

13th Global Executive Assistant Summit

Step into a world of professional excellence at Vonlanthen's **13th Global Executive Assistant Summit**, held in **Munich, Germany**, on **November 27-28, 2024**. As we celebrate our 13th summit, we invite you to join us for two days of empowerment, networking, and growth.

Immerse yourself in an English-speaking environment brimming with knowledge, as we present a lineup of renowned industry

leaders, each sharing their insights and expertise. From interactive workshops to engaging panel discussions, our carefully curated program will equip you with the tools and strategies needed to excel in your role. Discover the latest trends shaping the administrative landscape and gain practical tips and tricks that will revolutionise your approach.

Key Practical Learning Points:

- Embracing digital transformation in administrative roles
- Mastering time management and productivity hacks
- Effective communication and collaboration strategies
- Leveraging technology tools for efficiency
- Emotional intelligence and interpersonal skills for success
- Managing stress and burnout in a demanding role
- Developing leadership skills as an executive assistant
- Automation and process optimisation using productivity tools and software
- Strategies for building strong professional relationships
- The evolving role of the executive assistant in the modern workplace
- Advanced project management techniques
- Enhancing cross-cultural communication skills
- Negotiation and conflict resolution in the administrative role
- Building a strong network and community of executive assistants



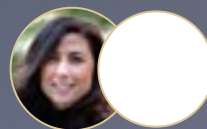
Noa Ashtar Schecter, USA
Co-Founder, Coach, and Mentor
EQ Evolve Leadership Academy



Brett Bruen, US
President
Global Situation Room, Inc



Lina El-Assaad, UAE
Executive, Leadership & Team Coach
| President of International Coaching Federation – ICF UAE
Lina El Assaad Leadership and Executive Coaching



Sarah Klettlinger, DE
Lecturer & EA Development Coach
bBeyond Assistance



Varinka Bouma-Iselli, NL
Owner
Varinka Bouma



Daniela Casetta, CH
Executive Assistant
Lombard Odier Asset Management
Co-President of the Association Executive & PA Network



Pascal Dricot, AT
Expert in dealing with toxic personalities



Jordan Kastrinsky, IL
Managing Partner
JB Upscale
Podcast Host
High Tech on the Low

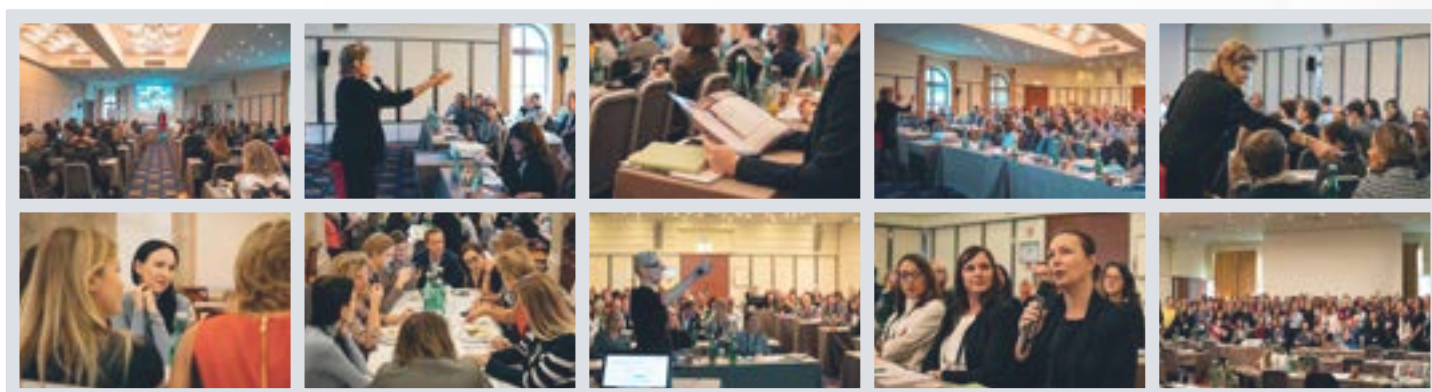
SPONSORSHIP SPEAKING & EXHIBITION OPPORTUNITIES AVAILABLE

13th Global Executive Assistant Summit

Sponsorship-related questions to: emma.rosenberg@vonlanthen-conferences.com

Who Should Attend

- Executive Assistants
- Personal Assistants
- Administrative Professionals
- Office Managers
- Executive Secretaries
- Team Assistants
- Senior Administrative Coordinators
- Chief of Staff
- Executive Coordinators
- Administrative Managers
- Virtual Assistants
- Event Planners
- Project Coordinators
- Operations Assistants
- Administrative Support Specialists
- Office Administrators
- Executive Support Staff
- Administrative Analysts
- Administrative Directors
- Any professional interested in advancing their skills and knowledge in executive support roles



Pre-event – cocktail meeting

**Welcome cocktail on
November 26th
at 17:00**

Join us at the welcome cocktail meeting the day before the event. We will start at 17:00 and continue networking and having fun until 19:00.

Venue: lobby bar of Eurostars Grand Central



08:30 Registration and Welcome Coffee
09:00 Opening Address from the Moderator

09:10  SPEED NETWORKING

KEYNOTE SPEECH

09:40



How Executive Assistants Can Navigate Executives' Reputational Risks

Focusing on the regularity of reputational risks for executives, and how executive assistants can combat and navigate these risks in the workplace and the media.

Brett Bruen, US | President | Global Situation Room, Inc

10:40  NETWORKING & COFFEE BREAK

11:00



WORKSHOP

The Mastery of Goal Setting

Setting Goals is the First Step to Transforming Your Dreams into Reality, a workshop that is tailored specifically for executive assistants. In today's dynamic business landscape, the ability to establish clear, actionable goals is more than just an advantage — it's essential. This workshop is designed to equip you with practical tools and strategies to not only set meaningful goals but also to follow them through to successful completion. Whether you're coordinating with top executives or handling multifaceted projects, mastering goal setting will significantly boost your ability to achieve success in your role.

Noa Ashtar Schecter, USA | Co-Founder, Coach, and Mentor | EQ Evolve Leadership Academy

13:00  NETWORKING LUNCH

WORKSHOP

14:00



Free Yourself from Self-Sabotage: Transform Self-Talk into Self-Empowerment

We all love having conversations with ourselves, don't we? And we might even have some of these chats aloud, just between us! We also call this our internal dialogue, which is totally normal! It turns out that these conversations we have with ourselves aren't always helpful, and they're not always positive, either. I'm sure you can recognize that! We even call them our saboteurs, who when they get a hold of our brains, can generate all kinds of stress and negative emotions, even when we're trying to get through work and the challenges life throws our way. They can really mess with your happiness and your performance. They can influence so many aspects of our lives, like what choices we make or don't make; how happy we feel; and how good we are at maintaining and establishing relationships with others. Self-sabotage can affect us all in different ways. Imagine for a moment how your life would change if you could free yourself from the things that are holding you back. Imagine being able to stop undermining yourself and start taking control of your life!

Varinka Bouma-Iseli, NL | Owner | Varinka Bouma

15:30  NETWORKING & COFFEE BREAK

KEYNOTE SPEECH

16:00



Authentic Power: Build Your Confidence to Boost Your Success

In a world where expectations constantly rise and perfection is often seen as the standard, this presentation offers a refreshing perspective on your professional life. Your role is crucial for the efficiency and success of the leadership team, making it essential to cultivate self-confidence and authenticity.

Sarah Klettlinger, DE | Lecturer & EA Development Coach | bBeyond Assistance

17:00  SHORT BREAK

17:10  FOLLOW-UP SESSION & CLOSING REMARKS OF DAY 1

19:30  NETWORKING DINNER

09:30 Opening Address from the Moderator

09:40 **KEYNOTE SPEECH**

Surviving the pressure cooker: Understanding and Managing Stress and Burnout



Lina El-Asaad, UAE | Executive, Leadership & Team Coach | President of International Coaching Federation – ICF UAE | Lina El-Asaad Leadership and Executive Coaching

10:40 **NETWORKING & COFFEE BREAK**

11:00



WORKSHOP

Executive Assistants as Marketing Extensions

- The Strategic Role of Executive Assistants
- Personal Branding and Marketing
- AI Tools for Non-Tech Savvy Executive Assistants
- Integrating AI Tools into Daily Tasks
- Ethical Considerations and Best Practice

Jordan Kastrinsky, IL | Managing Partner | JB Upscale | Podcast Host | High Tech on the Low

12:00 **NETWORKING LUNCH**

13:00



KEYNOTE SPEECH

The Art of Networking

This presentation covers the essentials of networking, including key elements, strategies for building and maintaining a strong network, and the benefits and challenges of networking. Concluding with actionable tips, it provides a comprehensive guide to successful networking.

Daniela Casetta, CH | Executive Assistant | Lombard Odier Asset Management

14:00 **SHORT BREAK**

14:20



WORKSHOP

Effective Communication: How assistants can use clear and concise communication techniques to better manage CEO expectations

Pascal Dricot, AT | Expert in Dealing with Toxic Personalities

16:00 **FOLLOW-UP SESSION & CLOSING REMARKS OF SUMMIT**

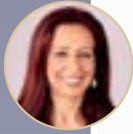
16:30 **FAREWELL COFFEE**

Upcoming EA events

2nd Scandinavian Executive Assistant Summit
March 06-07, 2025 | Stockholm, Sweden | #VLAAssistant



Sponsorship-related questions to: emma.rosenberg@vonlanthen-conferences.com



Noa Ashtar Schecter, USA | Co-Founder, Coach, and Mentor | EQ Evolve Leadership Academy

Noa Ashtar Schecter is an author, speaker, and business consultant specialising in the topics of mindset and professional effectiveness. She is certified as a Master Practitioner in Neuro-Linguistic Programming (NLP) and as a coach from the Institute for Professional Excellence in Coaching (IPEC) on Leadership Development.

She brings over 20 years of leadership and education experience that she integrates with her consulting and world-class business knowledge. Her focus is on the power of communication and connection of people through their power and to each other, creating extraordinarily powerful relationships for professional or personal reasons.

The Accelerated Leadership Academy is Noa's consulting endeavour, where she works with business owners who are business professionals and assists them in developing skills to become successful entrepreneurs and leaders through effective communication and coaching techniques.

Noa has authored books like *"The 51 Networking Mistakes"*, *"What's On Your Mind"*, *"Productive Conversation"*, and more. Noa strongly believes in empowering human relationships and success through communication.



Brett Bruen, US | President | Global Situation Room, Inc

Brett Bruen has been named by Washingtonian Magazine as one of the nation's "most influential" voices on public affairs. He frequently appears on major news programs as an expert source on domestic and geopolitical affairs and national security issues. As President of the Global Situation Room, his work focuses on helping clients, from Fortune 100 companies to some of the world's largest philanthropies, survive and thrive amidst the regularity of today's risks. Bruen teaches Crisis Communications at Georgetown University and serves on boards at Harvard and University College Dublin. He was Director of Global Engagement at the White House and built a number of President Obama's legacy international initiatives. His time in the American diplomatic service was largely spent on the frontlines of crises in the Ivory Coast, Madagascar, Venezuela, and Iraq. He speaks fluent Spanish and French.



Lina El-Assaad, UAE | Executive, Leadership & Team Coach | President of International Coaching Federation – ICF UAE | Lina El Assaad Leadership and Executive Coaching

Lina El-Assaad is an accomplished Executive, Leadership and Team coach, and Corporate Facilitator. She is certified by the International Coaching Federation (ICF), where she currently serves as the President of the largest chapter of the MENA region, the ICF UAE Chapter.

With over 20 years of practical corporate experience working with Fortune 500 companies in senior leadership roles, she brings a wealth of knowledge and expertise to her coaching practice and provides practical and effective coaching solutions tailored to the unique needs of each client. Lina is dedicated to empowering her clients, C-Suite executives, ministry cabinet advisors, and business professionals, to achieve their goals and reach new levels of success. She has a proven track record of helping individuals and teams overcome challenges, navigate complex situations, and achieve their full potential.

She's a multiple award winner and holds several certifications in coaching from renowned coach training schools: Co-active, CPCC, Organization and Relationship System Coaching ORSC CRR-Global, and Marshall Goldsmith Stakeholders Centered Coaching, among others.

Lina is passionate about creating social impact and is a catalyst in creating positive change as part of her mentor role for Challenge to Change & REACH, and in her role as an Ambassador for Female Wave of Change, where she enables and empowers women on self-confidence, career developments, and transitions.



Varinka Bouma-Iseli, NL | Owner | Varinka Bouma

Varinka is a professionally trained executive coach with 15+ years of experience as a leader in the banking industry and 25+ years of corporate experience. She has successfully coached 950+ clients worldwide to bring back the human side within the corporate environment to elevate overall performance. Her mission is to empower at least 1 million individuals to find their sense of belonging, and self-confidence, ultimately contributing to the success of both individuals and organizations, as organizations are still built by people, no matter what. With her many years of experience in coaching leaders, and teams she has developed a razor-sharp intuition for the needs of her clients. Her approach is to the point and playful. Humor and fun help her to interact in a subtle way, evoking an impactful transformation. She is based in The Netherlands. Varinka has a Bachelor In Hospitality Management and Business Administration. She strongly believes in lifelong learning and has various certifications, and is always deepening her knowledge to mix & match what is needed for her clients. She is happily married, a mother of 4 teenagers and outside work enjoys taking long walks with her dog at the beach, and enjoys every moment in life with her loved ones.



Sarah Klettlinger, DE | Lecturer & EA Development Coach | bEeyond Assistance

Meet Sarah, known for her direct manner, keen sensitivity to people, and a smile that has been winning hearts since birth when she arrived with one tooth! With 15 years of experience as an Executive Assistant at Robert Bosch GmbH in Germany, Sarah has had the privilege of working alongside leaders from department heads to Senior Vice Presidents managing billion-dollar responsibilities. Sarah's journey is as vibrant as her personality. Her adventures include long sabbaticals abroad, learning martial arts in Asia, and building intercultural competencies and friendships. Currently, she excels as a Senior Communications Manager and lecturer in event management, office, and work organization. Through her company, bEeyond Assistance, she supports individuals in both personal and professional transformation. She leads mentoring and coaching programs tailored for assistants and leaders, providing the backstage insights she once wished for in executive support. With her rich experience and genuine approach, Sarah addresses modern work challenges with creative solutions.



Daniela Casetta, CH | Executive Assistant | Lombard Odier Asset Management

Daniela is a dynamic individual known for her quick wit, intelligence, and boundless energy. Her vibrant personality and her enthusiasm for life, makes her capture the audience, with a smile and energy. Born in Brazil, Daniela arrived in Geneva in 2010 with an international background, working in the cruise ship sector. Her career as EA started at Puma Energy in 2012. Today, Daniela is EA for one of the Managing Partners of Lombard Odier private banking. She is proficient in several languages, including English, Italian and French, and she is exceptional at networking and inspiring others! Her passion is making connections, connecting people, and empowering assistant professionals.



Pascal Dricot, AT | Expert in Dealing with Toxic Personalities

Pascal Dricot is an expert in empowering managers to effectively navigate toxic personalities. As a former introverted IT enthusiast, he overcame numerous challenges to become a respected senior manager by finding his voice and establishing boundaries. Along his personal and professional journey, he encountered and mastered the art of dealing with narcissistic personalities, enhancing his ability to handle such individuals. Today, Pascal is a certified psycho-social coach who seamlessly integrates his leadership expertise and life coaching techniques to support others in their personal and professional growth.



Jordan Kastrinsky, IL | Managing Partner | JB Upscale | Podcast Host | High Tech on the Low

Jordan Kastrinsky runs JB Upscale, a full-scale digital media and design agency out of Tel Aviv, working with many startups and high-tech ventures in developing their digital identity and building out North American-, European-, and GCC-focussed digital marketing campaigns. He also is the host of High Tech on the Low, a podcast that covers relevant tech and startup stories and makes high tech more accessible to the “regular” listener.

Testimonials

What People Are Saying



Past Attendee

“The 4th Benelux & DACH Executive Assistant Summit surpassed my expectations. The sessions were insightful, providing actionable strategies for immediate implementation. The networking opportunities were invaluable, connecting me with like-minded professionals. The organizers executed the event flawlessly, leaving me feeling inspired and equipped to excel in my career.”



Past Attendee

“Attending this event was a game-changer. The diverse topics covered, engaging speakers, and networking opportunities were exceptional. The organizers ensured a seamless experience, making it a must-attend event for any executive assistant seeking growth and connections.”



Past Attendee

“Speaking at your event was a truly rewarding experience. The event showcased a high level of organization and professionalism, creating the perfect environment to share insights and engage with a motivated audience of executive assistants. The attendees’ enthusiasm and active participation made for meaningful discussions and networking opportunities. I highly recommend this summit to speakers seeking a platform to connect with talented professionals and contribute to their professional growth.”

Sponsorship-related questions to: emma.rosenberg@vonlanthen-conferences.com

CHOOSE YOUR PACKAGE

Attendee packages	Register by 31.08.24	Register by 31.10.24	Register by 15.11.2024	Standard Price
<input type="checkbox"/> Delegate: Standard - Access to all speakers presentations, daily networking and refreshment breaks	€1395 *per person	€1595 *per person	€1695 *per person	€1995
<input type="checkbox"/> Group Delegates: 2-3 - Access to all speakers presentations, daily networking and refreshment breaks	€1295 *per person	€1495 *per person	€1595 *per person	€1695
<input type="checkbox"/> Group Delegates: 4+ - Access to all speakers presentations, daily networking and refreshment breaks	€1195 *per person	€1395 *per person	€1495 *per person	€1595
<input type="checkbox"/> Non-Profit - Access to all speakers presentations, daily networking and refreshment breaks	€995 *per person	€1095 *per person	€1195 *per person	€1295

<input type="checkbox"/> Promo materials distribution package - Distribution of your company's promotional materials to all conference attendees	€999
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<input type="checkbox"/> Documentation package* - I cannot attend but would like to purchase the documentation package for this event <small>Presentations that are available for download will be subject to distribution rights by speaker</small>	€499
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→ Hotel accommodation & travel costs are not included in the registration fee

To register for the Summit, please provide the details below.

* Required fields

Name*: Surname*:
 Position*:
 E-mail*:
 Special dietary requirements: Vegetarian Gluten-free Other (please specify) _____

Name*: Surname*:
 Position*:
 E-mail*:
 Special dietary requirements: Vegetarian Gluten-free Other (please specify) _____

Name*: Surname*:
 Position*:
 E-mail*:
 Special dietary requirements: Vegetarian Gluten-free Other (please specify) _____

Name*: Surname*:
 Position*:
 E-mail*:
 Special dietary requirements: Vegetarian Gluten-free Other (please specify) _____

Company* (for corporate billing) / Name* (for individual billing + 21% VAT)

Address

City / Country*

Phone Number*

VAT Number for Company* (only for EU)

Post code*

Date

Payment method

- Wire transfer
 Credit card

Invoice billing information*

- Corporate
 Individual

By sending this form, I confirm that I have read and accepted the **Terms and Conditions**. To view the full Terms & Conditions and Privacy Policy terms, visit: vonlanthenevents.com/en/terms-conditions 🌐

To complete the registration process, fill out the form and send it to: ✉ fin.department@vonlanthen-conferences.com

Upon receiving the registration form, you will receive an invoice by email.

Sponsorship packages	Presentation	Table Top	Bronze	Silver	Gold	Platinum
	€4,999	€3,999	€5,999	€6,999	€8,999	€11,999
People attending	1	1	2	2	3	4
Logo on conference website, program, and pre/post-event communication activities	◆	◆	◆	◆	◆	◆
Discount on additional passes	10%	10%	15%	20%	30%	40%
Promotional material distribution (provided by sponsor)	◆	◆	◆	◆	◆	◆
Recognition on Vonlanthen Group's SM channels			◆	◆	◆	◆
Ad placed in final conference program			1/4 Page	1/4 Page	1/2 Page	Full Page
Recognition in chairman's opening address			◆	◆	◆	◆
Speaking slot	40 min			20 min	30 min	60 min
Table Top		◆	◆	◆	◆	
Host own seminar/workshop within the conference						40 min
Recognition in press release					◆	◆
Exhibition Stand with monitor for video presentations						◆