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The top 5 event services for EAs and PAs

The evolution of modern Executive Assistants and Personal Assistants into event planners will lead to an increased demand for specialist event services.

That is the insight from corporate events professional Rachael Ziccone from Corporate Challenge Events.

“The role of Executive Assistants and Personal Assistants has evolved in recent years with today’s EA and PA often taking on greater corporate events planning responsibilities,” said Ziccone, the Conferences and Events Manager for Corporate Challenge Events.

“Nowadays EAs and PAs can spend on average upwards of a day per week on event planning which is a significant workload on top of all their other responsibilities.

“It is challenging for EAs and PAs to be multi-dimensional like this and can be stressful when events draw near.”

Ziccone believes EAs and PAs can effectively manage their event responsibilities by outsourcing some of the time-consuming and often technical or specialist tasks involved in a professional event.

“By working with dozens of EAs and PAs over the past few years, I have been able to help streamline their corporate events planning processes by providing some select and strategic services,” she said.

“Five of the services they should consider outsourcing are the event software; agendas and speaker finding; customised digital platforms; online registration systems; and, venue finding.”

1. Event consultancy software

“We provide ‘dual access’ event software to develop critical paths and timelines for EAs and PAs. This software enables access by both the client and us so we can provide input and support and our clients are set up to plan and deliver their event.”

2. Conference agendas and speakers

"We work with EAs and PAs to develop a program or agenda that addresses the event objectives. Depending on the scope, we can design the entire conference agenda, source speakers or just be tasked with organising specific sessions such as corporate training workshops and team building activities."

3. Customised digital platforms

"We can support EAs and PAs with custom platforms such as event apps, websites, live streaming and live polling. The beauty of these platforms is they are already developed and only need to be tailored for your event."

4. Online registration

"Online registration is a simple, cost-effective and stress-free solution for all events. We can develop an easy-to-use and customised online form which can collect special requests, dietary requirements, contact details, and, travel and accommodation requirements from your delegates."

5. Venue finding

"The administrative and legal complexities of sourcing and securing the right venue can be time-consuming. It will save you a lot of time and stress if you outsource this service to a professional events planner who understands these issues and has a wide network of existing venue relationships."

Corporate Challenge Events is a specialist in corporate events planning and professional conference organisation across Australia and New Zealand with offices in Melbourne, Perth, Sydney, Brisbane, Gold Coast and Auckland.

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