



# XI INTERNATIONAL FORUM OF SECRETARIAL INNOVATION

**IMAGINATION**

**MOVEMENT**

**AFFECTION**

**30SEP • 01OCT**

WTC Events Center | São Paulo - SP

[www.fisec2023.com](http://www.fisec2023.com)

# ABOUT IT

FISEC - International Secretarial Innovation Forum **is the largest executive secretarial event in Latin America** and has the objective to connect secretarial professionals in Brazil and around the world with the best practices and market tendencies. This extraordinary event was created by the **Pepitas Secretaries Club**, a large community that brings together more than 10,000 secretaries from all over Brazil and the world.

FISEC is the result of **IMAGINATION** with **MOVEMENT** driven by **AFFECTION**.

In 2022, the event was attended by more than 1000 secretaries, 32 countries on 5 continents and 27 Brazilian states. We were very pleased with the results achieved and the positive impact of the national and international quality of the content we successfully delivered.

The eleventh edition of FISEC will take place on 30th September and 01st October 2023, in a hybrid format that includes in-person and virtual sessions, at the WTC Events Center, São Paulo, SP.

# WHY TAKE PART?

At FISEC 2023, you will learn from the greatest names in the national and international market the essential skills for the new Era, transformations and new secretarial practices of the new world.

The event will be composed of:

Lectures, FISEC Talks and Interviews with national and international speakers

Panels and experiences of Imagination, Movement and Affection

Inspiring stories, challenges and success reports from secretarial authorities and leaders

Trends, transformations and new secretarial practices

Lots of networking with professionals from Brazil and around the world

# WHAT TO EXPERIENCE?

FISEC Triad 2023

## IMAGINATION

IMAGINATION is the source of the creation process of your desired future, it is the mental representation that activates innovation. Let's imagine together: What will the secretarial profession look like in the future? And how you can leave your mark on this new reality. The next step in making imagination real is... movement!

## MOVEMENT

MOVEMENT is the impulse for concrete action and effective execution of your imagination. It is an individual and conscious choice that moves the body, stimulates the mind and energises the spirit to break through inertia. Let's move together and reflect on the following question: What can we do about the process of evolution and transformation in the secretarial career? And how you can be the protagonist of what you have imagined.

## AFFECTION

AFFECTION is the foundation stone that unites and connects imagination and movement. It's the joining of intention + action! We'll address soft skills, purpose, mental and relational health, sustainability, ESG (Environmental, Social and Governance). Let's think together: How does the secretary affect the world with affection? And how to bring this positive intention into your imagination and your movement.

# WHO IS IT FOR?

## #Secretarial Professionals

who want to become a reference in their fields;

## #Secretariat Students

who want to have a unique experience at the biggest secretarial event in Latin America;

## #Recent Secretarial Graduates

looking for development to stand out at the beginning of their career;

## #Professionals looking to relocate

who are looking for learning and guidance to return to the job market;

## #Secretarial entrepreneurs

who want to develop their self-knowledge in order to promote the growth of their projects;

## #Secretariat teachers

with a desire to update their knowledge by learning new content and trends in the world of secretarial work

# WHAT YOU WILL RECEIVE?

- 2 days of conferences, panels, FISEC Talks and interviews
- Networking with secretaries from all over the world
- National and international information about the world of secretarial
- Direct contact with partners and exhibitors
- Access to the full event recording for 30 days
- Digital certificate

**FISEC is a hybrid event, meaning you can choose the best way to take part, either by following along directly from home - online - or by attending the event in person (limited space).**

To buy a PRESENTIAL or VIRTUAL PASS, go to the event website:

 <http://www.fisec2023.com>

or contact the

**FISEC 2023 CALL CENTRE:**

 [fisec2023@pepitaconsultoria.com](mailto:fisec2023@pepitaconsultoria.com)

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To buy the CORPORATE PASS, contact FISEC Call Centre to find out about the special conditions available for companies and groups of secretaries.

**FISEC 2023 CALL CENTER**

✉ [fisec2023@pepitaconsultoria.com](mailto:fisec2023@pepitaconsultoria.com)

+ IMAGINATION

MOVEMENT +

+ AFFECTION

# AGENDA

30SEP • 01OCT





# PROGRAMMING

30 SEP | SATURDAY

08:00 - 09:00

**Registration**

09:00 - 09:30

**Official opening:  
Pepita Soler, FISEC President**

09:30 - 10:30

**International Keynote  
Speaker - Patrick Jephson**

Topic: Leading with Heart: Lessons learnt from Princess Diana's humanitarian initiatives

\*tradução simultânea

10:30 - 11:20

**Coffee Expo FISEC | Network  
Presencial & Digital**

11:20 - 12:00

**Extraordinary Panel C-level EA's  
& Chief of Staff:**

Renee Sturcq - Chief of Staff and EA to the President of Nubank

Daniele Amaral - C-Level EA to the CEO of Bank of America Brazil

Moderator: Moacir Rauber - Writer, Mentor, Coach, Speaker, Doctor in Business Sciences, Human Resources

Management and International Certification in Nonviolent Communication and Positive Intelligence.

12:00 - 13:00

**Career in Flow - Keys to  
empowering Creativity, Results  
and Self-realisation:**

Clarissa Medeiros - Leadership mentor and speaker awarded by Humanizadas and HSM as "Best Companies for Brazil", author, coach and entrepreneur.

# PROGRAMMING

30 SEP | SATURDAY

13:00 - 14:30

**Lunch**

14:30 - 15:00

**Bioharmonisation of Gestures Experience:**

Thais Gimenez - Psychologist, speaker, facilitator, dancer, specialist in neuroscience, corporal intelligence, martial arts and yoga.

15:00 - 15:30

**FISEC TALK: Diversity and Inclusion**

Kellen Julio - Globo's Diversity and Inclusion Manager. Responsible for building strategies and partnerships for the internal development of representativeness and inclusive culture for women, black people, people with disabilities and LGBTQIA+.

15:30 - 16:20

**ESG PANEL: Environment, Social, Governance:**

Presenter and Moderator: Alexis Thuller Pagliarini - CEO and founder of Criativista ESG4, specialist in ESG and in processes of Creativity and Innovation with Purpose.

Hannah Saraiva - Leader of Pride@ Meta Latam, an affinity group for LGBTQIA+ people and C-level Executive Assistant.

Simone Tie - C-Level EA of the Global Directors of Natura & Co. Latin America. She is part of the Natura & Co: Us pillars, where only women participate.

# PROGRAMMING

30<sup>SEP</sup> | SATURDAY

16:20 - 17:10

**Coffee Expo FISEC | Network  
Presencial & Digital**

17:10 - 18:10

**MAGNA Conference - Be the  
Protagonist of your Story:**

Edna Goldoni - Founder and President of the Vasselo Goldoni Institute and CEO of VG Human Development. Honorary and Life Member of the All Ladies League Global.

18:10 - 18:30

**End of day 1**

# PROGRAMMING

01 OCT | SUNDAY

09:00 - 09:30

## 360 Human Connectivity Experience

Victor Hugo Soler Montalvo - Master in Positive Organisational Development, Specialist in Positive Psychology and Chief Reinvention Officer.

Pepita Soler - President of the Global Academy of Secretarial Innovation

09:30 - 10:30

## International Keynote Speaker – Lucy Brazier OBE

Theme: Reimagining the Profession. Evolution or Revolution?

*\*simultaneous translation*

Lucy Brazier is one of the world's leading authorities on executive secretarial work and CEO of Marcham Publishing, a global force in world-class conferences and training. Lucy was honoured by the Queen of England with an OBE (Officer of the British Empire) for outstanding service to professionals in the corporate world.

10:30 - 11:10

## Coffee Expo FISEC | Network Presencial & Digital

# PROGRAMMING

01 OCT | SUNDAY

11:20 - 12:00

## **Innovation & Technology FISEC Talk com Lilian Primo:**

CEO and Co-Founder of Moby Mobilidade Eletrica. Technology executive, VP of the Advisory Board of the Latin American Success Institute for Entrepreneurship and Innovation, VP of IT at ANEFAC and columnist at Nova Brasil FM.

12:00 - 12:30

## **FISEC INNOVATION AWARD 2023**

12:30 - 13:00

## **The dance of life: Music - Movement - Affection:**

Ison Barros - Biodanza and Holistic Therapies Facilitator with experience in Brazil and Europe.

13:00 - 14:30

## **Lunch**

14:30 - 15:00

## **FISEC TALK: Imagination Medicine**

Alma André Castilho - CEO ALMA - Stories that matter, storytelling expert, entrepreneur, writer, filmmaker, publicist and founder of the Imagination Medicine project.

# PROGRAMMING

01 OCT | SUNDAY

15:00 - 15:30

## **FISEC TALK: Affective Self-Leadership and Mental Health**

Renata Sansoni, Founding Partner of Realis - Conscious People and Humanised Business. Psychologist, coach, consultant in well-being, mental health, psychological safety, communication and empathy.

15:30 - 16:00

## **IMAGINATION - MOVEMENT - AFFECTION PANEL**

SPECIAL GUESTS:

Renata Sansoni

Alma André Castilho

Moderator: Pepita Soler

16:00 - 16:30

## **Closing Ceremony and Prize Draws**