking opportunities
- Career development tools
- Global reach
- Data-driven insights

16: 15 | **Chair’s Closing Remarks**

Booking Form

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