



BUSINESS CASE

EA Mastery Summit 2024 - Houston, TX

EAO is a globally recognized thriving community curated for executive assistants, administrative professionals, chief of staff, and those aspiring to embark upon the industry with the intention to excel and contribute to our valiant profession.

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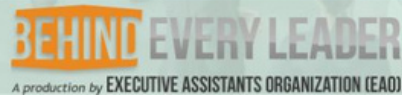


EA MASTERY SUMMIT 2024

EA MASTERY SUMMIT 2024 | 01.19.2024

HOSTED AT: HOTEL ZAZA HOUSTON MEMORIAL CITY, TX

PRODUCED BY: EXECUTIVE ASSISTANTS ORG (EAO) | BEHIND EVERY LEADER





SUMMIT AGENDA

Hotel ZaZa Houston Memorial Center | 01.19. 2024

6:00PM-8:00PM | 01.18.2024

Cocktail Reception held at Hotel ZaZa

8:00AM-9:00AM | WELCOME

Welcome / Registration / Breakfast

9:00AM-11:00AM | WORKSHOP PART 1

HOW TO BECOME THE CEO OF YOU

Victoria Rabin

CEO of Executive Assistants Org (EAO)

9:00AM-11:00AM | WORKSHOP PART 2

HOW TO BECOME THE CEO OF YOUR EXECUTIVE

Victoria Rabin

CEO of Executive Assistants Org (EAO)

11:00AM-11:45AM | PANEL DISCUSSION

BREAKING THE SILENCE

Executives & their EAs Reveal Secrets to an Indispensable Partnership

11:45AM-12:00PM

EAO EA OF THE YEAR AWARD

12:00PM-1:00PM | LUNCH

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1:00PM- 2:00PM | PANEL DISCUSSION

DEFYING THE ODDS

Inspirational Anecdotes from EAs Sharing their Challenges & Triumphs

2:00PM-3:00PM | WORKSHOP

LATER MEANS NEVER

EAO Workshop Defining/Implementing Your 2024 Roadmap

3:00PM-3:15PM | BREAK

3:15PM-4:00PM | INTERVIEW

FINDING THE PATH TO CHIEF OF STAFF

4:00PM-4:45PM | WHAT'S IN IT FOR ME

TAKING CONTROL OF YOUR DESTINY

4:45PM-5:30PM | MANAGING UP

LEARNING TO LEAD AMONGST LEADERS

5:30PM-6:00PM | EAO PREFERRED

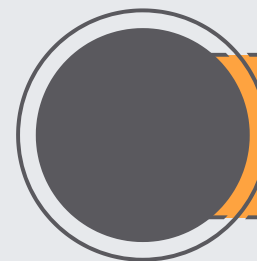
VENDOR RAFFLE GIVEAWAYS

6:00PM-CLOSE | GROUP PHOTO

EAO invites you...

Request to attend the highly acclaimed educational conference **EA Mastery Summit 2024**: Produced and orchestrated by Executive Assistants Organization (EAO).

This will automatically enroll me in the **EAO annual membership** for continued education at no additional cost.



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EAO Membership

EAO membership grants access to a vast range of experience, insights, and wisdom from seasoned executive assistants who are ready, willing, and able to share their wealth of experience, provide mentorship and divulge priceless industry knowledge, and share powerful connections and resources.

Membership Benefits

- Online Educational Resources
- Online Conference Footage
- Full Access to the EAO Vault
- EAO Mentorship Program
- EAO Career Board
- EA Community Forums
- 20% off all EAO Events (in-person),
- Behind Every Leader Conferences & Retreats
- Virtual EA Interviews / Panel Discussions with Q&A



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Continuing Education Benefits

By attending this event, I will gain the skills necessary to:

- Increase our team productivity by 25%.
- Move us from being a team to operating as a finely-tuned strategic partnership. We will be more fluid, aligned, and synergistic.
- Create forward-thinking partnerships by learning how my role is changing, where I need to grow to meet future changes, and by building relationships with 400 high-caliber assistants from around the world representing various industries.
- Propose solutions that make sense to you and our organization.

Contact EAO

admin@joineao.com | 619.343.7370 | www.joineao.com

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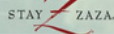
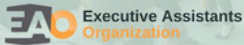


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EA Mastery Summit 2024 hosted at Hotel ZaZa Houston Memorial City, Texas 01.19.2024

The Admin Mastery Summit features speakers, trainers & experts in the profession of Executive Assistants and administrative professionals.

Contact EAO

admin@joineao.com | 619.343.7370

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Previous Speakers

EAO attracts EA's to some of the world's most prolific entrepreneurs and leaders including;

Ann Hiatt - EA to Google Chairman

Anikka Goodman - EA to Mark Zuckerberg

Susan Green - EA to FOX Corp CEO

Peggy Grande - Former EA to Ronald Reagan

Zelda La Grange - Former EA to Nelson Mandela

Michelle Parise - EA to Pinterest CEO

Mike Saunders - EA to Chris Kennedy

Jeff Hoffman - Co Founder Priceline.com

Wendy Blagg - EA to Starbucks CFO

Natalie Wilson - EA to Earvin 'Magic' Johnson

Randy Lim - EA to Brandon Schneider

Alicia Poling - EA to the CEO of Sports Illustrated

Marty Wetsch - EA to Josh Whiton

Danielle Zloto - Former EA to AirBnB CEO

EAO Expenses

My projected expenses are:

Early Bird Conference Registration: **\$999**

Includes:

- Complimentary Annual membership to EAO (\$499 value)
- Welcome Networking Reception/food & beverage
- Breakfast and breaks
- Lunch & beverage
- Informative Participant Workbook
- Pre-conference communication with Behind Every Leader
- Action Item Worksheet for each session
- Keynote sessions
- Concurrent sessions
- Checklists for each session to utilize post event



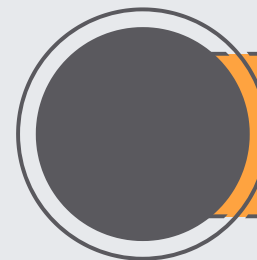
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Expenses, Learning Sessions and Outcomes

The following will be discussed accordingly:

- Ground transportation \$_____
- Air fare \$_____
- Miscellaneous food, taxes, and tips (estimate) \$_____
- Hotel booking \$_____
- General and Concurrent Sessions with my goals or expected outcomes for each.

TOTAL INVESTMENT \$_____



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On-the-Job Application

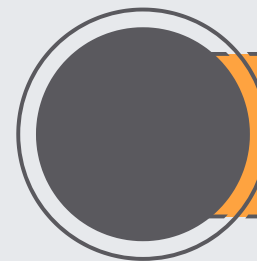
Upon my return, I will provide my key takeaways, learning points, and “aha” moments with specific action items for implementation.

Say Yes Today!

The event caps out at 100. We have limited time to secure our place. Therefore, I would sincerely appreciate your approval within the next week, so we can take advantage of this incredible opportunity.

Thank you for supporting my continuing education.

P.S. Victoria Louise Rabin would be happy to speak with you personally or answer any of your questions. You can reach her at **619 343 7370** and/or **admin@joineao.com**.



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