



# VA<sup>2024</sup> *Summit* PROGRAM

CONNECT | *Learn* | GROW  
9th, 10th & 11th March 2024  
ROUSE HILL, SYDNEY NSW

PROUDLY SPONSORED BY:



# VA 2024 Summit

SATURDAY 9TH MARCH 2024

ROUSE HILL, SYDNEY NSW

Day 1  
**CONNECT**



INGRID BAYER



ANGELA REVELL



KATRENA FRIEL



MICHELLE SNAPE



JEN LYONS

PROUDLY SPONSORED BY:



# VA 2024 Summit

Day 1

EVENT  
PROGRAM

## CONNECT

8:30 AM

### REGISTRATION / DOORS OPEN

8:45 AM

#### Introduction to VA Summit 2024

Angela Revell & Ingrid Bayer - VA Institute

9:15 AM

#### Unlocking Business Brilliance The Power of a Success Mindset

Ingrid Bayer - VA Institute

10:15 AM

### MORNING TEA / NETWORKING

10:45 AM

#### The Secrets to Communication Excellence for VAs

Masterclass with Katrena Friel - Becoming the Expert

12:15 PM

### LUNCH / NETWORKING

1:30 PM

#### Legal Fundamentals for Virtual Businesses

Michelle Snape - Legal Sphere

2:30PM

### AFTERNOON TEA / NETWORKING

3:00 PM

#### VA in the Spotlight

Jen Lyons - Jen Lyons & Co

3:15 PM

#### The Finding Clients Strategy

Masterclass with Angela Revell - VA Institute

4:30 PM

### DAY RECAP AND CLOSE

5:00 PM

#### Drinks and Networking

Optional at own cost

PROUDLY SPONSORED BY:



# VA 2024 Summit

SUNDAY 10TH MARCH 2024

ROUSE HILL, SYDNEY NSW

Day 2

LEARN



INGRID BAYER



ANGELA REVELL



SUE BLATCHFORD



MEL CLARKE



JUSTINE MCLEAN



CHLOE BURNS

PROUDLY SPONSORED BY:



# VA 2024 Summit

Day 2

EVENT  
PROGRAM

**LEARN**

8:30 AM

## DOORS OPEN

8:45 AM

## Introduction to Day 2

9:00 AM

## The Perfect Pitch

Masterclass with Ingrid Bayer - VA Institute

10:00 AM

## MORNING TEA / NETWORKING

10:45AM

## Financial Mindset & Knowing your Worth

Masterclass with Justine McLean - Flossi Creative

11:45AM

## The Importance of Insurance for VA's

Chloe Burns - Insurance AdviserNet SouthEast

12:15AM

## LUNCH

1:00 PM

## Fundamentals of Lead Generation

Angela Revell - VA Institute

2:00PM

## The Power of Websites for Finding Clients

Masterclass with Mel Clarke - VA Institute

3:00 PM

## AFTERNOON TEA / NETWORKING

3:15 PM

## Social Media Strategy to Hook Your Ideal Client

Masterclass with Sue Blatchford - PayPerClick

4:45 PM

## DAY RECAP AND CLOSE

6:00 PM

## FORMAL VA SUMMIT 2024 DINNER

Optional at own cost

PROUDLY SPONSORED BY:



# VA 2024 Summit

MONDAY 11TH MARCH 2024

ROUSE HILL, SYDNEY NSW

Day 3

## GROW



INGRID BAYER



ANGELA REVELL



KATRENA FRIEL



SUE BLATCHFORD

PROUDLY SPONSORED BY:



# VA 2024 Summit

Day 3

EVENT  
PROGRAM

## GROW

8:30 AM

### DOORS OPEN

8:45 AM

### Introduction to Day 3

9:00 AM

### Planning for Growth

Masterclass with Ingrid Bayer - VA Institute

10:00 AM

### MORNING TEA / NETWORKING

10:15 AM

### Discover the Secret to Achieving Sales Excellence

Katrena Friel - Becoming the Expert

11:15 AM

### Digital Tools for Business Growth

Masterclass with Angela Revell - VA Institute

12:00 PM

### LUNCH / NETWORKING

12:45 PM

### Digital Marketing for Sustainable Growth

Masterclass with Sue Blatchford - PayPerClick

1:45 PM

### Business Sustainability - Where To Now?

Ingrid Bayer & Angela Revell - VA Institute

2:45 PM

### VA SUMMIT RECAP

3:00 PM

### CLOSE OF VA SUMMIT 2024

See you next year!

PROUDLY SPONSORED BY:

