

The Senior Executive Assistant Masterclass

The Most Comprehensive EA Development Programme

5 Day Workshop Designed for UN Agencies, Public & Private Sectors



24 to 28 August 2026

The Capital On The Park Hotel
101 Katherine Street, Sandown, Sandton
Johannesburg, South Africa

7 to 11 September 2026

Onomo Hotel Kigali
KN1 Avenue, Quartier de Kiyovu,
Kigali, Rwanda

The Senior Executive Assistant Masterclass

The Most Comprehensive EA Development Programme

Overview

The Senior Executive Assistant Masterclass is a five-day, in-person intensive programme designed for Executive Assistants who support C-suite and senior leadership teams, and for those who aspire to that level. **It is the most comprehensive EA development programme available in Sub-Saharan Africa.**

The programme was built directly from the competency requirements of the Senior EA role in today's executive office, from board governance and complex international travel to AI productivity, stakeholder command, and high-stakes professional judgment. **Every session is practical. Every day closes with a simulation, workshop, or live build exercise.**

Delegates leave with more than knowledge. They leave with a complete professional toolkit, a portfolio of applied skills, a set of AI-powered systems built during the programme, and a 30-day action plan for immediate deployment back in their office.

The Strategic Gap This Programme Solves

The senior EA role has changed fundamentally in the past five years. AI tools, hybrid working, expanded governance requirements, and the rising strategic expectations of C-suite leaders have transformed what it means to be exceptional in this role.

Most EA development programmes were designed for a world that no longer exists. They cover scheduling and travel logistics. They do not address AI-powered workflow design, board governance, executive-level judgment under pressure, or the career architecture of a senior professional.

Target Audience

The Senior Executive Assistant Masterclass is designed for:

- Executive Assistants currently supporting C-suite leaders (CEO, MD, CFO, COO, or equivalent) who want to operate at a higher strategic level
- Senior Personal Assistants who are transitioning into or have recently moved into an executive-facing EA role
- EAs who have been identified by their organisation as high-potential and are being developed for greater responsibility
- EAs who have extensive experience but have not had access to structured, senior-level professional development
- Team Leaders and Office Managers who manage EA teams and want to develop alongside their team

The programme assumes delegates have at least two years of experience in an EA or senior PA role. It is not designed as a foundation programme for those new to the profession.

How the Programme is Structured

The masterclass runs over five consecutive days. **Each day is thematically unified and builds on the day before.** The programme follows a deliberate purpose for each day:

Day	Theme	Purpose
Day 1	Identity & Mindset	Establishes who the senior EA is, how executives think, and the professional standard the programme is building toward. Delegates audit their own role and build a personal development map.
Day 2	Voice & Communications	Builds executive-grade communication in writing, inbox systems, gatekeeping judgment, and stakeholder management. The skills that are most visible to the executive every single day.
Day 3	Execution & Operations	Develops flawless operational capability for board meeting management, complex international travel, and executive event production. The day closes with a full board meeting simulation.
Day 4	AI & Digital Leverage	Equips delegates with the AI tools, automation workflows, and digital systems that multiply professional output. Includes hands-on builds using Claude, Copilot, Zapier, and Power Automate.
Day 5	Mastery & Leadership	Integrates all prior learning through project management, judgment frameworks, and career strategy. Culminates in the capstone assessment: a full executive briefing pack presented to a panel.

Delivery Methodology

The masterclass uses a blended methodology **designed to accelerate both comprehension and application:**

Conceptual Input	Applied Practice	Assessed Output
Frameworks, models, and standards drawn directly from current C-suite EA practice across Sub-Saharan Africa and global best practice. Approx. 35% of programme time.	Case studies, simulations, timed exercises, live tool builds, peer review, and scenario-based judgment workshops. Approx. 55% of programme time.	Daily simulation close-outs, the Day 5 capstone presentation, and the 30-day action plan assessed against a published competency standard. Approx. 10% of programme time.

15	20	4	3	1
Full Programme Days	Practical Exercises	Live Simulations	AI Tool Builds	Capstone Assessment

Programme Aims

The Senior Executive Assistant Masterclass has four overarching aims that together define its purpose and scope:

1. Elevate the Professional Standard of EA Practice

The programme aims to establish a clear, current, and demanding standard of what exceptional senior EA practice looks like in 2026, and to bring every delegate to that standard. This means moving beyond task competence into strategic partnership: the ability to extend executive capacity, protect executive time, and represent the executive's office with authority and discretion.

2. Build Applied Capability, Not Theoretical Knowledge

Every competency covered in the programme is anchored in real-world EA scenarios drawn from financial services, public sector, and professional services environments across Sub-Saharan Africa. The programme does not test what delegates know. It tests what they can do with what they know under time pressure, with realistic complexity, and with the same quality expectations their executives hold.

3. Equip Delegates for the AI-Era Executive Office

The programme integrates AI and automation tools throughout and not as a standalone module, but as a thread woven into every domain. Delegates leave knowing how to use Claude, Microsoft Copilot, Zapier, and Power Automate not in theory, but in practice: with real prompts they have tested, and real workflows they have built.

4. Develop Deliberate Career Professionals, Not Just Skilled Practitioners

The programme culminates in a personal professional brand workshop, a LinkedIn positioning exercise, and a 30-day action plan. The aim is not only to develop the skills required for a senior EA role, but to develop delegates who take deliberate ownership of their career trajectory, with the confidence and credibility to ask for what they have earned.

Programme-Level Learning Objectives

The Programme-Level Learning Objectives dictate what delegates will be able to do upon successful completion of the Senior Executive Assistant Masterclass. They are organised by competency domain and the Applied level of Bloom's Taxonomy to stress the programme's emphasis on demonstrated performance rather than conceptual understanding

- Strategic Identity & Executive Partnership
- Executive Communications & Stakeholder Management
- Operational Excellence, Meetings, Travel & Events
- AI Productivity & Digital Operations
- Project Management & Cross-Functional Leadership
- Professional Judgment & Career Leadership

Business Impact for the Organisation

Organisations that implement this programme can expect:

Operational Efficiency

- ✓ Reduced administrative bottlenecks
- ✓ Faster turnaround times across functions
- ✓ Improved coordination and workflow management

Enhanced Communication Quality

- ✓ More professional, consistent, and executive-ready outputs
- ✓ Reduced miscommunication and follow-up cycles

Improved Decision Support

- ✓ Faster access to structured, relevant information
- ✓ Better-quality reports and summaries for leadership

Cost and Time Savings

- ✓ Significant reduction in manual work
- ✓ Increased productivity without increasing headcount

Future-Ready Workforce

- ✓ Staff equipped to work effectively alongside AI
- ✓ Increased adaptability in a rapidly evolving work environment

Why Managements Approve This Programme

This programme directly addresses three critical organisational priorities:

- ✓ **Productivity Improvement:** Enables employees to do more in less time with higher quality.
- ✓ **AI-Era Skills:** Provides ethical and practical, role-specific adoption of AI tools like ChatGPT.
- ✓ **Capability Development:** Builds essential soft skills required for modern, high-performance workplaces.

Your Investment

- **Attendance Fee:** US\$2,600
- ✓ **Early Bird:** US\$2,200 before 10 July 2026
- ✓ **Group Rate:** 3+ Delegates = 15% off
- ✓ **Limited to 20 seats** to ensure 1:1 hands-on support.
- **Apply by:** 10 August 2026
- ✓ **The future won't wait. Will you?** Complete the Registration Form on page 11 now!
- **Questions?** WhatsApp: +27 83 682 3630 or Email: Elita elita.miti@berlington.co.za

Day 1: The Strategic Executive Partner

Role Identity, Executive Mindset & The Gatekeeper-Strategist Framework

Day 1 reframes the EA's professional identity, from task executor to strategic partner. It establishes the executive psychology, trust frameworks, and calendar architecture that underpin everything that follows. The day closes with a structured self-audit and personal development map.

08:30 – 10:30

From Admin to Strategic Partner

Reframing the EA role from task executor to trusted advisor using a force-multiplier model. Benchmarking against global EA standards.

11:00 – 13:00

Inside the Executive Mind

How C-suite leaders think, prioritise and decide. Anticipating needs before they arise. Building executive trust through pattern recognition.

14:00 – 15:30

Calendar Mastery

Multi-time zone scheduling systems. Priority matrices for competing demands. Protecting executive bandwidth and deep work blocks.

15:45 – 17:00

The EA Audit

Delegates audit their own role scope, identify gaps, and build a personal development map for the 5 days.

Learning Outcomes

By the end of Day 1, delegates will be able to:

- ✓ Articulate the difference between the transactional, operational, and strategic EA role using the EA Role Spectrum model, and position themselves at the strategic level
- ✓ Describe how C-suite leaders think and prioritise using the Three Modes of an Executive framework (strategic, tactical, crisis), and identify the support their executive needs in each mode
- ✓ Apply the Anticipation Pyramid to move from reactive to anticipatory EA practice to identifying patterns in their executive's behaviour before needs are expressed
- ✓ Demonstrate the Trust Account model by identifying specific deposits and withdrawals from their own recent practice and articulating how to shift the balance
- ✓ Build a structured weekly calendar architecture using the Four-Layer Calendar model, including protection of deep-work blocks and multi-timezone scheduling
- ✓ Resolve a complex scheduling conflict scenario under time pressure, producing revised schedules and corresponding communications
- ✓ Complete a five-domain EA Excellence Audit and produce a personal development map aligned to the programme's five-day structure

Day 2: Communications & Stakeholder Command

High-Stakes Writing, Gatekeeping Mastery and Executive Correspondence

Day 2 builds the EA's professional voice. The ability to communicate with executive authority, manage information flow with discipline, and navigate the complex stakeholder landscape surrounding the C-suite. The day closes with a live timed writing simulation across five correspondence types.

08:30 – 10:30

Executive Writing Masterclass

Drafting executive letters, memos, board communications. Tone calibration. Zero-error standards for C-suite deliverables.

11:00 – 13:00

Inbox Architecture & Gatekeeping

The SCRAP triage system. Responding on behalf of authority vs overreach. Managing media, board members and external contacts.

14:00 – 15:30

Stakeholder Relationship Maps

Mapping internal and external influence networks. CRM hygiene. Managing gifts, hospitality and recognition with protocol skill.

15:45 – 17:00

Live Writing Simulation

Real-time drafting scenarios: crisis comms, board memo, sensitive HR correspondence. Peer review with facilitator debrief.

Learning Outcomes

By the end of Day 2, delegates will be able to:

- ✓ Draft executive-level correspondence across four recipient categories (board members, senior peers, external contacts, junior staff) applying the five principles of executive correspondence, with demonstrable tone calibration for each
- ✓ Apply the Writing Wall vocabulary toolkit to eliminate weak phrasing from their correspondence and replace it with executive-grade alternatives
- ✓ Implement the SCRAP inbox triage system (Send, Copy, Requires executive, Await, Purge) as a first-read classification habit, reducing inbox processing time and improving escalation accuracy
- ✓ Operate within an explicitly agreed Authority Ladder to distinguishing between what they can send independently, what requires executive approval, and what requires the executive directly
- ✓ Make defensible gatekeeping judgments across six scenario types covering media, board, legal, recruitment, commercial, and personal contact categories
- ✓ Map their executive's stakeholder landscape into the four-quadrant influence model and identify relationship management strategies for Quadrant 1 and 2 contacts
- ✓ Produce five pieces of executive-grade correspondence under timed simulation conditions, including a media holding response, a strategic partner outreach, a vendor dispute letter, a board document refusal, and a Quadrant 2 thank-you note

Day 3: Meetings, Travel & Event Logistics

Flawless Execution of Board Sessions, International Travel and Executive Events

Day 3 develops flawless execution capability across the three highest-stakes operational domains of a senior EA role. Every session is anchored in real-world complexity, and the day closes with a full immersive board meeting simulation.

08:30 – 10:30

Board & EXCO Meeting Mastery

Agenda architecture. Briefing notes and pre-read packs. Minute-taking at executive level. Action tracking and follow-through systems.

11:00 – 13:00

Complex Travel Management

Multi-leg international itineraries. Visa, forex, contingency protocols. Preferred vendor management. Real-time disruption response.

14:00 – 15:30

Executive Event Production

End-to-end event planning for retreats, offsites, and corporate functions. Catering, AV, venue, guest management, and protocol.

15:45 – 17:00

Simulation of The Board Day

Delegates run a simulated board session from setup through minutes to action tracking. Facilitator debrief with scoring rubric.

Learning Outcomes

By the end of Day 3, delegates will be able to:

- ✓ Manage a complete board meeting cycle across seven phases using the six-week preparation timeline, including formal notice, agenda architecture, pack compilation, logistics, minutes, and action log close-out
- ✓ Produce a board paper briefing note in SBAR format (Situation, Background, Assessment, Recommendation) that meets executive governance standards
- ✓ Take and produce executive-level minutes that record decisions and action items accurately without recording discussion, using the four rules of board minute-taking
- ✓ Build a multi-leg international travel itinerary for a Pan-African executive circuit using the five-layer framework, with day-by-day detail including transport, accommodation, documentation, briefing materials, and contingency plans
- ✓ Resolve a live travel disruption scenario using the CALM framework (Confirm, Assess, Locate, Manage) and present options to the executive rather than problems
- ✓ Design a seven-phase executive event production plan including a minute-by-minute run sheet, VIP arrival protocol, vendor briefing, and post-event close-out
- ✓ Manage four categories of unexpected meeting disruption in a live simulation: participant dropout, paper error, unnoticed AoB, and in-meeting document request

Day 4: AI Productivity & Digital Operations

Automation, AI tools and the Modern EA's Digital Command Centre

Day 4 is the most practically intensive day of the programme. Delegates work in live AI tools throughout, building real workflows and systems they can deploy immediately. The day closes with an individual AI toolkit build and a peer showcase.

08:30 – 10:30

Hands-On AI Tools for EAs

Claude and Copilot for drafting, summarising, and research acceleration. Prompt engineering for EA tasks. AI briefing documents.

11:00 – 13:00

Automation & Workflow Design

Power Automate for repetitive task elimination. Building no-code workflows. AI scheduling assistants. Digital presence management.

14:00 – 15:30

Document & Information Systems

SharePoint/OneDrive architecture. Version control and secure document handling. Dashboard and report creation.

15:45 – 17:00

Build Your AI toolkit

Delegates build a personal AI-powered workflow to automate one real task from their office. Peer showcase and facilitator feedback.

Learning Outcomes

By the end of Day 4, delegates will be able to:

- ✓ Compare Claude, ChatGPT, and Microsoft Copilot across five EA-relevant dimensions and select the appropriate tool for specific correspondence, research, and document tasks
- ✓ Apply the RTCFT prompt engineering framework (Role, Task, Context, Format, Tone) to produce precise, executive-standard AI outputs on the first attempt across six EA task categories
- ✓ Build a working no-code automation using Zapier or Power Automate that triggers on a defined event and produces a defined output, eliminating a real repetitive task from their weekly workload
- ✓ Produce an AI-assisted executive intelligence briefing using a tested RTCFT prompt and a structured sourcing methodology, at a quality standard the executive will read
- ✓ Implement a five-layer document management architecture with professional naming conventions, version control, and a DocuSign e-signature workflow
- ✓ Apply seven cybersecurity hygiene rules to the executive office, including AI tool data hygiene specific to the use of Claude, Copilot, and ChatGPT with sensitive information
- ✓ Build one personally relevant AI toolkit component such as prompt library, automation workflow, intelligence briefing system, stakeholder database, or digital presence toolkit and demonstrate it working in a peer showcase

Day 5: Projects, Judgment & Career Leadership

Project Ownership, Professional Presence and the EA as a Career Executive

Day 5 integrates all prior learning and closes the programme. The session develops three competencies that define truly senior EA practice and includes the capstone assessment followed by the 30-day action plan and certificate ceremony.

08:30 – 10:30

Project Management for EAs

Owning special projects end-to-end. Managing cross-functional teams and department heads without authority.

11:00 – 12:00

Judgment, Discretion & Resilience

Decision-making. Managing confidentiality under pressure. Emotional intelligence and high-stakes composure.

12:00 – 13:00

Personal Brand & Career Strategy

The EA as a senior professional for visibility, recognition, and advancement. Mentoring junior team members. The EA career ladder.

14:00 – 15:00

Capstone Executive Briefing

Delegates present a full executive briefing pack and 30-day action plan. Facilitator and peer panel assessment. Certificates awarded.

Learning Outcomes

By the end of Day 5, delegates will be able to:

- ✓ Own a special project on behalf of an executive using the five-phase EA project management framework, from scope agreement and resource planning through to delivery and review
- ✓ Lead a cross-functional project workstream using five influence levers that operate without formal authority, including executive mandate, information advantage, and deadline visibility
- ✓ Apply the IDEA decision-making framework to four categories of high-stakes scenario in the executive's absence: media crisis, governance concern, financial authority, and confidential information access
- ✓ Navigate the three confidentiality edge cases of senior EA practice - loyalty vs legal obligation, the departing executive, and the authority request from a board-level source
- ✓ Build a three-pillar personal professional brand strategy (visibility, credibility, reciprocity) and a LinkedIn positioning statement using the role-specialisation-value formula
- ✓ Produce and present a complete five-component executive briefing pack to a panel under assessment conditions, including an SBAR meeting brief, stakeholder analysis, agenda recommendation, risk register, and EA action log
- ✓ Design a five-component 30-day action plan with specific priority actions, a limiting belief to release, a conversation to initiate with the executive, an accountability partner, and a 90-day stretch goal

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5 Day Workshop

Registration Form

Select Date & Venue

- 24 to 28 Aug 2026** - The Capital On The Park Hotel, 101 Katherine Street, Sandton, **Johannesburg, South Africa**
- 7 to 11 Sep 2026** - Onomo Hotel Kigali, KN1 Avenue, Quartier de Kiyovu, **Kigali, Rwanda**

Select Fee Option

- Option 1:** US\$ 3,650 Per Delegate for 5-Day conference including training material, lunch, and limited refreshment plus 6 nights hotel bed and breakfast and round-trip airport shuttle.
- Option 2:** US\$ 2,600 Per Delegate for the 5-Day conference including training material, lunch, and limited refreshment and round-trip airport shuttle.

Organization Details

Organization Name:

Delegate 1

Name:

Position:

Email:

Mobile #:

Delegate 2

Name:

Position:

Email:

Mobile #:

Delegate 3

Name:

Position:

Email:

Mobile #:

Delegate 4

Name:

Position:

Email:

Mobile #:

Delegate 5

Name:

Position:

Email:

Mobile #:

Delegate 6

Name:

Position:

Email:

Mobile #:

Authorizing Manager

Name:

Position:

Email:

Mobile #:

Registration is not valid without Authorizing Signature

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Signature

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Date

Email completed Registration Form to conferences@berlington.co.za to secure your booking.

Terms and Conditions

Payment Terms: Payment must be completed 7 days from the date of invoice. Admission to the event is dependent on the completion of full payment. Event Changes: For reasons beyond our control, the timing, content and speakers of an event may be altered. In the event that our event is postponed or cancelled, participant payments will be credited to any future Berlington event (such credits are available for a year). Berlington is absolved from and indemnified against any loss or damage as a result of any cancellation, postponement, substitution or alteration arising from any cause whatsoever. Participant Cancellations: All cancellations must be received by Berlington in writing. Cancellations received in writing more than 21 working days prior to the event being held will attract a 50% cancellation fee. Should cancellations be received between 15 working days and the date of the event, the Conference fee is payable and non-refundable. Non- payment and non-attendance do not constitute cancellation. No show will be charged the full registration fee. Cash alterations will not be offered, however substitutes at no extra charge are welcome. Any cancellations received less than 15 working days before the event start date do not entitle the participant to a refund or credit note and the full fee must be paid. None attendance without notification is treated as cancellation with no entitlement to any refund or credit.