

# The EA of the future and how you can be one

## 2017 EAN Brisbane Conference Program

Exploring where you can have the greatest influence and impact for the success of your business and your executive

## 11th Anniversary

of the Most Highly-Acclaimed Forum for  
EAs and PAs in Australia

**6 - 7 September Pullman Brisbane**

**A speaker line-up unlike any  
seen before in Australia**

## Program Highlights include

- 15** Senior Corporate Executives
- 13** Senior Corporate EAs and PAs
- 9** Influential Consultants,  
Coaches & Trainers

Join Australia's leading EAs who will leave this event with tangible solutions to guarantee their career success



# The EA of the Future – and how you can be one **Pullman Brisbane / Brisbane 2017**

**I really struggled to think of a way to sum up the EA Conference, because there was so many great aspects so I thought I would sum my thoughts up with one statement; An awesome experience and essential professional development opportunity for any PA/EA!!!!**

**Emma Kable,**  
Housing Plus

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## Dear Colleague,

Bringing together a host of the most powerful and original speakers, thought leaders, corporate visionaries and business managers in Australia, this insightful, thought provoking and inspirational conference will show you how to not just survive the future, but grow in your role as a newly imagined and understood office management professional. A true partner in business with your executive. A powerful and effective manager of your executive's office.

Featuring a conference program and speaker line-up for EAs unlike any seen before in Australia, over two incredible days, immerse yourself in your career and personal development and enhance your skills, knowledge and competencies in ways you can't imagine, ensuring you can return to your office and join your executive in leading effective and efficient growth and management.

The EA role now extends far beyond the areas it has been traditionally known for. Your influence and impact now resides in your ability to manage executive energy, focus, mind-set and priorities. Are you ready for the challenge?

**NATASHA CANNON**  
Joint Managing Director  
Executive Assistant Network

# 13

## Compelling Reasons to Attend

- Celebrate a role that is evolving with new purpose and meaning
- Identify the skills and knowledge needed to expand your role and your business influence in the coming years
- Move far beyond the task and duties based perceptions of your current role
- Learn how to best evolve your role in managing executive focus, energy and mind-set
- From the cornerstone of trust, to unified brand, identify the secrets to a great working partnership
- Connector, facilitator, unifier – your expanding role beyond the confines of the executive office
- Influencer, leader, promoter – why your expanding role also requires a less passive presence
- Protecting your executive from both self and others, your role as defender and guardian when needed
- Learn why rumours of your imminent extinction are not just premature but wrong
- Future proof your career with enhanced awareness and understanding of the attributes of your role that matter most
- Learn how to play a bigger game and take a lead within your own life and business
- Discover how your role and influence can make a difference within corporate culture & team dynamics, personal brand, persuasion and influence, networking, corporate innovation, project management and corporate strategy
- And finally... BE moved to unlock your full potential and be the person you truly want to be

## Senior corporate and government executives

confirmed as participating at this event include:

### Wade Oestreich

Deputy Director-General, Strategic Policy and Racing Industry Governance, Department of National Parks, Sport and Racing

### Peter Keith

Managing Director, Change Agency

### Matthew Hill

Executive General Manager – QLD, Calibre Consulting

### Michelle Trute

Chief Executive Officer, Diabetes Queensland

### Andrew Young

Chief Executive Officer, Brisbane Markets Limited and Brismark

### Brendan Cox

Chief Executive Officer, Legacy Brisbane

### Mark Kingsman

Managing Director, Brisbane Roar Football Club

### John Barton

Chief Executive Officer, MGD Wealth

### Leisa Bourne

Director Queensland, Australian Red Cross

### Mark Doonar

Executive Director, Brisbane Development Association

### Darren Mackintosh

Managing Director/Chief Executive Officer, 2 Study Pty Ltd

### Tony King

Executive Director, Office of Small Business, Department of Tourism, Major Events, Small Business and the Commonwealth Games

### Nigel Harris

Chief Executive Officer, Mater Foundation

### Trent Forno

Managing Partner (QLD), Minter Ellison

### Jonathan McIlroy

Executive Director- Education & Training, Executive Assistant Network

For program or registration enquiries

CALL 61 2 8402 5000 or VISIT [ExecutiveAssistant.com](http://ExecutiveAssistant.com)

## Senior EAs and PAs confirmed as participating at this event include:

### Rebecca Sully

Personal Assistant, Investment Services, Colliers International

### Alison Wood

Executive Assistant, Rowland

### Rebecca Murphy

Office Manager QLD, The Next Step

### Emma Pascoe

Executive Officer to the Chief Executive Officer, Youngcare

### Jo-Anne Johnson

Manager, Board & Executive Function, Prescare

### Jo Webb

Executive Assistant to the Group Chief Executive Officer, Davidson

### Clare Tarlington

Executive Assistant to the Deputy Vice-Chancellor (Academic), The University of Queensland

### Christine McDonnell

Senior Executive Assistant to Chief Operating Officer & General Manager Joint Battlespace Systems, Raytheon Australia

### Samantha Smith

Executive Assistant to the Chief Executive Officer, CPL - Choice Passion Life

### Jacqueline Harris

Executive Assistant to the Chief Executive Officer, Queensland Education Leadership Institute

### Ang Kirkland

Executive Coordinator, Brisbane Powerhouse

### Cath Healy

Executive Assistant to Chief Executive Officer/Board and Office/Project Manager, Chamber of Commerce and Industry Queensland

### Patrizia Iacono

Executive Assistant, Bank of Queensland; Chair, 2020 Exchange

## Coaches, Trainers and Consultants confirmed as participating at this event include:

confirmed as participating at this event include:

### Rowdy McLean

International Keynote Speaker

### Nils Vesik

International Keynote Speaker

### Jen Harwood

International Keynote Speaker

### Afterburner Australia

Unique - High Energy - Customised

### Jane Anderson

International Keynote Speaker

### Nikki Fogden-Moore

aka The Mojo Maker | Speaker, Author & Global CEO High Performance Coach

### Amanda Stevens

International Keynote Speaker

### Amanda Breen

International Keynote Speaker

### Robert Taylor

Corporate Accounts Manager, Executive Assistant Network

## Platinum Sponsor



### QBT

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## Gold Sponsors



### AVESTAR PRODUCTIONS

Avestar Productions began their business in 2008, vowing to become a leader in the audiovisual industry. To accomplish this, they deliver superior audiovisual services, technology, and coordination. In addition, they know it is not enough to simply sell goods and services to their clients. Avestar Productions' team is as equally versed in customer service issues as it is in audiovisual services. To achieve this, they implement four key service oriented components: value, performance, reliability and innovation. This combination of customer service, audiovisual equipment and dedicated teamwork are the cornerstones on which Avestar Productions company was founded. Today, four decades later, those core values are what separate them from the rest of their industry.

### Pullman Brisbane

The Pullman King George Square is one of the finest Brisbane conference venues. Conveniently located in the heart of the city, Pullman Brisbane King George Square offers a wide range of modern event spaces, accommodation options and leisure facilities. As a conference venue, it features a variety of meeting rooms, boardrooms, ballrooms and a rooftop terrace, the hotel is the ideal venue for functions and conferences of all sizes in Brisbane. Guests hosting an event at our Pullman meeting rooms can enjoy access to a variety of conference facilities and services, including an in-house event team and a dedicated event manager. Meeting rooms are versatile and contemporary, featuring the latest conference technology and flexibility of layout, accommodating as few as six delegates in a boardroom layout, and up to 1200 in a cocktail layout.



# The EA of the Future –

and how you can be one **Pullman Brisbane / Brisbane 2017**

## Program at a glance

### Day 1

Wednesday 6th September

**7.45am Registration Opens**

**8.30am Chairperson's Day One Opening Remarks**

**8.35am Celebrating the Role of the Executive Office Manager of the Future**

**9.00am Keynote Address**

Play a Bigger Game - how to achieve more, be more, do more and have more than you ever thought possible

**9.30am Executive Panel Discussion**

Examining a new paradigm – The EA's role in managing executive Energy, Focus and State of Mind

**10.30am Morning Coffee**

**11.00am EA & Executive Panel Discussion**

How far should you go in directing executive activities, relative to their priorities?

**12.00pm Keynote Address**

Leading from behind – applying the 'Greatness Principle' to the role of EAs and PAs

**12.45pm Lunch**

**2.00pm Keynote Address**

Anthropology keynote: Playing a Bigger Game for cultural excellence – Creating an amazing culture – The critical elements of cultural dynamics

**2.30pm Keynote Address**

How to Captivate – Managing the balance Between Your Personal Brand, Productivity and Influence

**3.15pm Afternoon Tea**

**3.45pm EA Panel Discussion & Workshop**

Protector, Guardian & Gatekeeper – deciding on the right hat for each occasion

**4.45pm Keynote Address**

Don't just be the most connected person, be the best networked person

**5.30pm Close of day one and cocktail reception**

**7.00pm Gala Dinner**

### Day 2

Thursday 7th September

**8.25am Chairperson's Day Two Opening Remarks**

**8.30am Keynote Address**

Flawless execution – learn what fighter pilots do to ensure they get it right 100% of the time

**9.15am Keynote Address**

The Key to Really Connecting

**10.00am Keynote Address**

Unthinkable – changing how we think at the executive level in order to achieve incredible success

**10.45am Morning Coffee**

**11.15am Executive Panel Discussion**

From trust to brand – what are the key elements of an amazing and strong partnership

**12.15pm Lunch**

**1.30pm Keynote Address**

Critical conversations keynote: Playing a bigger game through critical conversations - Creating conversations that matter

**2.15pm Keynote Address**

Corporate Strategy and Project Management – are these the two most important business disciplines for EAs to master?

**3.00pm Afternoon Tea**

**3.30pm EA Panel Discussion & Workshop**

What does it take to future proof your career?

**4.30pm Closing Keynote**

Level Up: Finding your fitpreneur

**5.15pm Close of Conference**

### Day 1 Sept 6th

#### 7.45am Registration Opens

#### 8.30am Chairperson's Day One Opening Remarks

#### 8.35am Celebrating the Role of the Executive Office Manager of the Future

The role of the EA has been evolving for the past couple of decades, but it is about to hit its zenith, in a newly positioned, and newly understood way. Constant evaluation of the immense value EAs and PAs can bring to their executives is delivering understanding within organisations that was previously missing. In this session, we will set the framework for the 2 day congress and focus on:

- The EA as a true partner in business with their executive
- Managing the office of your executive
- What it means to enable your executive to function at their highest thought levels and modes of productivity
- Directing executive priorities to ensure they maintain peak focus and peak productivity
- Your enabling role as connector and facilitator and your protection role as guardian and even gatekeeper

**Jonathan McIlroy**, Executive Director- Education & Training, Executive Assistant Network

#### 9.00am Keynote Address

**Play a Bigger Game - how to achieve more, be more, do more and have more than you ever thought possible**

Our lives are full of choices. Every day we are required to choose how we will act, respond, direct, do or be. You can choose to live an ordinary life, or one less ordinary, one that is remarkable. You can choose whether you want to live a normal life, by the ideas or rules of others, or rather, one where you chose to play a bigger game. In this sensational keynote address, one of Australia's most loved keynote speakers will show you how you can chose to live the life, both personal and corporate, that will guarantee your success and make you the kind of asset for your executive and business that they are really looking for.

**Rowdy McLean**

International Keynote Speaker

#### 9.30am Executive Panel

##### Discussion

**Examining a new paradigm – The EA's role in managing executive Energy, Focus and State of Mind**

Moving beyond the everyday tasks your role has been known for, the corporate world is waking to the idea that EAs do so much more, and that the myriad of intangible things you do every day add significant benefits to your executives and businesses that weren't previously understood. At a basic level, your role is to ensure your executive is as effective and productive as they can be. A part of that means you have to manage your executive's energy, focus and mind-set. In this panel our group of senior executives will examine what that means in reality and how it benefits them.

- A new understanding of what it takes to work in partnership alongside your executive
- Dealing with modern corporate life, a world of distractions, competing priorities and competing interests
- What it means to achieve focus, and peak mental flow, among the chaos
- Handling, redirecting or delaying the issues, enquiries or demands that aren't immediately pressing
- How the role of protector and guardian for the executive fits into this, including protection from self and others

##### Moderator

**Robert Taylor**, Corporate Accounts Manager, Executive Assistant Academy

**Wade Oestreich**, Deputy Director-General, Strategic Policy and Racing Industry Governance, Department of National Parks, Sport and Racing

**Peter Keith**, Managing Director, Change Agency

**Matthew Hill**, Executive General Manager – QLD, Calibre Consulting

**Michelle Trute**, Chief Executive Officer, Diabetes Queensland

**Andrew Young**, Chief Executive Officer, Brisbane Markets Limited and Brismark

**Trent Forno**, Managing Partner (QLD), Minter Ellison

#### 10.30am Morning Coffee

#### 11.00am EA & Executive Panel Discussion

**How far should you go in directing executive activities, relative to their priorities?**

From reactive and directed, today's EAs need to be proactive and directing, directing executive focus and therefore priorities to ensure that the executive, and EA, are aligned and achieving what they need. But how far should this extend in managing the office of the executive and, by extension, directing the flow of information and access to the office and executive, as well as constantly evaluating ever changing priorities? How far should the relationship go in allowing the EA to take the primary role in 'directing' what's next' for the executive to focus on?

- Trust and belief – why you can't manage priorities and focus without these
- Competing priorities and competing interests – how do you gain sufficient knowledge to make a judgement call?
- Everyday tasks and priorities that EAs should definitely direct
- Setting boundaries and knowing when to pass the call to the executive
- The art of delegating and redirecting – how to save both of your time from those enquiries, issues or interests that should make neither of your priority lists

##### Moderator

**Robert Taylor**, Corporate Accounts Manager, Executive Assistant Academy

**Rebecca Sully**, Personal Assistant, Investment Services, Colliers International

**Alison Wood**, Executive Assistant, Rowland

**Darren Mackintosh**, Managing Director/Chief Executive Officer, 2 Study Pty Ltd

**Tony King**, Executive Director, Office of Small Business, Department of Tourism, Major Events, Small Business and the Commonwealth Games

#### 12.00pm Keynote Address Leading from behind – applying the 'Greatness Principle' to the role of EAs and PAs

Many executives are great at leading from the front, but what is less well understood, is your role within your partnership in leading from behind. In accepting your role as protector and guardian at times, as advocate and promoter at others, you need to have the ability to create the support around your executive that can make a difference. You need to be the glue in the team sometimes, at others the agitator, or even the fly in the ointment. It's a tough role and one that you can't do entirely on your own. So you need to ensure that in supporting your executive, you also help to build the right support network around your partnership that can guarantee your success as a team.

### Day 1 Sept 6th

- Understanding why no one ever became great and stayed great all by themselves
- The 'great 8' in support – what it takes to have a strong support network
- Examining how you can apply these simple support principles to your role as an EA
- Taking the 'Greatness Principle' to the next level and learning how to lead from behind
- How to make sure your executive stands strong in their life and work and doesn't lean on you for absolutely everything!

Jen Harwood  
International Keynote Speaker

#### 12.45pm Lunch

#### 2.00pm Keynote Address

##### Anthropology keynote: Playing a Bigger Game for cultural excellence – Creating an amazing culture – The critical elements of cultural dynamics

Every organisation has a culture, whether they actively cultivate it or not. In the modern business era more and more companies are turning to ancient tribal cultures to understand how to develop sustainable success. Every successful culture is built on the back of 7 key aspects. This keynote explores these elements, what they mean and how to create them. An engaging keynote with insights into the most successful ancient cultures and their modern equivalents. Great cultures are about belonging, contributing and creating strong foundations for a successful future. This keynote delivers on all of these.

- The organisation does not own the culture, the employees or 'the tribe' does
- Everyone contributes to the culture no matter what
- Choosing to contribute to a culture that lifts people up, makes the culture better
- Great cultures make great workplaces
- EA's are in a position to observe the culture and thereby have a greater influence on it
- Why winning teams win

Rowdy McLean  
International Keynote Speaker

#### 2.30pm Keynote Address

##### How to Captivate – Managing the balance Between Your Personal Brand, Productivity and Influence

Your impact within your organisation and outside, your ability to influence and persuade others and, as a result, your ability to do what you will need to on behalf of your executive and the Executive's office, are all impacted by the way you communicate. At a minimum, your personal brand must be congruent with that of your executive. Over time, ideally, your partnership, and the office of the Executive that you both represent, should start to take on its own brand that not only has a strong reputation but stands out and has an impact.

- What makes your Personal Brand Captivating?
- Team Executive Office – what do you want that to look like so that it brings out the best in them and the team?
- Consistency? Reliability? Delivery? – What are you going to be known for in how you both work with others?
- The three secrets to Captivation that creates impact and helps with influencing and persuading others
- How to leverage your personal brand to gain influence with those stakeholders you liaise with outside your organisation?

Jane Anderson  
International Keynote Speaker

#### 3.15pm Afternoon Tea

#### 3.45pm EA Panel Discussion & Workshop

##### Protector, Guardian & Gatekeeper – deciding on the right hat for each occasion

In this fun and interactive panel session and workshop, our team of panel EAs, along with the audience, will investigate how the concepts of facilitator, conduit, unifier, and leader can sit alongside your sometimes being required to act as protector, guardian or even gatekeeper. From protecting the executive from self and others in helping to manage their energy, focus and priorities, the session will try and uncover ideas, tips and tools that you can use, alongside your Emotional Intelligence skills, to keep things running smoothly. Some of the issues we will look at include:

- How far have you had to go in protecting your executive from themselves?
- How to say no to (or block) persistent stakeholders, direct reports or other managers who don't understand your role in managing your executives priorities and focus
- How to train your executive to not undermine you by bypassing your procedures
- How to train your executives reports and colleagues of the benefits of going through you
- Modern office management styles may prefer the notion that EAs are a conduit, a facilitator, and enabler, but what do you do when you need to become that old fashioned Gatekeeper
- Finding the right balance between power and authority and not abusing your position

Moderator  
Jonathan McIlroy, Executive Director – Education & Training, Executive Assistant Network

Rebecca Murphy, Office Manager QLD, The Next Step

Emma Pascoe, Executive Officer to the Chief Executive Officer, Youngcare

Jo-Anne Johnson, Manager, Board & Executive Function, Prescare

Jo Webb, Executive Assistant to the Group Chief Executive Officer, Davidson

Clare Tarlington, Executive Assistant to the Deputy Vice-Chancellor (Academic), The University of Queensland

#### 4.45pm Keynote Address

##### Don't just be the most connected person, be the best networked person

EAs are expected to have the contacts and connections throughout their organisations and beyond its confines to not just know who is who, but actually be able to affect meaningful and useful exchanges with them. Your brand, interpersonal skills, EQ and so much more impact on this, but so too does your approach to networking and building meaningful networks. Networking isn't just about large social interactions, it happens everywhere, whenever we meet and interact with others. In this fun and high-energy session, just before our social aspects of the conference, one of the region's most notable experts in this field will help you focus on:

- Managing a strategic network
- Developing strong networks, both within your organisation and externally
- Leveraging your relationships for mutual gain
- Building your influence and a credible profile
- Building your confidence to enjoy networking

Jen Harwood  
International Keynote Speaker

#### 5.30pm Close of Day 1: Cocktail Reception Within Exhibition Area

#### 7.00pm Gala Dinner

### Day 2 Sept 7th

#### 8.25am Chairperson's Day Two Opening Remarks

#### 8.30am Keynote Address Flawless execution – Learn what fighter pilots do to ensure they get it right 100% of the time

Flying at twice the speed of sound into a combat zone or in aerial displays doesn't leave much room for error. Mistakes can literally be deadly. So what can EAs and PAs learn from ex-fighter pilots? Simple, in this high-energy presentation, you will be motivated to apply simple principles, every day, which can lead to your executing everything you do with precision and just a little bit of wow.

- Uncover a 4 step process used by fighter pilots to not just get things done, but keep doing things better each and every time
- Examine how their simple, iterative and scalable process can also be used to accelerate performance at every level in any organisation

Afterburner Australia  
Unique - High Energy - Customised

#### 9.15am Keynote Address The Key to Really Connecting

Understanding the psychology of influence can give you a competitive edge in every aspect of the workplace, particularly when it comes to building relationships. Your ability to connect, communicate and collaborate will determine your level of influence in all areas of an organisation.

Exploring the science of advocacy, this session outlines a formula for building better relationships, adapting your communication style to maximise outcomes and ensuring your ideas are 'marketed' in a way that inspires others to want to creatively collaborate with you.

In this session, you will learn:

- Why gender matters when it comes to communication styles
- The Tools of Titans – what high achievers and master persuaders understand that others don't
- The Power of Presence – how to disconnect to reconnect and avoid overload
- Why your success lies hidden in your daily routine and how to win through cumulative consistency
- Mood Matters – why how you say what you say is sometimes more important than your message
- How to leverage curiosity to learn, engage and inspire

Amanda Stevens  
International Keynote Speaker

#### 10.00am Keynote Address Unthinkable – Changing how we think at the executive level in order to achieve incredible success

We live in a rapidly evolving world, a world that needs its business leaders to be adaptive and open to changing how they think about business challenges, and who also have the ability to think differently to create the ground breaking ideas and effect positive change. Those working alongside and partnering with senior business leaders can be no different. Being able to unthink how things used to be done and rethinking how things need to be done in our evolving world are a must. In this session you will learn how to identify the habits and thinking that hamper your ability to contribute to game changing thinking & how to rewire your mind in order to accelerate your success from thinking the unthinkable.

- Breaking limiting habits and beliefs
- Creating original and valuable ideas
- Rewiring what you thought was possible
- Behavioural change

Nils Vesik  
International Keynote Speaker

#### 10.45am Morning Coffee

#### 11.15am Executive Panel Discussion From trust to brand – what are the key elements of an amazing and strong partnership

'From reactive and directed, to proactive and managing', this is one of our mantras for the changes we have all witnessed in how EAs are now working with their executives. But to direct their office, to direct their priorities, to be their trusted counsel and advisor, needs more than just a new job description and way of working, it requires the formation of a trusted partnership between EA and Executive. What does that look like in reality? What are the key elements? In this session our senior executives will examine:

- The foundations of trust and a model for building trust more expediently
- Ambiguity and misinterpretation – one of the quickest destroyers of trust
- Consistent rules and approaches to dealing with reports and stakeholders – ensuring neither party is embarrassed by the actions of the other
- Loyalty – to both the executive and business. But can this become conflicted?
- Team Executive Office – in a true partnership, how do executives want their partnerships with their EA to be perceived by others?

Moderator  
Robert Taylor, Corporate Accounts  
Manager, Executive Assistant Academy

Brendan Cox, Chief Executive Officer,  
Legacy Brisbane

Mark Kingsman, Managing Director,  
Brisbane Roar Football Club

John Barton, Chief Executive Officer,  
MGD Wealth

Leisa Bourne, Director Queensland,  
Australian Red Cross

Mark Doonar, Executive Director,  
Brisbane Development Association

Nigel Harris, Chief Executive Officer,  
Mater Foundation



# The EA of the Future – and how you can be one Pullman Brisbane / Brisbane 2017

## Day 2 Sept 7th

### 12.15pm Lunch

### 1.30pm Keynote Address

#### Critical conversations keynote: Playing a bigger game through critical conversations - Creating conversations that matter

Conversations have created some of the greatest companies of our time. Elon Musk, Larry Page, Oprah Winfrey, Mark Zuckerberg, Steve Jobs, Ariana Huffington, Jeff Bezos have all had conversations that have led to creating companies that are icons of our time. History is also littered with the carcasses of great companies who failed to have those critical conversations. In any corporate role the ability to influence the critical conversations brings with it the ability to influence results and outcomes. In this keynote we explore the power of shaping critical conversations and the key aspects that we can control.

- We often look back at conversations and realise their impact. What if we could look forward and create an impact?
- How to set up critical conversations for success
- Starting strong - creating a platform that creates great conversations
- Taking critical conversations to a whole new level
- Removing the obstacles to influence
- Creating real change

**Rowdy McLean**  
International Keynote Speaker

### 2.15pm Keynote Address

#### Corporate Strategy and Project Management – are these the two most important business disciplines for EAs to master?

Businesses today are far more fluid than they ever were. Being adaptive and responsive means that corporate strategies evolve rather than being set in stone for years on end. And in some businesses, almost everything is run as a project, especially in the IT sector. Working alongside your executives, knowing what their priorities are, where they are focussing on and then doing what you can to take projects off their hands, or delegate these to others, you MUST have knowledge and skills in these two areas. Another of our mantras is that an EA 'needs to have the breadth of knowledge of a GM, albeit without the depth of knowledge'. When it comes to Corporate Strategy and Project Management, the greater the knowledge, skills and mastery you can have, the better.

- Getting a grounding of understanding and knowledge within these two areas that you can build on
- Identifying key approaches and styles in Corporate Strategy
- Why simple Project Management skills are useful in everything you do
- Learning to ask the right questions and understand the 'why' behind what your executives are doing

**Amanda Breen**  
International Keynote Speaker

### 3.00pm Afternoon Tea

### 3.30pm EA Panel Discussion & Workshop

#### What does it take to future proof your career?

From role rationalisation to factors like technological evolutions, outsourcing and offshoring, rumours of the imminent demise of a corporate need for EAs and PAs, at least in the context of how we understand the role today, have been growing for several years. But we believe those rumours are premature and exist due to organisations failing to understand how valuable EAs and PA are. In this session our panel of senior EAs and PAs will discuss what you can do to ensure that you and your colleagues are not just secure in your future, but actually have increased prominence and value within your organisations.

- Keeping up with your skill and knowledge requirements
- Staying ahead of industry trends and developments
- Taking control of your internal assessments and reviews
- Promoting your successes and achievements, including the more intangible ones
- Forming or supporting an internal EA and PA group to provide greater visibility for your role, provide support and share ideas

#### Moderator

**Jonathan McIlroy**, Executive Director – Education & Training, Executive Assistant Network

**Samantha Smith**, Executive Assistant to the Chief Executive Officer, CPL - Choice Passion Life

**Jacqueline Harris**, Executive Assistant to the Chief Executive Officer, Queensland Education Leadership Institute

**Christine McDonnell**, Senior Executive Assistant to COO & GM Joint Battlespace Systems, Raytheon Australia, Raytheon Australi

**Ang Kirkland**, Executive Coordinator, Brisbane Powerhouse

**Cath Healy**, Executive Assistant to Chief Executive Officer/Board and Office/ Project Manager, Chamber of Commerce and Industry Queensland

**Patrizia Iacono**, Executive Assistant, Bank of Queensland; Chair, 2020 Exchange

### 4.30pm Closing Keynote

#### Level Up: Finding your fitpreneur

Many of us fail to unlock our potential or live fulfilled and happy lives because we are blocked by our own mental barriers. But we can all live lives filled with greater passion, love and joy if we can just break through those barriers and learn how to be the type of person we want to be. In this moving and inspirational keynote session, one of our standout speakers travels to Canberra for the first time with our conferences, so be prepared to challenge your own preconceptions and learn how to be the best version of you, realising your true potential in life.

- Discover what's important to you - what do you VALUE most
- Pursue your passions - the 3 R's of Goal Setting
- Dream big, live bold – create your life to do list = Create Your 90 day Plan
- Create the momentum to make it happen + Design Winning Weeks

Authentic and engaging this session will have you walking away with your personal game plan to be, do and live your personal best. Learn the pillars of ultimate Vitality with Nikki Healthy, Wealthy and Wise, plan a winning week and how to seamlessly blend your personal and work success.

**Nikky Fogden-Moore** aka The Mojo Maker | Speaker, Author & Global CEO High Performance Coach

### 5.15pm Close of Conference

For program or registration enquiries

CALL 61 2 8402 5000 or VISIT [ExecutiveAssistant.com](http://ExecutiveAssistant.com)



# The EA of the Future –

## and how you can be one Pullman Brisbane / Brisbane 2017

Senior corporate and government executives confirmed as participating at this event include:



### Wade Oestreich

Deputy Director-General, Strategic Policy and Racing Industry Governance, Department of National Parks, Sport and Racing

Wade Oestreich is the Deputy Director General, Strategic Policy and Racing Industry Governance in the Department of National Parks, Sport and Racing. Wade has a long and varied career in the Queensland Government, working in a range of portfolio areas that include environmental policy, town planning, energy policy, sport policy and aboriginal and Torres Strait islander partnerships.



### Peter Keith

Managing Director, Change Agency

Peter is a scientist who has spent his career in the commercial world. He has held senior positions with Johnson & Johnson Medical, Citibank and Olympus. A master practitioner in Neuro Linguistic Programming with a passion for Neuroscience, Peter brings 'managing your state of mind' to life with simple tools and techniques.



### Matthew Hill

Executive General Manager – QLD, Calibre Consulting

Matthew is a civil engineer and professional manager with significant experience in the delivery and coordination of large and complex projects. Matthew has worked locally and internationally both for public and private sector clients, gaining major project experience across Australasia, Indonesia and the Middle East with significant experience working on Australian defence projects in Australia and the Middle East.



### Michelle Trute

Chief Executive Officer, Diabetes Queensland

With a background in health and nutrition, Michelle joined Diabetes Queensland as CEO in 2008 and has forged a period of prolonged growth at the organisation now widely regarded as one of Queensland's most proactive not-for-profit businesses. She is currently overseeing the \$27 million Queensland Government-funded "My health for life" program, Australia's largest prevention initiative.



### Andrew Young

Chief Executive Officer, Brisbane Markets Limited and Brismark

Andrew has a history of employment at a senior management level with extensive experience in policy formulation, service development and industry representation. Andrew played a leading role in the successful bid to purchase the Brisbane Markets site in 2002 from the Queensland State Government and is a director of Fresh Markets Australia and Perth Markets Limited.



### Brendan Cox

Chief Executive Officer, Legacy Brisbane

Brendan Cox served for 26 years in the Australian Infantry and deployed on operational service in Bosnia, East Timor, and Afghanistan. During his service Brendan has received numerous awards including the US Army Commendation Medal (Afghanistan), The Land Commander's Commendation (Australia) and the Commendation for Distinguished Service in the 2014 Australia Day Honour's List. Prior to commencing his appointment as CEO of Legacy Brisbane, Brendan was the General Manager of a Financial planning business for three years that was awarded the industry's inaugural Practice of the Year while he was the GM.



### Mark Kingsman

Managing Director, Brisbane Roar Football Club

With over 30 years managing and owning businesses, Mark is currently CEO of a very successful independent car rental business and Managing Director of Brisbane Roar Football Club. He has a wealth of business experience in varying industries and believes the success of any business is through its employees.



### John Barton

Chief Executive Officer, MGD Wealth

With over 22 years in banking, financial services and wealth management roles, John brings substantial experience and expertise to MGD Wealth and is responsible for ensuring the MGD team is always ready, willing and able to provide the very best advice and service to clients.



### Leisa Bourn

Director Queensland, Australian Red Cross

Leisa Bourne's contribution to the humanitarian mission stems over 22 years, having held a number of leadership roles cutting across program areas including Homelessness, Family Support, Child and Youth, Social Inclusion and Emergency Services. Leisa has responsibility for over 500 staff delivering 40+ services across regional, rural, remote Queensland.



### Mark Doonar

Executive Director, Brisbane Development Association

Mark Doonar is the Executive Director, and is a former BDA President. Mark is also a Project Director with APP Corporation where he helps his clients improve their assets and deliver their infrastructure. Mark has established an enviable reputation for exceptional service in the areas of strategic planning of organisations, projects and programs; project delivery and asset improvement; stakeholder engagement and independent facilitation; statutory planning and development approvals; and master planning and urban design.



### Darren Mackintosh

Managing Director/Chief Executive Officer 2 Study Pty Ltd

Darren has been self-employed since the age of 19. Over the past 25 years, he has led and managed businesses that have employed over 1000 staff during that time. His entrepreneurial approach to life has seen him own businesses in every State and Territory of Australia, as well as overseas in Asia including a head office in Beijing China.



### Tony King

Executive Director, Office of Small Business, Department of Tourism, Major Events, Small Business and the Commonwealth Games

Tony King has had a diverse career spanning State and Local Government and the utilities sector. He leads a team that is establishing Queensland's first small business knowledge hub that will deliver insights to strengthen policy and decision making across government.



### Nigel Harris

Chief Executive Officer, Mater Foundation

Nigel Harris is Chief Executive Officer of Mater Foundation, a role he has held for 20 years. He holds an MBA as well as qualifications in Public Relations and Marketing and is a Certified Fundraising Executive (CFRE). He is a Fellow and current Chairman of Fundraising Institute Australia (FIA) and is actively involved in the non-profit sector.



### Trent Forno

Managing Partner (QLD), Minter Ellison

Trent is the Managing Partner of MinterEllison's Brisbane office, and has been a partner in the Human Resources and Industrial Relations team since 2005. Independently recognised as a leading lawyer by Best Lawyers Australia and Doyle's Guide to Leading Lawyers,



### Jonathan McIlroy

Executive Director – Education & Training, Executive Assistant Network

Jonathan has over 17 years experience in senior management and executive positions and has worked in industries as diverse as banking and finance, education and training, events management and even politics before co founding Executive Assistant Network.



# The EA of the Future –

and how you can be one **Pullman Brisbane / Brisbane 2017**

## Coaches, Trainers and Consultants

confirmed as participating at this event include:



**Rowdy Mclean**  
International Keynote Speaker

A highly successful entrepreneur, business leader and adventurer, Rowdy retired at 34. Practical and down to earth, he has been described as Tony Robbins without the rah rah, Tim Ferris without the arrogance and Richard Branson without the island.



**Afterburner Australia**  
Unique - High energy - Customised

Afterburner Australia conducts unique programs designed to enhance the performance of individuals, teams and organisations. They are action-packed, customised and delivered by some of Australia's most elite fighter pilots and military aviators.



**Nils Vesik**  
International Keynote Speaker

Nils Vesik has been applying, teaching, and researching innovative thinking around the world for over 18 years. Nils helps people to re-think how they can operate in a time poor high pressure environment.



**Jen Harwood**  
International Keynote Speaker

Jen Harwood – The Jenerator - is an avalanche of inspiring energy and enthusiasm. She is a published author of 3 books, national award winner and business mentor.



**Jane Anderson**  
International Keynote Speaker

Jane is an international communication expert. With over 15 years' experience in Lead Generation for trusted advisors, experts and thought leaders, she helps her clients to grow their businesses through LinkedIn.



**Nikki Fogden-Moore**  
aka The Mojo Maker | Speaker, Author & Global CEO  
High Performance Coach

Nikki specialises in working with CEO's, companies, entrepreneurs and high achievers in creating the life they want. She divides her time between private coaching, Corporate Vitality, Boardroom Bespoke retreats, workshops and presenting. Author of VITALITY and FITPRENEUR, Host of The Vitality Coach Podcast - downloaded in over 80 countries.



**Amanda Breen**  
International Keynote Speaker

Amanda is a dynamic, high-energy speaker, motivator and coach. Through the use of neuroscience and positive psychology, she helps amplify the potential of leaders, teams and individuals; making people and organisations THRIVE.



**Amanda Stevens**  
International Keynote Speaker

Amanda Stevens is a vibrant, energetic and humorous speaker and a renowned specialist in sales, marketing and customer service - with a twist. She incorporates powerful research, insights and data, infused with relationship anecdotes and current social commentary. The result is a unique perspective that packs a punch in content and take-away strategies and also delivers serious entertainment value.

**"The Congress & Exhibition allowed me to step out of my daily role and focus on expanding my knowledge and gaining tips on how I can work better with my Executive**

**Allison Lazarevic, RUD Chains**

**"I have attended a number of EA/PA Conferences over the last 15 years and this one was by far the most rewarding as it was run by People who understand exactly what an EA/PA role entails and what we require from a Conference around our careers.**

**Sally Ritchie, Department of Education and Training**



**Robert Taylor**  
Corporate Accounts Manager, Executive Assistant Network

Robert has over 25 years' experience in sales, marketing, business management & training combined with owning & operating own business in the exhibition & events sector and holds tertiary qualifications in Economics, Marketing & Training. He has worked in a variety of roles for global corporations, SME's & training organizations in both Australia & overseas.

# The EA of the Future – and how you can be one Pullman Brisbane / Brisbane 2017



**Rebecca Sully**  
Personal Assistant, Investment Services, Colliers International

Rebecca utilises her extensive administrative experience in her role as Personal Assistant for ASX-listed commercial real estate firm, Colliers International. She was recently awarded Colliers International's 2016 QLD Service Excellence Award and was named Corporate Support Person of the Year in the REIQ 2017 Awards for Excellence. Rebecca also sits as QLD Committee Chair for the Property Industry Foundation's PA Exclusive Committee, in aide of homeless youths in Brisbane.



**Alison Wood**  
Executive Assistant, Rowland

Alison has over 15 years' experience in the PA/EA field primarily within the travel and aviation sector and is passionate about delivering exceptional administration support and ensuring those she supports perform at their peak. She is currently the Executive Assistant to the Managing Director of Rowland, a Communication, Digital and Creative Agency.



**Rebecca Murphy**  
Office Manager QLD, The Next Step

Rebecca has over 15 years' experience working in administrative roles in the capacity of Personal Assistant and Office Manager within the property and recruitment industries. In her current role, Rebecca oversees the Brisbane office of a boutique HR specialist recruitment firm, whilst providing executive support to both the Managing Director and Director, QLD. In Rebecca's previous role at Colliers International, she established a workshop group where the administrative staff could get together and share any best practices and workshop any issues.



**Emma Pascoe**  
Executive Officer to the Chief Executive Officer, Youngcare

Emma has a decade of experience working with high level executives within their leadership teams, bringing a passion for organization and social entrepreneurialism to her role as the Executive Officer to the CEO at Youngcare. She has expertise in stakeholder management, government relations and Board management ensuring the support provided to her executive is of the highest level.



**Jo-Anne Johnson**  
Manager, Board & Executive Function, Prescare

For nearly 20 years Jo-Anne has delivered high level assistance to senior and executive management across a number of industries. She currently provides support to the CEO and Board of PresCare. Jo-Anne is passionate about her role, and the team she works with.



**Jo Webb**  
Executive Assistant to the Group Chief Executive Officer, Davidson

Tech savvy and customer focused, Jo uses her broad experience to support a number of key industry leaders to excel in their roles through the delivery of both conventional and contemporary professional executive support services. Jo has several tertiary qualifications and is a Microsoft Office Specialist. Jo joined Davidson last year after 5 years at Origin Energy supporting several General Managers.



**Clare Tarlington**  
Executive Assistant to the Deputy Vice-Chancellor (Academic), The University of Queensland

With over 25 years' experience in senior administration, both in Australia and the UK, Clare currently provides high level, executive support to Professor Joanne Wright (DVCA). The portfolio encompasses student services such as the university libraries, student support, the registrar's office, graduations, etc. With the tremendous demands on the DVCA's time, Clare's priority is developing and maintaining systems which ensure the smooth running of both the office and overall portfolio.



**Christine McDonnell**  
Senior Executive Assistant to Chief Operating Officer and General Manager Joint Battlespace Systems, Raytheon Australia, Raytheon Australia

Christine has over 15 years' experience providing high level strategic and operational support to senior executives in private and not-for-profit organisations. She works collaboratively to achieve company objectives and inspires others by mentoring and coaching.



**Samantha Smith**  
Executive Assistant to the Chief Executive Officer, CPL - Choice Passion Life

Samantha began her working career as a Business Studies teacher before managing her own business writing education resources. She has also coordinated large education conferences which strengthened her organisational skills! Sam now supports the CEO and Board of Directors for CPL - Choice Passion Life in her role as Executive Assistant to the CEO.



**Jacqueline Harris**  
Executive Assistant to the Chief Executive Officer, Queensland Education Leadership Institute

Jacqueline commenced her career as an executive assistant in the Department of Education, and took the opportunity to move across with her executive to the not-for-profit sector. Jacqueline draws upon her studies in human resource management, and her passion for education, to support the CEO and executive team of QELI.



**Ang Kirkland**  
Executive Coordinator, Brisbane Powerhouse

Ang Kirkland is Executive Coordinator at the Brisbane Powerhouse and supports the CEO and Artistic Director enabling them to focus on strategic priorities. Ang loves the dynamism of her role and is passionate about Brisbane Powerhouse, its unique culture and the arts in general.



**Cath Healy**  
Executive Assistant to Chief Executive Officer/Board and Office/Project Manager, Chamber of Commerce and Industry Queensland

Cath brings a diversity of skills and experience to the position of Executive Assistant that have enabled her to "value add" to her role. Her capacity to instigate and drive business critical initiatives along with exceptional time management, strong organisational capability, building cultural engagement and creative flair have helped the business she works for prosper. Critical to Cath's success is her strong working relationship with not only the CEO but the whole staff.



**Patrizia Iacono**  
Executive Assistant, Bank of Queensland; Chair, 2020 Exchange

With a strong desire to partner and influence leaders, Patrizia's career in business spans over twenty years. Her unique ability to inspire and motivate people, and her commitment to the development of the Executive Assistant as an industry and profession, provides guidance from someone who has 'walked the talk' and taken the role of the executive office to new heights.



# The EA of the Future –

and how you can be one **Pullman Brisbane / Brisbane 2017**

## Dinner & Networking drinks

*More than Just a Conference  
A Networking Imperative!*



Cocktail reception to be held in the Expo area with the Gala Dinner to follow on the Wednesday Evening

- All delegates at the 2017 Annual Congress are invited to join us for an astonishing evening at our Gala Dinner!
- Enjoy Amazing Entertainment at the iconic Pullman Brisbane
- Held within one of Brisbane's finest venues with great food, fine wines, amazing company and a stellar show are all the ingredients we deem necessary to help ensure relaxation ahead of a second great day in the conference
- Networking is Easy and Effortless!
- Attendance at the dinner is included within the registration fee for each delegate and additional guests can attend at a cost of \$150 inc GST

Our biggest ever Brisbane Congress

## EAN Exhibition Brisbane

*The only Expo Designed purely for Senior EAs and PAs*

Even if you can't attend the full conference, come along and experience the Exhibition with Suppliers Who Care About You And What You Do! Held alongside the #1 conference for EAs and PAs in Australia, this is the Exhibition to visit if you want to save time and meet a range of suppliers in one location at one time, all of whom have products or services targeted at the needs of EAs and their companies. It's a key aspect of your job, so why not do it the convenient way!

*Attendance at this extremely beneficial industry event is FREE so tell all your colleagues and friends to join us at the only targeted supplier showcase in town.*

### 6-7 September 2017

Wednesday 10.00am-5.30pm  
Thursday 10.30am-3.30pm

*Our 2017 exhibition will feature over 30 amazing businesses with services and products as diverse as:*

Accommodation (Hotels & Apartments), Event Venues, Team Building, Corporate Gifting, Training Venues, Recruitment, Convention & Visitors Bureaus, Gift Companies, Venue Finding Services, Travel, Transport, Event Organisation, Corporate & Event Catering, Corporate Photography, Audio Visuals, Office Consumables and Stationery, Corporate Entertainment, Office and Business Technology and much, much more

FOR MORE INFORMATION,  
OR TO PRE-REGISTER  
FOR THESE EVENTS VISIT :  
[EXECUTIVEASSISTANT.COM](http://EXECUTIVEASSISTANT.COM)

# Brisbane 2017 Congress Registration Form

## Pullman Brisbane 6-7 September 2017

### SECTION A - DELEGATE

Surname ..... Title ..... Given Name .....

Organisation .....

Position .....

Organisation Address .....

Suburb ..... State ..... Country ..... Postcode .....

Telephone ( ) ..... Facsimile ( ) .....

Email .....

*(required for your emailed confirmation details)*

Dietary Requirements .....

*(this is not dietary preferences but specific food allergies or vegetarian / vegan)*

I have no special dietary requirements

### SECTION B - REGISTRATION FEES

	By Friday 11th August	After Friday 11th August	Payment
EA Member	A\$1,295 + GST (\$1,424.50)	A\$1,695 + GST (\$1,864.50)	\$ .....
Non-Member	A\$1,695 + GST (\$1,864.50)	A\$2,095 + GST (\$2,304.50)	\$ .....

*The Member rate is only available to those registrants who are Full Members of the Executive Assistant Network at the time of registration. This excludes Associate Members.*

### SECTION C - SOCIAL EVENTS

Date	Event	Cost	No. of tickets	Payment
6th Sep	Gala Dinner Full Delegate	N/A	Please tick box if you will / won't be attending	Yes <input type="checkbox"/> No <input type="checkbox"/>
	- Guest Ticket	A\$150.00		\$ .....
<b>TOTAL SOCIAL EVENTS</b>				<b>\$ .....</b>

### SECTION D - TOTAL PAYMENT

Payment Section B	Registration Fees	\$ .....
Payment Section C	Social Events	\$ .....
<b>TOTAL PAYMENT</b>		<b>\$ .....</b>

### FORMS OF PAYMENT

All cheques and bank drafts must be in Australian Dollars & drawn on an Australian Bank.

#### CHEQUE

Please make cheques payable to "Calcon Communications Pty Ltd T/A Executive Assistant Network" and post to:

Executive Assistant Network  
PO Box 628  
Avalon NSW 2107  
Australia

#### EFT

Please direct deposit funds to:

Bank Australia and New Zealand Bank  
BSB 012 222  
Account No. 4835 35447

Please insert your name as the reference on any EFT payments  
Please forward a Remittance Advice when using this form of payment to team@ExecutiveAssistant.com

#### CREDIT CARD

MasterCard  Visa  American Express

(Note - Diners is NOT accepted)

Cardholders Name ..... Expiry Date ..... / .....

Card Number

Security Code

#### Signature

Date .....

#### Terms and Conditions

Your place is automatically reserved once your booking is received. Payment is required to confirm your booking. You will be sent a tax invoice within 5 working days of your registration permitting you 7 days to forward payment to Executive Assistant Network. If payment is not made at the time of booking, to receive the Early Bird rate a booking must be received by close of business on 11th August 2017 and payment received within 7 days of issuance of an invoice. In the event of the Congress booking out, we will not be able to reserve places outside of the 7 day invoice payment period.

#### Program Changes

Alternatively, a full refund, less an administration fee of 20% of your ticket cost, will be made for cancellations received by EAN in writing (letter, fax, email) by close of business on Friday 11th August 2017.

#### Cancellation Policy

If you are unable to attend, a substitute delegate will be accepted at no additional cost. Alternatively, a full refund, less a 20% administration fee, will be made for cancellations received by Executive Assistant Network in writing (letter, fax, email) by close of business on Friday 11th August 2017. Regrettably no refunds can be made after this date. In the event that Executive Assistant Network has to cancel this conference for any reason, a full refund will be payable.