

National Autumn Training Day

The Human Touch in the Digitized World

Dear Members and Guests,

IMA Switzerland kindly invites you to its National Training Day on

Saturday, November 24th, 2018 in Zurich!

Discover and discuss all about what is moving around and what is ahead of our profession on the digital side. You will experience a very interesting day with top professionals and enjoy networking and exchanging views with colleagues in a very relaxing atmosphere.

Be a part of the IMA-Experience!

The Venue: **Kameha Grand Zurich**, Dufaux-Strasse 1, CH-8152
Glattpark/Zürich
Room Kameha Milk One

The Price: CHF 125 for Members / CHF 200 for Guests
incl. coffee breaks, drinks and lunch

To register, follow the instructions provided on the [registration page](#).

Should you have any questions, please do not hesitate to contact our National PR Officer, Anouk Silvestrini at pro@ch.ima-network.org

We are looking forward to meeting you in Zurich!

Kind regards,

IMA Switzerland
National Committee
Kelly-Jayne, Anouk and Patricia

Program of the day

- 09.00 *Welcome coffee in the Stage Bar and Conference Foyer*
- 09.30 Introduction of the program
Moderator: Audrey Regragui, Member of IMA Switzerland
- 09.40 **Storytelling**
Virtual Assistance during the creation of a company
Anouk Silvestrini, PRO IMA Switzerland
- 10.00 **Roundtable**
Experience of Virtual Assistants from 3 IMA language regions
Anouk Silvestrini, PRO IMA Switzerland, Region Romandie
Michela Luoni, PRO IMA Italy, Milano
Daniela Leutwyler, Member of IMA Switzerland, Region Zürich
- 11.00 Q&As
- 11:15 *Coffee break*
- 11.30 **Constance Ward**, Head of External Communications, Lonza Group AG, Basel/CH
- 12.15 Q&As
- 12.30 *Lunch break and networking*
- 13.30 **Lucy Brazier**, CEO of Marcham Publishing, specialist publishers of *Executive Secretary Magazine*
- 14.30 Q&As
- 15.00 *Coffee Break*
- 15.15 **Mark Holcroft**, Interim Head of Strategy – GCTO Strategy & Architecture, Credit Suisse, Zürich/CH
- 16.00 Q&As
- 16.20 Closing remarks
- 16.30 *End*

The Conferences

The Human Touch in the Digitized World

Communicating with a sticky touch

By Constance WARD

We are all good communicators – but it's getting harder to keep that human touch as we communicate in a digitized world. Constance Ward, Head of External Communications at Lonza, will give a refresher on communication best practices and explore how to make your messages "stick" better. She will introduce a "Swiss Army knife" of tools you can use in your daily work to improve your habits of communication. And she will try to convince you that "grammar matters and style rules!"

Explore your self-awareness for meaningful interactions

By Lucy BRAZIER

As an Assistant we tend to focus on skills before anything else. However, success as an Assistant begins with an understanding of yourself. In this powerful and engaging session, Lucy Brazier, CEO at Marcham Publishing, explores what opportunities you can create from changing your self-awareness. Exploring how your beliefs and values drive behaviors, Lucy looks at the inner voice, body language, and communication before exploring how to use your new understanding of yourself to create meaningful interactions that are beneficial to both you and your superiors.

How should the role of the Executive Assistant evolve with advancements in AI?

By Mark HOLCROFT

A high-level introduction into AI, Machine Learning and the rise of robots. Mark Holcroft, Interim Head of Strategy at Crédit Suisse, will unveil the opportunities that these new technologies will bring to productivity in the workplace and the impact on the Executive Assistant's role. A dive into the hype with a reality check and roadmap for mainstream adoption. The value proposition of the Executive Assistant in a workplace powered by AI...

The Speakers



Lucy Brazier

CEO, Marcham Publishing | Publisher of Executive Secretary Magazine | International Speaker | Conference Chair | Expert

Lucy Brazier is the founder of the leading global publication for Administrative Professionals - Executive Secretary Magazine - as well as its spin-off international conferences for top-level Assistants - Executive Secretary LIVE - now running annually in London, Johannesburg, Sydney & Silicon Valley.



MAGAZINE

Lucy campaigns worldwide to change the perception of the Assistant role within companies and to promote the career progression for Administrative Professionals that they deserve.

As a Publisher, Speaker, and Chairperson, Lucy has transformed the way that thousands of Assistants think about themselves all over the world. Lucy has huge experience in chairing and facilitating conferences & networking events and also speaks and trains on many topics relating to Assistants and their role. Lucy has spoken at over 500 events in over 40 countries.



Constance Ward

Head of External Communications Lonza AG

With a Master's degree in rhetorical theory from the University of Missouri in Columbia, MO (USA), Constance Ward joined Lonza from her PR consultancy firm Thought Leader Zone. She has international communications and marketing experience working for multi-national companies that include Black & Veatch, GE Insurance Solutions, Zurich Financial Services and Roche Pharmaceuticals.

Previously, Constance worked as a journalist for U.S. and global publications, such as *The Sunday Times* and *The Times* of London; *Financial Times' East European Markets*; *East European Banker*; UPI news wire service; Voice of America Radio; Radio Free Europe/Radio Liberty; *The Kansas City Star*, and various other business and mass media publications.

Before that, she was a high-school English teacher and university lecturer. She holds an MA in English with an emphasis on Rhetoric.

Lonza



Mark Holcroft

CTO | Global IT Leader | Strategy | Architecture | Infrastructure & Operations | Cyber Security

Mark started his working life as a scientist, but after six years working in laboratories he decided that his skills and drive would be better realized closer to the business. He decided to pursue a career in IT over 18 years ago and since then he has gone from providing desk-side support to being a strategically minded leader and a global CTO whose work has transformed the way his customers benefit from using IT, whilst transforming the careers of those with whom he has worked. He is as passionate about the ability and capacity IT has to enrich people's lives as he is about discovering and nurturing talent in those with whom he works. He has been fortunate to have worked through major historical advancements in IT whilst steering the IT strategy and investment decisions. This gives him a unique perspective on new technology and its successful adoption into a business and society.

He is currently the interim Head of Strategy at Credit Suisse and was previously the global Chief Technology Officer at Mundipharma.



Michaela Luoni

Digital Coach for Women & Online Business Manager at Daily Facilitator

Manager Assistant for over ten years after having worked almost as many as handling agent at Malpensa Airport. During my job path, I took several critical decisions as I was looking for a profession in which my potential made up of soft skills, language skills and passion for new technologies were appreciated, possibly in a context where I could grow.

Of course, my job title has ranged a lot as no single title could include all the tasks I was able to perform: Executive Assistant, Event coordinator, Travel Manager, Office Manager, Corporate Communications Manager, HR substitute ad hoc and so on... until I realized that my mission was to simplify things: to make things happen and make them work. At that moment "Daily Facilitator" was born.

I firmly believe that networking is crucial for every MA and professional. I am a Board Member of the Italian National Committee of IMA (International Management Assistants) as PR Officer for four years.



Daniela Leutwyler
Virtual Executive Assistant

Daniela Leutwyler has gained deep insights into the profession through more than 20 years of experience as well as a wide industry knowledge. She offers assistance quality services with the highest level of quality, reliability, loyalty and confidentiality.



Anouk Silvestrini
**Co-detective of the Best of You | Trainer & Coach in Proactive
Collaboration | Management Assistant**

Whatever is her activity – coach, assistant or trainer – Anouk likes to bring a new vision and integrate a change towards more efficiency and a better communication.

Her talent: open the field of perspectives.

Her tools: field experience, sense of observation, coaching, NLP, Belbin Team Roles and the horses.

Anouk Silvestrini
Co-Détective du Meilleur de Vous

She gives trainings and workshops directly issued from more than 20 years of experience as Management Assistant, on the special topics of how to enhance knowledge, enrich communication, build trust and work in a knowing partnership with your boss.

She is a Member of the National Committee of IMA Switzerland as PR Officer since 2018.