








 <p>All Keynote sessions are free to attend without reservation</p>	<p>The PA Club Breakfast Private Networking session</p> <p>08:45 - 09:50</p>	<p>Jade Burke, Shelley Brady, Mark McCullum, Margaret Young & Mark Wilson PA LIFE Panel What impact will Brexit have on business travel?</p> <p>10:45 - 11:45</p>	<p>IMA Private Networking Session</p> <p>12:00 - 12:50</p>	<p>Lucy Brazier So you want to be a Strategic Business Partner?</p> <p>13:00 - 13:50</p>	<p>Elizabeth Da Silva PA LIFE Networking</p> <p>14:30 - 15:20</p>	<p>Catherine Mayer Daring to Lead</p> <p>15:30 - 16:20</p>
 <p>PA Life master classes. Pre book to attend</p>	<p>Joanna Gutmann SpeedReading</p> <p>9:45 - 10:45</p>	<p>Paul Pennant Magic moments with Microsoft</p> <p>11:30 - 12:30</p>		<p>Joanna Gutmann Matter of Minutes</p> <p>12:45 - 13:45</p>	<p>Lindsay Taylor How not to communicate</p> <p>14:15 - 15:15</p>	<p>Paul Pennant Save 90 minutes a day using Outlook</p> <p>15:30 - 16:30</p>
 <p>PA Life master classes. Pre book to attend</p>	<p>Paul Pennant Managing your manager, interruptions & stress</p> <p>10:00 - 11:00</p>	<p>Rosemary Parr From Executive PA to Management; climbing the ladder</p> <p>11:15 - 12:15</p>		<p>Abigail Jones How to let other people know you are an amazing Admin Professional, and get the recognition you deserve!</p> <p>13:00 - 14:00</p>	<p>Heather Baker Benefit From change</p> <p>14:30 - 15:30</p>	<p>Dani Littlejohn Taking control of the perception others have of you</p> <p>15:45 - 16:45</p>
 <p>PA Life master classes. Pre book to attend</p>	<p>Diana Brandl The evolving executive assistant in the digital age</p> <p>10:15 - 11:15</p>	<p>David Clubb The rapidly changing role of the PA/EA</p> <p>11:45 - 12:45</p>		<p>Catherine Arden Beyond #Metoo and #Timesup - the role of men and women in the workplace.</p> <p>13:15 - 14:15</p>	<p>Jo Parkin How to raise your profile as a PA/EA</p> <p>14:45 - 15:45</p>	<p>Elizabeth Wakeling Learning to lead</p> <p>16:00 - 17:00</p>
 <p>PA Life master classes. Pre book to attend</p>	<p>BEYOND events Pulling off an event like an Event Prof - from initial brief to live event (while doing your day job too!)</p> <p>9:45 - 10:45</p>	<p>David Lovett-Hume The PA as an Event Organiser</p> <p>11:15 - 12:15</p>	<p>Dan Stevens Inspire your audience with engaging events</p> <p>12:45 - 13:45</p>		<p>Mehram Sumray-Roots How to choose the right technology to manage your event</p> <p>14:45 - 15:45</p>	<p>Kasper Larsen Introducing a more efficient way to help you plan and book your corporate event</p> <p>16:00 - 16:50</p>

 <p>All Keynote sessions are free to attend without reservation</p>	<p>The VA Conference Private Networking Breakfast</p> <p>08.30 - 09.00</p>	<p>Lina Bourdon, Amanda Johnson, Catherine Gladwyn, Felicity Webb Can anyone start and grow a successful VA Business?</p> <p>09:00 - 09:45</p>	<p>Laura Belgrado The assistant of tomorrow</p> <p>10:15 - 11:15</p>	<p>The Corporate Traveller Business travel Masterclass</p> <p>11:30 - 12:20</p>	<p>Birmingham PA Forum Private Networking</p> <p>12:30 - 13:20</p>	<p>Ann Hiatt Lessons in innovation from Silicon Valley Elite</p> <p>13:45 - 14:35</p>	<p>Melissa Esquibel Overwhelmed by technology:...</p> <p>15:30 - 16:20</p>
 <p>PA Life master classes. Pre book to attend</p>		<p>Paul Pennant Save 90 minutes a day using Outlook</p> <p>09:45 - 10:45</p>	<p>Shelley Fishel Create Excel-lent Spreadsheets</p> <p>11:15 - 12:15</p>		<p>Melissa Esquibel How to get your head around Office 365</p> <p>12:45 - 13:45</p>	<p>Lizebeth Koloko Green Become a OneNote ninja in one hour</p> <p>14:15 - 15:15</p>	<p>Catherine Hennessy - Refuse to waste people's precious time - meetings that get results</p> <p>15:30 - 16:30</p>
 <p>PA Life master classes. Pre book to attend</p>		<p>Rosemary Parr The healthy, happy & effective PA</p> <p>10:00 - 11:00</p>	<p>Andrew Jardine Conflict at work</p> <p>11:15 - 12:15</p>	<p>Candy Bowman Empathetic listening and positive communication</p> <p>12:30 - 13:30</p>	<p>Nick Bishop Understand your mind to achieve your Peak Performance</p> <p>13:45 - 14:45</p>	<p>Paul Pennant Gaining confidence at work by being more assertive</p> <p>15:00 - 16:00</p>	<p>Ian Caldecourt Delivering the Difficult Message Confidently</p> <p>16:15 - 17:15</p>
 <p>PA Life master classes. Pre book to attend</p>		<p>Yvette Pearson transferable skills for PAs</p> <p>10:15 - 11:15</p>	<p>Hana Gray Your office Health & Safety check-up</p> <p>11:45 - 12:45</p>		<p>Sarah Hopwood how to use Emotional Intelligence to future proof your job as AI becomes more valuable</p> <p>13:15 - 14:15</p>	<p>Sally Norman HR for non-HR staff</p> <p>14:45 - 15:45</p>	<p>Joanna Gaudoin Political Intelligence – essential for career success - yes 'office politics' can be positive!</p> <p>16:00 - 17:00</p>
 <p>PA Life master classes. Pre book to attend</p>		<p>Jane Cattermole, Joanne Munro, Rebecca Newnham What should my VA business model be?</p> <p>10:15 - 11:05</p>	<p>Caroline Wylie Skill or Scam? Everyone's sharing and collaborative, aren't they?</p> <p>11:15 - 12:05</p>	<p>Ami Copeland, Henry Herbett, Janthana Kaenprakhamroy Opportunity or Risk? Keys areas to consider for the future of a VA business</p> <p>12:15 - 13:05</p>	<p>Alexandra Galviz Linking the look and latest moves of LinkedIn?</p> <p>13:45 - 14:35</p>	<p>UK VA Awards Announcements and Presentations</p> <p>14:45 - 15:35</p>	<p>Joanne Hawkins, Amanda Johnson, Caroline Wylie, Gwen Backhouse, Joanne Munro What should you consider for you to thrive and survive as a VA in the future?</p> <p>15:30 - 16:20</p>