



GLOBAL PA CONFERENCE & AWARDS

Work, AI & Wellbeing

One Great George St, SW1. 25th November 2025



Unlock your Potential

Global PA Conference & Awards 2025 – Work, AI & Wellbeing

Date: Tuesday, 25th November 2025

Venue: One Great George Street, Westminster, London SW1P 3AA

Time: 09:30 – 17:00

Join us for a dynamic one-day event designed exclusively for Executive Assistants, combining industry-leading insights on AI, wellbeing, and strategic development with networking, recognition, and CPD learning opportunities.

What's Included

- Inspiring Industry Speakers addressing AI, strategic excellence, and wellbeing
- AI Expert Keynote
- Panel of Experts discussing AI in the EA role
- Wellbeing Speaker
- Team-Building Activity
- Global PA Awards Ceremony
- Networking & Drinks Reception
- CPD-Accredited Learning

AGENDA:

0930-1700

MORNING SESSION

- Welcome by Rosemary Parr, Founder, Global PA Association
- Keynote Speaker: Clwyd Probert, CEO Whitehat SEO – How AI Transforms EAs into Strategic Partners
- Conversation with Jo Patience, EA to CEO, City of London Club
- Coffee Break & Welcome Award Finalists & Trusted Supplier Partners
- Panel Discussion: Future of Work & AI within the Executive Assistant Role
- Yvette Jeal – Neuroscience and Managing Executive Behaviour Styles

AFTERNOON SESSION

- Lunch & Networking
- Carly Stephens, Executive Assistant Recruitment & the Jobs Market
- Breaking the Silence – David Beeney, Wellness Author & Mental Health Expert
- JM Frost, Head of Transformation, BBC
- Group Team-Building Activity: The Bingo Challenge Show (Big Smoke Events)
- Global PA Awards Ceremony & Drinks Reception
- Close of the Day

WHY ATTEND?

- **Continue your CPD professional development**
- **Position yourself as a leader and expert in your field**
- **Build your personal brand and reputation**
- **Collaborate and share best practices with peers**
- **Network with industry leaders and professionals**
- **Gain practical skills in communication, decision-making, and problem-solving**
- **Learn how AI is reshaping the EA role**
- **Hear from dynamic executive speakers on business challenges**
- **Be inspired by wellbeing sessions and strategies for balance**
- **Take part in energizing team-building activities**
- **Celebrate excellence at the Global PA Awards Ceremony**

GLOBAL PA AWARDS



International Executive Assistant of the Year
Senior Executive Assistant
Executive Assistant
Office Manager
Team Assistant
Virtual Assistant
CPD Professional Member

Global PA Awards

Enter our prestigious Global PA Professional Awards Awards now Open!

Our 2025 Global PA Awards provide Executive Assistants, Personal Assistants, Office Managers, Team Assistants & VAs with the opportunity to enter Awards of Excellence which will showcase your skills and abilities.

We invite you to set new benchmarks for excellence in your professional journey, challenge yourselves to achieve beyond your expectations by entering our Awards.

We are the leading International EA & PA organisation, academically backed, which has been supporting Professional Development & Upskilling of your Profession since 2007.

We are proud of our credentials

- ILM Training Provider
- Member of CPD Standards Office
- Member of University of Northumbria Employer Advisory Board
- Supported by Birkbeck, University of London 2013-2020
- Academic Research Partnership with Kingston University Business School 2009 & 2012
- Academic Research published in International Academic Journals 2012
- Award Entries Close on 13th October 2025

JUDGES



**Rosemary Parr, Founder,
Global PA Association**



**Sarah Walker, EA to
Director,
European Space Agency**



**Sandra Da Silva-Creasey,
Pink Spaghetti**



**John Palmer,
Worksmart PA**



Big News!

BBC supports our Conference for the 3rd year!



JM Frost

Head of Transformation, BBC

We are delighted to announce that the BBC is once again supporting our Global PA Conference.

This year, we proudly welcome back Dr. John-Mark “JM” Frost, Head of Transformation at the BBC – a highly respected Senior Director and true champion of EAs & PAs.

Returning by popular demand, JM will be sharing fresh insights, new updates, and his unique perspective on leading transformation at one of the world’s most iconic organisations. His sessions in past years have inspired and empowered our delegates, and we are thrilled to have him headline again in 2025!

EXTRAS:



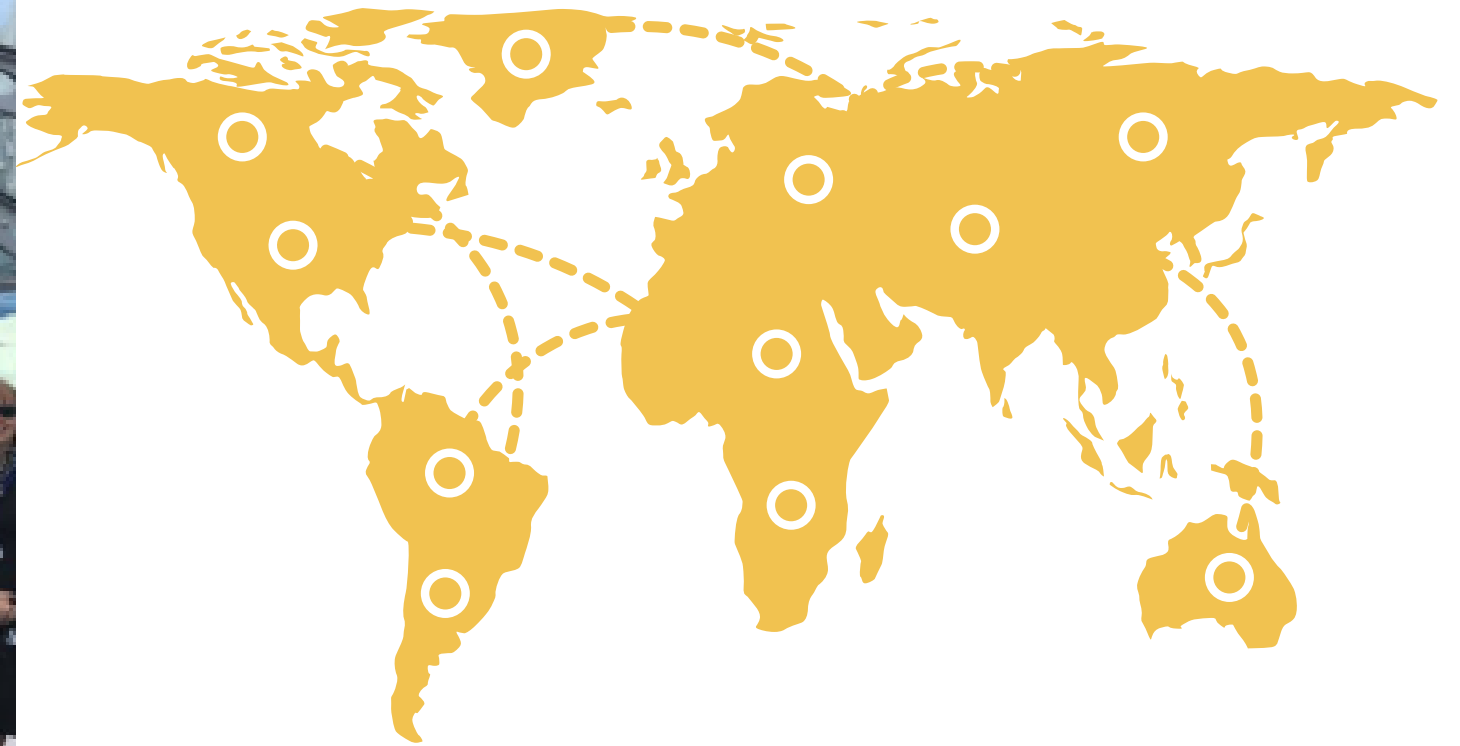
- **Culinary Delights:** Indulge in a delectable array of gourmet dishes meticulously prepared to tantalize your taste buds.
- **Opulent Ballroom Setting:** Immerse yourself in the grandeur of our exquisite ballroom, the perfect backdrop for an unforgettable conference experience.
- **Jobs & Career Advice – Maine Recruitment:** Gain invaluable insights from Carly Stephens, a seasoned recruitment expert, offering tailored career advice and guidance to help you take the next step in your professional journey.
- **Prize Draw from Luxury Trusted Partners:** Additionally, there will be a prize draw offering attendees the chance to win exclusive rewards.
- **Meet our Trusted Partners:** Rub shoulders with representatives from esteemed luxury Trusted Partners, opening doors to potential collaborations and opportunities.
- **International Networking:** Engage with executive assistants from overseas, broadening your global network and perspectives.
- **Team-building activity with Big smoke**

OUR TRUSTED PARTNERS



Global PA Association supporting Charities:





**Global PA developing
the potential of
employees across the
world**

**[www.globalpa-
association.com](http://www.globalpa-association.com)**

**From Brighton – London – Dubai – Shanghai –
Saudi Arabia – South Africa – Australia
We develop World Class Office Professionals
through CPD, ILM Accredited Courses,
Mentoring. Provide CPD Professional
Membership, Networking Events,
Recruitment Service**

VENUE:

One Great George Street – Westminster, London

The Venue for Excellence

- **Prestigious Location:** Grade II-listed Edwardian building in the heart of Westminster, near Parliament & Westminster Abbey.
- **Stunning Spaces:** 21 versatile rooms including the Great Hall (up to 400 guests) and two theatres with state-of-the-art AV.
- **Heritage & Elegance:** Marble, chandeliers, oak panelling, and historic artworks create a striking backdrop.
- **Accessibility & Sustainability:** Award-winning inclusive design, step-free access, green event practices.
- **Exceptional Services:** In-house catering, bespoke menus, fast Wi-Fi, dedicated event coordinators.
- **Film & Legacy Venue:** Used in Gandhi, Bridget Jones, and London 2012 Media Centre.





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www.globalpa-association.com

EARLY BIRD

DISCOUNT

PRICING:

- First Ticket (Early Bird Rate): £200 (inc. VAT) – reduced from £250
- Second Delegate Rate: £175 (inc. VAT) when purchased with a first ticket
- Group Discounts: Available for 3 or more delegates
- To book your place, contact us at enquiries@globalpa-association.com

THANK YOU FOR YOUR ATTENTION