

2018 THEME

From AMAZING today To AWESOME tomorrow



PAFSA'S UNIQUE 3-TIER PROGRAMME ON SECRETARIES DAY 5 SEPTEMBER 2018 OFFERS YOU

- ◆ A full morning educational Summit
Featuring 3 speakers of international repute
The launch of a publication for worldwide reach:
The Blueprint on the future role of the PA/EA
- ◆ A Gala lunch
Celebrating the profession on Secretaries Day
- ◆ The announcement of the PA of the Year®
Meet the finalists and be the first to know who South Africa's PA of
the year for 2018 will be.

5 KEY REASONS TO ATTEND

1. LEARN from the experts
2. STAY CURRENT and competitive
3. INTERACT with other attendees and create long-lasting bonds
4. LISTEN to high-achieving assistants
5. REVITALISE your passion for your role and profession

PAFSA's educationals, combined with glitz and glamour, make for the perfect Secretaries Day!

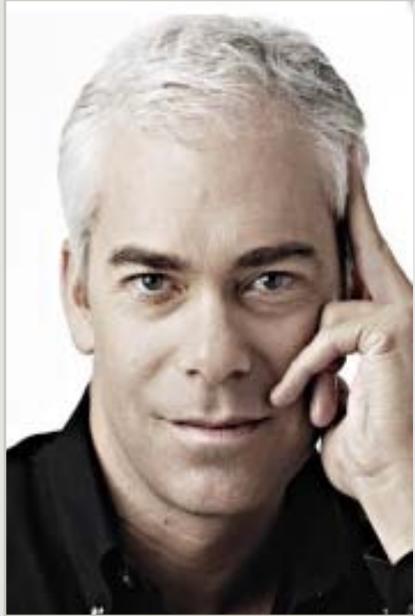
AND TO CELEBRATE
our 14th Anniversary



We are proud to announce the
worldwide launch of the:

*Blueprint
for the future role of
the PA/EA!*

● ● ● PRESENTING THE KEYNOTE SPEAKERS AT PAFSA'S SUMMIT ● ● ●



ABOUT ERIK VERMEULEN

Erik Vermeulen is a Global Business Consultant and Keynote Speaker, specialising in Behaviour Strategies. Erik explores trends and behaviours that have shaped workplaces and delivers strategies that are required to motivate and improve performance.

Erik frequently appears in the media as a thought leader in business and on adventure topics. He has an engaging stage presence and energy which captivates, and most importantly, delivers thought-provoking and take-home style content. Erik is an avid multisport endurance athlete who is drawn to explore the outdoors and test human potential along the way.

ABOUT THE KEYNOTE - *How to succeed with an adventure mindset*

In Erik's keynote presentation he shares that principles that bring people home safely from expeditions and how those same concepts can be used to create behavioural cultures that lead to success.

Using amazing imagery from his adventures, the audience will come to grips with The Power of Process and Culture, all while reliving some of Erik's experiences – not just as an adventurer but also as a Mind and Performance Coach to athletes and businesses alike.

ABOUT FEMI ADEBANJI

Femi's ability to intelligently deliver solid content around a high-performance culture and attitude has earned him the privilege of working with blue-chip clients as well being featured in interviews with leading publications and has been on numerous mainstream radio stations. His high-energy business talks and TV interviews on the "Good Morning Africa's" Business Leadership series on Dstv, have been flighted in over 20 countries on the continent. Femi holds a Post-Graduate degree in Economics and a Master's Degree in Financial Economics. His expertise, knowledge and insights will not only transform people but give them a professional strategic advantage.

ABOUT THE KEYNOTE - *There is magic in change. So wave the wand!*

This dynamic and content-rich talk will share perspectives on readiness for the changes that the new workplace will demand of you.

- Change is an inevitability that we will all face as workplaces adapt to new powerful technologies. In this rapidly "changing" world, PAs who do not know how to successfully navigate the change experience will lag behind in terms of keeping themselves effective and relevant.
- Knowing how to successfully manage the change process is a powerful key for unlocking creativity within yourself. Adopting a mindset of willingness to upskill is the one factor which will set you apart. Furthermore, your personal growth will result in new competencies, and consequently continued career success



ABOUT ROBIN PULLEN

Inspiring and infectious, Robin Pullen has a warm dynamic presence that fills the room. A masterful speaker able to connect across a multitude of cultures, meeting each individual at their level. He leaves the listener inspired to be more as well as motivated to gain momentum that delivers top work performance. His learning materials and training products have been translated into 13 languages including French, Malagasy, Mandarin and Swahili. Robin is considered a thought leader and behaviour management expert who practices as a professional speaker and has worked with more than 100'000 people, all before he turned 40.

Robin Pullen inspires people through the emotive and passionate delivery of professional presentations, workplace training and activated coaching practices across all levels of work.

ABOUT THE KEYNOTE - *Get Activated for peak performance!*

- Learn to leverage energy and effort rather than having to start over again and again.
- Remind yourself of what you are capable of without having to reinvent your self.
- Become the reason things get done rather than passively waiting actions to take place.
- Become a trusted navigator through the abundance of options in the face of opportunity.



REGISTER NOW!

CLICK HERE!

Be there!

**Learn!
Celebrate!
Progress!**





A PAFSA EVENT MEANS PASSION FOR YOUR ROLE, POWER TO YOUR PROFESSION



PROGRAMME AT A GLANCE

07h50 – 08h25	Registration	
08h25	All delegates in the room	
08h30 – 08h40	Introduction	An introduction to the theme and objectives
08h40 – 08h50	WELCOME by Mastoora Ramiah, PAFSA President	Develop your signature presence!
08h50 – 09h15	KEYNOTE by Erik Vermeulen	How to succeed with an adventure mindset
09h20 – 10h10	PEER-TO-PEER Professional Stimulus	Presentations by PA of the Year® 2018 Finalists
10h10 – 10h15	PAOTY voting	
10h15 – 10h30	Refreshment Break	
10h35 – 11h10	KEYNOTE by Femi Adebajji	There is magic in change. So wave the wand!
11h15 – 11h50	LAUNCH of the Blueprint	Contributors to the Blueprint publication
11h55 – 12h15	PEER-TO-PEER knowledge Imbizo	Delegates in groups
12h20 – 12h55	KEYNOTE by Robin Pullen	Get Activated for peak performance!
12h55 – 13h00	Group photo Shoot: Memories are made of this	
13h05 to 15h30	Gala Lunch	

RATES FOR 2018

PAFSA's Annual PA Summit and Secretaries Day Events on
Wednesday 5 September 2018

You choose the option that best suits you!

OPTION A - Diamond Package

Full Day: 8h30 to 15h45

The morning Annual PA Summit
The Secretaries Day Gala Lunch
and the PA of the Year Ceremony

Diamond Package

Single Delegate

R2 600.00

Bulk Discount for

2 to 9 delegates

**R2 100.00 per
delegate**

Group Discount for

10 or more delegates

**R1 800.00
per delegate**

OPTION B - Gold Package

Gala Lunch 12h30 to 15h45

Secretaries Day Lunch and attendance of PA of the Year ceremony

Lunch Booking

Single Delegate

R 495.00

Bulk Lunch Bookings

Booking of 10 (or more)

R 450.00

◆ For further information please contact our admin department
on email admin@pafsa.co.za or 011 616-7401



Partner

Office National

Partner

Sum

Time Square

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● ● ● Your motivation letter to your boss/company ● ● ●

With this letter I would like to state my motivation to attend this year's Annual PA Summit "From AMAZING today To AWESOME tomorrow" organised by PAFSA (Professional Association for Secretaries and Admin Assistants).

The PA Summit takes place on Wednesday 5 September – national Secretaries Day – at The Sun International Maslow Hotel in Menlyn Maine.

The programme consists of three professional keynote speakers as well top PAs sharing their expertise. I am an especially interested in the added bonus built into this year's Summit Programme which is the launch of a worldwide publication:

The blueprint for the future role of a PA/EA.

This Blueprint spells out the PA's role with regard to the innovations and disruptions that digitisation is bringing to the workplace. I am confident you will find my application a worthwhile investment.

As a special added value of this event, the opportunity to network with other PAs is of true value as I get to hear of their best practices. Furthermore, in addition to the Summit, there will be a celebratory gala lunch in honour of the Secretaries Day as well as the ceremony announcing the PA of the Year 2018.

I attach the registration fee for your consideration, and look forward to your positive response.

Sincerely,
Name Surname



● ● ● Testimonials from delegates who attended ● ● ●

Keep up the good work. I salute you! *Lerato Lebeko, Seifsa*

The warm and truly 'close friend' style of welcome and greeting from the PAFSA team making each PA feel incredibly special and valuable – boosts the morale and creates an amazing feeling of wellbeing. *Glenda Rhooode, Momentum*

I thought it was such an amazing conference and everything ran like clockwork, the food was great. *Natalie Bassa, GUD*

The complete event as it was my first PAFSA Summit. The atmosphere. The good co-ordination. The welcome. The keynote speakers delivered each an informative session. It was amazing. Thank you for having me. *Jillian Singh, Peakers Operations*

Meeting the PA of the Year finalists and getting to interact with everyone during day. Ana-Maria is truly such a dynamic woman, we all can learn something from her. *Ash Manilal, ABSA*

To be part of the day as a previous finalist reliving the memories made me realise how much I as a person have grown this year, because of PAFSA!
Alice van der Westhuizen, SA Reserve Bank

What a splendid event! I absolutely enjoyed it and the MC was just on point. *Mamosa Masuku, COGTA*

One word: Amazing !! *Jolandi Briedenhann, HPE Africa*

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