



Introducing
THE PA SHOW
SUMMIT
DRIVING EXCELLENCE IN BUSINESS SUPPORT



Down Hall Hotel & Spa
12-13 October 2026



Contact us today: cfewlass@mashmedia.net

WELCOME TO A NEW ERA OF THE PA SHOW

You are invited to reserve your place at The PA Show Summit 2026—an exclusive, two-day residential experience designed for senior PAs, EAs, and executive support professionals.

Set within the elegant surroundings of Down Hall Hotel & Spa, the Summit brings together a carefully curated group of peers for a refined blend of forward-thinking, AI-focused insight, meaningful connection, and exceptional hospitality.

From considered content to beautifully hosted dining and a luxury overnight stay, every element has been designed to create a seamless and elevated experience away from the demands of the day-to-day.

With availability strictly limited, we invite you to secure your place by completing the form below.

BOOK NOW



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01 YOUR SUMMIT EXPERIENCE

Your place at The PA Show Summit will include a premium experience designed to allow you to focus on learning, connection, and personal development.

What's included:

- Two-day access to a curated conference programme
- AI-focused sessions and practical workshops
- CPD points and certification
- Pre-arranged 1:1 meetings and networking
- Luxury overnight stay at Down Hall Hotel & Spa
- Lunch and dinner on Day One
- Breakfast and lunch on Day Two
- Refreshments throughout

Early Bird Price till June 18th (only 20 tickets available) - £375 + VAT

Full Price - £535 +VAT

Every element of the Summit has been carefully considered to create a seamless and enjoyable experience from arrival through to departure.

“The PA Summits are a fantastic learning experience, and I look forward to attending future events.”
- **Senior Personal Assistant to the Executive Director of Europol**



BOOK NOW >>

02 EVENT AGENDA

Over the course of the Summit, you'll experience a blend of learning, networking, and relaxation.

Day One

- Arrival & registration
- Welcome speech
- Conference session
- Pre-arranged 1:1 meetings
- Conference session
- Lunch
- Conference session
- Pre-arranged 1:1 meetings
- Conference session
- Room check-in and free time
- Drinks reception
- Three-course evening dinner

Day Two

- Breakfast
- Conference session
- Conference session
- Pre-arranged 1:1 meetings
- Conference session
- Closing comments
- Working lunch

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Session themes and a timetable is provided on the following pages.



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04 WHAT YOU'LL LEARN*



The Summit programme is designed to help you stay ahead in a rapidly evolving role.

Key themes include:

- **AI & The Future of the PA Role**

Understand how AI is reshaping the profession and what it means for your role. Explore how top assistants are already using AI in their day-to-day and how to position yourself for the future.

- **Mastering AI Tools & Prompting**

Learn how to get the most out of AI tools like Microsoft Copilot and develop advanced prompting techniques to improve efficiency and output—saving time while delivering better results.

- **Productivity, Automation & Time-Saving Strategies**

Discover how to streamline your workload, automate repetitive tasks, and unlock hours in your week—allowing you to focus on higher-value work.

- **Advanced Tech Skills & Power User Hacks**

Take your technical skills to the next level with advanced tips and shortcuts across Outlook, Teams, and Excel—designed to make you faster, more efficient, and more impactful.

- **Modern Ways of Working**

Learn how to run high-performance virtual and hybrid meetings, manage digital workflows effectively, and adapt to the evolving workplace.

- **Hands-On Problem Solving & Real-World Application**

Bring your own challenges and leave with solutions. Interactive sessions are designed to give you practical, tailored outcomes you can apply immediately.



05 1:1 Meetings & Networking

A key part of the Summit experience is the opportunity to build meaningful, one-to-one connections.

How it works:

- Meetings are pre-arranged based on your interests
- You'll receive a personalised schedule
- Sessions are designed to be relaxed and conversational

This ensures you connect with the right people, in the right way, maximising the value of your time at the event.

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06 VENUE & ACCOMMODATION

Down Hall Hotel & Spa

Set within stunning countryside surroundings, Down Hall offers the perfect backdrop for the Summit experience.

This luxury country house hotel provides:

- Elegant accommodation
- Beautiful grounds and gardens
- Premium dining experiences
- A calm, focused environment away from the office

Your stay includes:

- One night's accommodation
- Full access to the Summit experience
- Dining and hospitality throughout



07 EVENT INFORMATION & FAQs

Dress Code

Smart casual / business casual

Arrival Time

Please arrive from 09:30am on Day One for coffee and registration

Departure

The Summit concludes at 14.00pm on Day Two after lunch

What to Bring

- Business cards
- Laptop or device (optional)
- An open mindset and willingness to connect

Dietary Requirements

Please ensure these have been submitted in advance - our team will be in touch



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08 MAKING THE MOST OF YOUR SUMMIT

To get the best from your experience:

- Be open to conversation – everyone is there to connect
- Prepare questions for sessions and meetings
- Engage in discussions—this is a collaborative environment
- Take notes and reflect on key takeaways
- Follow up with new connections after the event

This is your opportunity to step back, think strategically, and invest in your development.

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