

# XIII INTERNATIONAL FORUM OF INNOVATION IN SECRETARIAT

September 27 and 28 | Royal Palm Hall | Campinas - SP

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[www.fisec2025.com](http://www.fisec2025.com)



# ABOUT

FISEC – International Forum for Innovation in Secretariat – is the largest executive secretariat event in Latin America. Its main objective is to be a bridge between executive secretariat professionals in Brazil and around the world, connecting them with the best market practices and trends.

This revolutionary event was created by the Pepitas Secretaries Club, a large community that brings together more than 20,000 executive secretariat professionals from all over Brazil and the world.

In 2024, the event was attended by more than 1,300 executive secretariat professionals, from 44 countries on 5 continents and 27 Brazilian states. We were very happy with the results and the positive impact of the quality of both the national and international content we masterfully delivered.

In 2025, FISEC will be held at the largest and most advanced convention center in Latin America—the magnificent Royal Palm Hall in Campinas, SP. It will take place on September 27th and 28<sup>th</sup> and is conveniently located just a 15-minute drive from Viracopos International Airport.



# FISEC TRIAD 2025



In a scenario of constant change, **INNOVATIVE LEADERSHIP** allows the executive secretariat professional to cultivate an environment that encourages collaboration and the exchange of ideas, promoting experimentation and adaptability. Being an innovative executive secretariat professional not only involves identifying opportunities for improvement, but also valuing the diversity of perspectives, encouraging the team to think outside the box and face challenges with courage and creativity.



In the age of technology, **DIGITAL TRANSFORMATION** is essential for driving efficiency and innovation in organizations. The executive secretariat professional must embrace technology, adopting new tools and processes that optimize work and improve communication. Being proactive in the search for digital solutions, understanding and applying emerging technologies, and fostering a culture of adaptability are crucial skills.



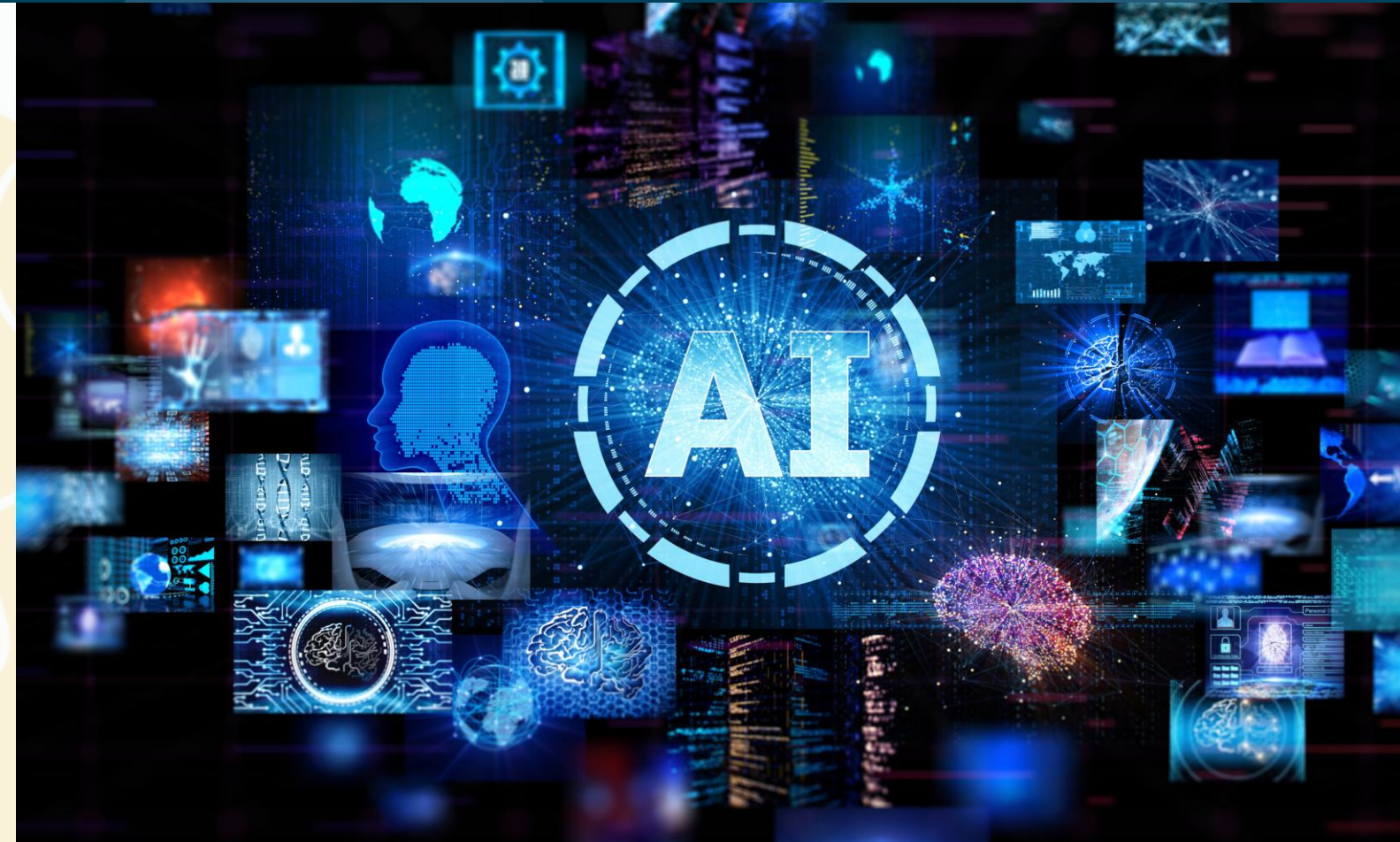
In an interconnected world, **SOCIAL IMPACT** becomes a fundamental responsibility for executive secretariat professionals. It is crucial to develop a social consciousness that promotes inclusion, equity, and well-being. Professionals must be agents of transformation, using their skills to create initiatives that benefit not only the organization but also society. This involves engaging in projects that promote sustainability and social responsibility, as well as cultivating partnerships that broaden the reach of positive actions.



# KEY THEMES

THAT WILL BE  
ADDRESSED

- 1 Thought Leadership, Digital Transformation, and Social Impact
- 2 AI Trends in the Future of the Secretariat
- 3 Diversity, Inclusion and Sustainability
- 4 Social Skills & Mental Health
- 5 Innovative Skills





# RETROSPECTIVE



+ 1300  
Participants



+ 30  
partners



21  
Speakers



21  
hours of content



44  
Countries



5  
Continents



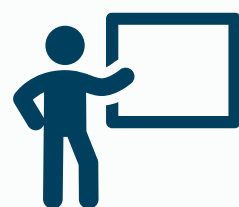
27  
Brazilian states

# WHY PARTICIPATE?

## WHAT WILL I HAVE ACCESS TO

At FISEC 2025, you will learn from the **biggest names in the national and international market** the essential skills for the new times, transformations and new practices of the new era secretariat.

### THE EVENT WILL CONSIST OF:



Lectures, FISEC Talks and Interviews with National and International Speakers



Panels and experiences focused on Innovative Leadership, Digital Transformation and Social Impact



Inspiring stories, challenges and success stories with authorities from the Secretariat and Leaders



Trends, transformations and new practices of the future secretariat



Lots of networking with professionals from Brazil and the world



# WHO IS IT FOR?

> **Secretariat Professionals**  
who want to become a reference in the field of action;

> **Secretariat Students**  
who want to live a unique experience at the largest secretariat event in Latin America;

> **Professionals in relocation**  
who seek learning and guidance to return to the job market;

> **Entrepreneurial Secretaries**  
who want to develop their self-knowledge to boost the growth of their projects;

➤ Executive secretariat professor  
➤ with a desire to update their knowledge by learning new content and trends in the world of secretariat.





# FISEC EXPERIENCE

## SECURE YOUR SPOT

At FISEC 2025, you will learn from the **biggest names in the national and international market** the essential skills for the new times, transformations and new practices of the new era secretariat.

### YOU WILL RECEIVE AND EXPERIENCE:

- 2 days of lectures, panels, FISEC Talks and interviews
- Networking with secretarial professionals from all over the world
- National and international content about the world of secretariat
- Direct contact with partners and exhibitors
- Access to the full recording after the event
- Certificate of participation





# AGENDA

## XIII INTERNATIONAL FORUM OF INNOVATION IN SECRETARIAT

September 27 and 28 | Royal Palm Hall | Campinas - SP



# PROGRAMMING

27 September | Saturday

|             |                                                                                                                            |             |                                                                                                                        |
|-------------|----------------------------------------------------------------------------------------------------------------------------|-------------|------------------------------------------------------------------------------------------------------------------------|
| 08:00-09:00 | Accreditation                                                                                                              | 12:30-14:00 | Networking Lunch (Integration of Delegations)                                                                          |
| 09:00-09:40 | Official Opening of the Event and Integration of Delegations                                                               | 14:00-14:40 | International interview with Helen Monument - President of WA-Alliance, a world reference in Secretariat               |
| 09:40-10:10 | Opening Lecture   Minoru Ueda<br>Ikigai Flow: The art of finding purpose and meaning at the heart of your routine          | 14:40-15:20 | Presentation of the Profile Survey of the Brazilian Secretariat Professional                                           |
| 10:10-10:30 | FISEC Talk Cynthia Michels   Artificial Intelligence: Challenges and Opportunities                                         | 15:20-16:00 | Panel of Innovative Female Leaders with Social Impact - Eliane Pellegrino & Joana Zylbersztajn / Moderator: Simone Tie |
| 10:30-11:10 | Innovation & Digital Transformation Panel - André Aguiar Santana & Mateus Oazem / Presenter and Moderator: Cynthia Michels | 16:00-16:40 | Coffee Expo FISEC   In-person and Virtual Networking                                                                   |
| 11:10-11:50 | Coffee Expo FISEC   In-person and Virtual Networking                                                                       | 16:50-17:50 | Lecture and Interview   Rachel Maia - Founder and CEO of RM Cia 360 and RM International                               |
| 11:50-12:30 | International Lecture with Lucy Brazier<br>OBE - AI and the art of influence                                               | 17:50-18:30 | Closing of the 1st Day                                                                                                 |



# PROGRAMMING

28 September | Sunday

09:00-09:40

Opening Lecture | Edna Goldoni - Sorority in Practice: Women who strengthen women

09:40-10:10

Daniela Reis Frontera Lecture – Seeing Beyond the Look

10:10-10:30

Surprise Presentation

10:30-11:10

Panel on Mental Health, Integral Well-Being and Happiness - Camila Manga & Nathalie Helman / Moderator: Gustavo Bertulucci

11:10-11:50

Coffee Expo FISEC | In-person and Virtual Networking

11:50-12:30

Special Lecture | Mayana Neiva - Happiness is not out there.

12:30-13:00

Closing ceremony and Raffle - In-Person & Digital

ACCESS THE QR CODE AND CHECK OUT EVERYTHING ABOUT FISEC 2025



# CONFIRMED

Lucy is one of the world's leading authorities in the field of executive secretariat.

Lucy is CEO of Marcham Publishing, a global force in world-class conferences and training, including Executive Support LIVE and Modern-Day Assistant, and encompassing Executive Support Magazine, the gold standard in training and print media for executive credit professionals.

# SPEAKER

## LUCY Brazier OBE

Founder & CEO, Executive Support Media, Author of Award-winning #1 Bestseller "The Modern-Day Assistant", Global Authority on the Administrative Profession

 [lucy-brazier](https://www.linkedin.com/in/lucy-brazier)



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# CONFIRMED

Helen Monument at FISEC 2025: A Global Force That Shines on the Stage!

Get ready to be inspired by Helen Monument, the President of WA-Alliance and a world reference in secretariat! She shines on the biggest international stages, sharing her vast experience.

With more than 30 years of experience and at the helm of the award-winning Global Skills Matrix, Helen shapes the future of the global management profession. Her passion is empowering assistants to be their best selves through the training, coaching, and valuable insights she shares, including in her forthcoming book.

Don't miss out on this unique opportunity to learn from a global leader who is actively building the future of executive support at FISEC 2025!

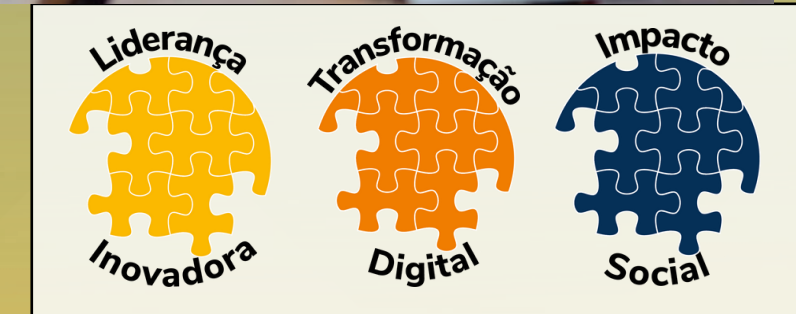
# SPEAKER

## HELEN Monument

President of WA-Alliance, a world reference in Secretariat



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# CONFIRMED

**Rachel Maia** is a businesswoman and Board Member at giants like Vale and Hypera. She is also the President of the UN Global Compact Brazil Board. Her career includes serving as CFO of Tiffany & Co. in Brazil and CEO of Pandora Brazil, where she drove exponential growth.

As a Black woman, Rachel is an inspiration of resilience and a beacon for diversity in leadership. A Harvard Business School alumna, she founded the Instituto Capacita-me to promote employability. Honored with the title of Doctor Honoris Causa, Rachel dedicates her voice and actions to social inclusion and transformation.

# SPEAKER

## RACHEL Mayan

Founder e CEO da RM Cia 360 e  
RM International



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# CONFIRMED

Biomedical, speaker and president of the Vasselo Goldoni Institute (IVG). With a strong commitment to social causes and female empowerment, founded the "Nós por Elas" program - the largest Free mentoring for women in Brazil - and the initiative "Sowing Pearls."

Co-creator of the programs "Delas pra Elas" and "Carreira 50+", she was elected HR Influencer for three years. She is a member of the G100 Global Women Leaders and represented Brazil at UN Women.

# SPEAKER

## EDNA Vasselo Goldoni

IVG President and CEO VGDH  
Speaker | Creator of the Mentoring  
Program - Nós por Elas and  
Semeando Pérolas

 ednavasselogoldoni



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# CONFIRMED

Mayana Neiva, acclaimed TED Talk speaker, multi-artist and author, brings her fusion of art, spirituality and well-being to the stage of FISEC 2025.

With experience in meditation and inspiring projects, she addresses creativity, self-knowledge and emotional health in the corporate environment.

Get ready for a lecture that is an invitation to reflection, transformation, and the search for a life with more lightness, fullness, purpose, and happiness.

Don't miss this opportunity to be impacted by a personality from national and international stages!

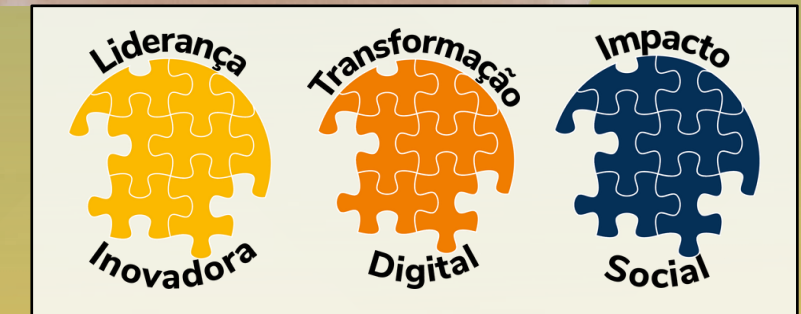
# SPEAKER

## MAYANA Neiva

Speaker, TEDx Speaker, Actress, Director,  
Singer, Writer, Multi-artist



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# CONFIRMED

Aramis' CHRO is a renowned leader, passionate about unlocking talent and driving high-impact organizational transformations. With experience in large organizations such as Natura &Co and Club Med, she believes in the power of human connections, and inspires leaders to build high-performance cultures with purpose and innovation.

Get ready for powerful insights about the future of work at FISEC 2025!

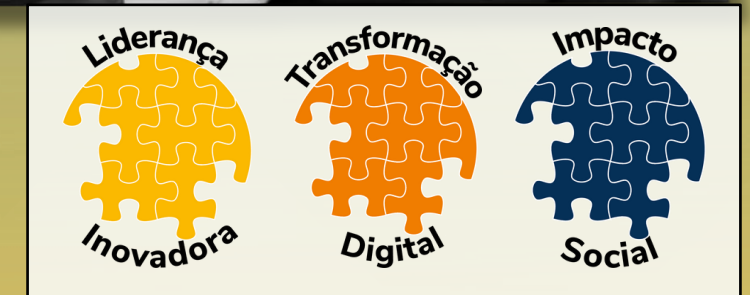
# SPEAKER

## ELIANE Pilgrim

Executive Director of Talent &  
Transformation / CHRO at Aramis



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# CONFIRMED

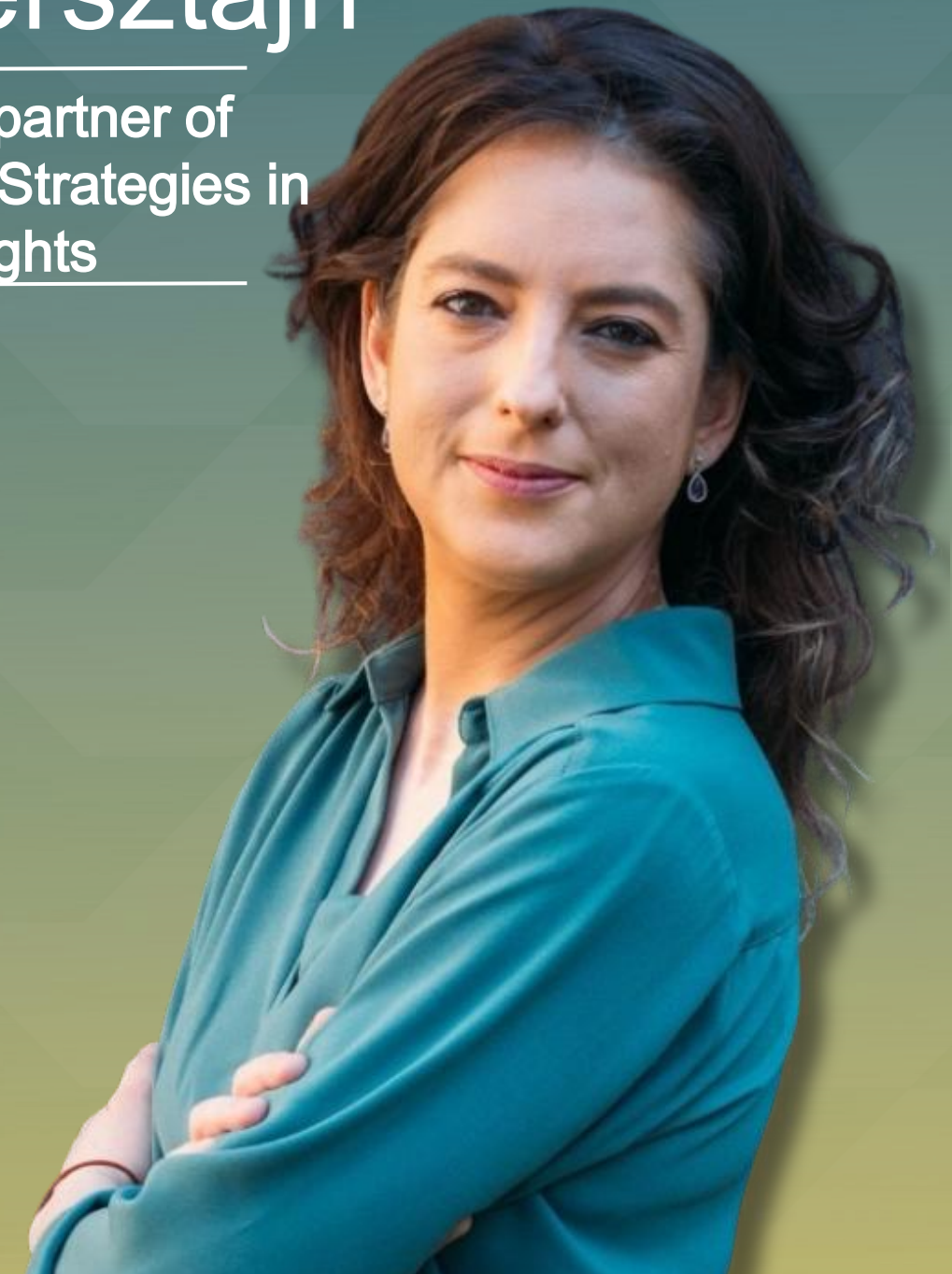
A visionary leader in human rights and social impact strategies, with experience in the OAS and the private sector (Natura &Co). Co-founder of Veredas Human Rights, professor and mentor at Insper, and member of the Arns Commission on Human Rights. Joana brings a unique perspective on how to integrate ethical values, responsibility, ESG and innovation in the corporate world.

Get ready for an inspiring and transformative talk at FISEC 2025!

# SPEAKER

## JOAN Zylbersztajn

Founding partner of  
Veredas - Strategies in  
Human Rights



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# CONFIRMED

An innovative leader passionate about turning ideas into results. Cynthia applies the methodologies she developed from her experience in Silicon Valley to empower humans and businesses in times of AI.

Get ready for an immersion in the future of organizations, with disruptive and applicable insights for the secretarial universe.

Cynthia unlocks the power of Conscious Innovation, offering a strategic and transformative look for you to lead in the new era.

## SPEAKER

### CYNTHIA Michels

Founder  
of Area 56 Innovation



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# CONFIRMED

With more than 30 years of experience, Minoru Ueda is the voice of leadership with purpose and emotional intelligence. Recognized as a speaker, teacher and writer, he is the author of acclaimed works such as "Positive Leadership" and "Emotional Competence".

Creator of Virtus Mentoring, a unique journey that integrates Ikigai, Flow, and human strengths, Minoru guides individuals to clarity and fulfillment. He has inspired more than 100,000 people in Brazil and abroad, shaping leaders with a deeply human vision. Prepare to be transformed by your singular wisdom.

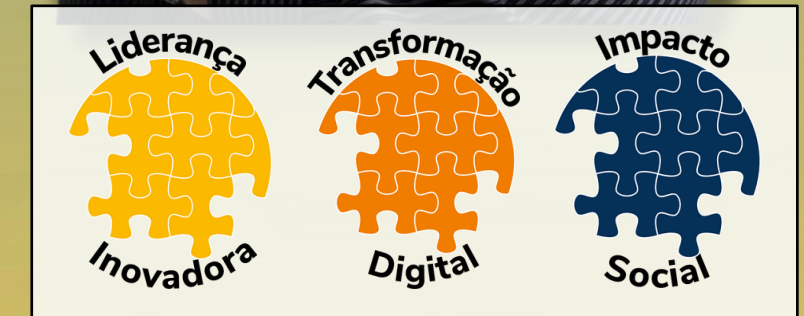
## SPEAKER

### MINORU Ueda

Speaker, Teacher and Writer



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# CONFIRMED

An innovative female leader who challenges boundaries! With low vision, she reinvented herself as the founder of the impactful Project Seeing the Future, democratizing Braille literacy digitally. CEO of the Florallis Network, inspires with his story of overcoming, transformative leadership and passion for generating social impact.

Get ready for a motivating and insightful talk at FISEC 2025!

## SPEAKER

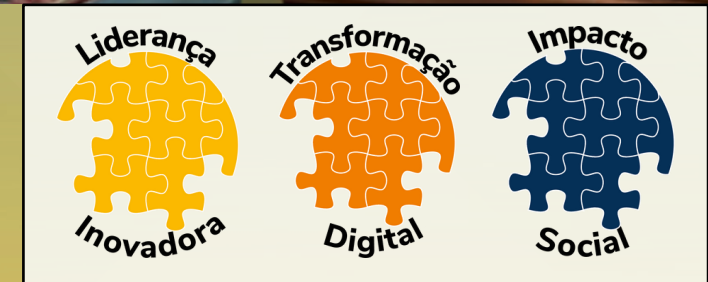
### DANIELA Kings Frontier

Low vision speaker,  
Founder and Creator of  
the Seeing the Future  
Project and CEO of the  
Florallis pharmacy  
chain

 [Daniela-Reis-Fronteira](#)



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# CONFIRMED

Psychologist and career counselor, specialist in boosting dreams and cultivating integral well-being.

With a solid background in Positive Psychology and Anthroposophy, she leads human flourishing in all its dimensions — emotional, relational, intellectual, spiritual, and physical.

Recognized for her transformative social impact, Nathalie has already supported more than 1,600 people in the community of Paraisópolis with initiatives that unite sensitivity, strategy and purpose.

She is the ideal expert in awakening talents, empowering individuals and transforming environments through the power of emotions and human development.

## SPEAKER

### NATHALIE Helman

Psychologist and Facilitator  
of Human Flourishing



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# CONFIRMED

Clinical psychoanalyst with experience in the care of adolescents, adults and couples. Presents the painting entre Nós in Tarde Nativa FM Campinas (Grupo Bandeirantes de Comunicação), where brings accessible reflections on health and human relations.

With a degree in Administration and specializations in Psychoanalysis, she works also with lectures and emotional well-being projects in the corporate environment.

# SPEAKER

## CAMILA Sleeve

Clinical Psychoanalyst  
Wellness Specialist  
Corporate Emotional

 [Camilamanga](#)

 [camilamangatherapist](#)



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# CONFIRMED

Executive Assistant to the Presidency

With more than 15 years of experience, specializing in family office, personal assistance and management of major events. With a passion for excellence in secretarial, he proves that talent has no gender.

Fluent in English and French, Gustavo combines his postgraduate degree and international certification with the sensitivity of Psychoanalysis. Its dexterity allows A strategic and elegant read of the corporate environment.

# MODERATOR

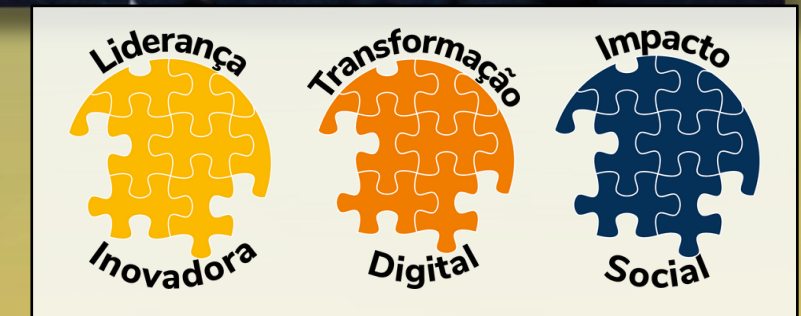
## GUSTAVO Bertulucci

Executive Assistant  
of the Presidency

 [gustavobertulucci](https://www.linkedin.com/in/gustavobertulucci)



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# CONFIRMED

C-Level executive with extensive experience in strategic leadership and an authentic and empathetic style. As Chief of Staff at Portal Telemedicina, she connects technology and purpose to generate social impact. With a solid career that began as an executive secretary in large companies, Simone today mentors and inspires new leaders.

It is a driving force in human development, building bridges between the corporate and academic worlds to promote high-performance connections and cultures.

Simone will be the Panel Moderator of Innovative Leadership with Social Impact.

# MODERATOR

## SIMONE Tie

Chief of Staff



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# CONFIRMED

It is the authority that unites academic excellence and corporate leadership. With more than 25 years of experience, he is a leader of Capgemini Brazil and an MBA professor at USP.

Its mission is to guide companies on the digital transformation journey, aligning technology and innovation to business results.

André brings to FISEC 2025 a multidisciplinary and strategic vision, with a focus on Technological Innovation and ESG. His presence is an unmissable opportunity for professionals to become key players in the digital governance of their organizations.

# SPEAKER

## ANDRÉ Aguiar Santana

Executive Director & PhD  
in Computer Engineering



[André Aguiar Santana](#)



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# CONFIRMED

He is a specialist in technological and cultural transformation with experience at giants like Google, Capgemini, and Salesforce.

He uses cutting-edge methodologies to co-create the future that organizations desire, transforming ideas into tangible strategies.

The winner of multiple awards, including the MIT Hackathon to combat Covid-19, he is always at the forefront of innovation.

At FISEC 2025, he will challenge us to think about the strategic role of tomorrow's executive secretariat.

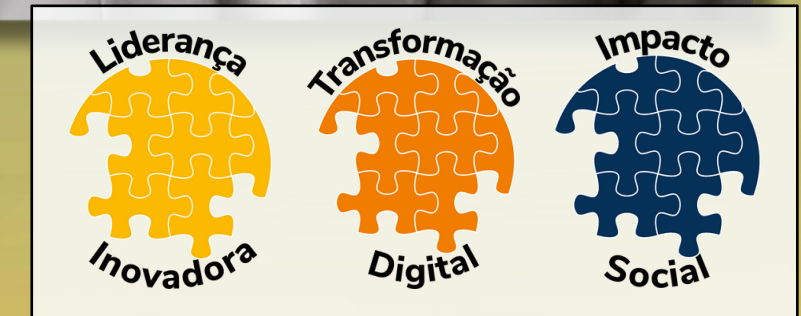
# SPEAKER

## MATTHEW Oazem

Futurist and Estrategist  
of Narratives



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FISEC 2025 REGISTRATION CENTER

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