

FEBRUARY 2021

20

LIVE EVENT
14.00 PM CET



**IMA Greece & IMA Turkey
Present**

**"Remote Working Mindset"
Cross Border Event**

You Are Invited !

AGENDA

20 Feb 2021 Saturday

14.00 Opening Speech, Nina Aunula
IMA Global Chairman



14.05 Welcome Speech, Gina Theofilidou & Menekşe Ahbab
IMA Greece & IMA Turkey Chairmen

14.15 "A Proud Profession"
Helen Monument
WA Alliance Interim Chairwoman



14.35 "New World of Work"
Workshop, Laura Belgrado
Expert Trainer



15.35 Coffee Break

15.45 Panel Moderator, Lucy Brazier
CEO of Marcham Publishing

Aslı Kunur, Head of Human Resources, Siemens

Matina Hatzipavlou, HR Senior Manager, Microsoft

Şebnem Toker, Executive Assistant, Doğan Holding

Theonymfi Tachopoulou, Customer Service Manager, Ergoplanning Ltd



16.30 Q&A Session

16.45 Closing Speech by IMA Global Chairman
IMA Greece & IMA Turkey, National Chairmen





"A Proud Profession"

**Helen Monument
WA Alliance Interim Chairwoman**

Helen Monument runs her own business, MonumentalAssistance and is a Coach, Trainer, Mentor, Writer and Conference Speaker. Helen believes that we should never stop learning and is passionate about giving something back to the profession that has given her so many opportunities. She has also been a member of IMA for over 30 years, and is a former Executive Chair.

In her additional role as the Interim Chair of the newly formed World Administrators Alliance, Helen is leading the WAA Council through its first year of formation. The aim of the WAA is to guide, influence, develop and elevate the Administrative Profession.

Helen will be talking about what makes her proud of our profession and how IMA and the World Administrators Alliance can support us and help us grow as professionals in these uncertain times.



"New World of Work"

Laura Belgrado
Expert Trainer

Laura Belgrado has over 30 years of experience working in an International Corporate environment; 10 years as EA to the Global MD of Microsoft GSA. She continued her career as EA working for the President and 2 VP's at MARS Belgium for the MultiSales markets and was promoted 2 years ago to Project Coordinator and EA to the President KIND International @ MARS. Inc. She has travelled around the globe coaching Executive & Personal Assistants. She is a licensed Executive Coach (AoEC and ICF Certified).

Laura has long and vast experiences working with top global C-Suite Executives as their trusted EA and advisor. In the past 14 years, Laura has been designing and delivering training and coaching programs for Executive Assistants, Personal and Administrative Assistants. Her knowledge and professional in-depth experience are something Laura values very much and wants to share this with her Audience. But it is mostly her Enthusiasm and Passion for the Profession that stays with her audiences all over the world, it will make Assistants recognize and see their value to demonstrate their worth in the New World of Work.



Lucy Brazier

CEO of Marcham Publishing

Lucy Brazier is one of the world's leading authorities on the administrative profession.

As CEO of Marcham Publishing, specialist publishers of Executive Secretary Magazine – a global training magazine dedicated to the professional development needs of senior and aspiring administrative professionals - Lucy works with the best trainers of Executive Assistants from around the world to deliver the most up to date and current training in the market.

Her passion is for the Assistant role to be truly recognised as a career and not just a job. Her formidable training expertise and speaking style have given her opportunities to train, present and Chair in over 45 countries at hundreds of events. This has created much needed discussions across the globe on how to professionalise the role. Lucy has also acted as a consultant on career progression, the future of the role and how Executives/ Assistants can best partner with each other, with some of the biggest companies in the world.

Lucy has a unique overview of the role and where it is heading. With access to the most forward thinking, passionate and knowledgeable trainers in the world as well as personally meeting and speaking to literally thousands of Assistants over the last seven years, Lucy's knowledge of the market and what Assistants all over the world are facing on a day to day basis are second to none.

In March of 2018 Lucy received the IAM Honorary Fellowship for her outstanding work and contribution to the PA profession. In 2016 Lucy was awarded the YPA Special Award 'International Ambassador for the PA Profession' and in 2015 the 'PA Contributor of the Year Award' by Office*. The magazine has been a finalist in the PPA Business Magazine of the Year Award, the PPA Media Brand of the Year Award and the PA-Assist Members Awards.

Lucy runs a LinkedIn group for assistants which currently has over 45,000 international members and is followed on Twitter by over 12,000 Assistants who share information, network and learn. She also launched #adminchat in January 2012. Hosted by a different world-class trainer every week, #adminchat is a manifestation of Lucy's commitment to providing the very best training to assistants all over the world and has recently changed from a TweetChat into a free weekly webinar delivered via the Executive Secretary YouTube channel.

Lucy has been a Publisher and Events Organiser for over 30 years. Lucy has previously worked as a Publishing Director for Wilmington PLC, and has managed a team based in Singapore, New York, Germany & London responsible for 13 magazines, 12 international conferences, awards, trade show attendance and marketing for EMAP. Other companies worked for include The Times, The Independent, Centaur Communications and Glass's Guide.