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

more info www.ExecutiveAssistant.com
Dear Colleague,

I really struggled to think of a way to sum up the EA Conference, because there were 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!!!!

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

Emma Kable,
Housing Plus
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
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:

- **Rowdy McLean**
  International Keynote Speaker

- **Nils Vesk**
  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

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At QBT, we are experts in simplifying business travel for our clients. With over 35 years experience, we know how to de-complex things so you don’t have to worry about confusing policies, complex technology, or complex processes and procedures. We adopt the latest technology and make it simple, transparent, and personal to ensure you can effectively manage all forms of travel for your executives. We’re Australian-owned, with offices in Sydney, Brisbane, Melbourne, Canberra, Darwin and Perth. We also support our customers internationally through our partnership with GlobalStar. You can find out more at www.qbt.travel

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AVESTAR PRODUCTIONS

Avestar Productions began their business in 2008, seeing the opportunity 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, these 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 state-of-the-art facilities. As a conference venue, it features a variety of meeting rooms, boardrooms, boardrooms and a rooftop terrace, the hotel is the ideal venue for conferences and events of all sizes in Brisbane. Guests attending 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 technology, providing flexibility for your next event.
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 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 take a new dimension. It is a role that is poorly understood, 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: your reception 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, or 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 benefit 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 Brisman

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.

Matthew Hill, Executive General Manager – QLD, Calibre Consulting

Michelle Trute, Chief Executive Officer, Diabetes Queensland

Andrew Young, Chief Executive Officer, Brisbane Markets Limited and Brisman

Trent Forno, Managing Partner (QLD), Minter Ellison
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 a 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 critical elements of cultural dynamics.
  Jay Jones
  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, idealism, 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.
  Jen Harwood
  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:
  - 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 International Keynote Speaker
  Jane Anderson
  International Keynote Speaker

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 rethink 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 Vesk
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
**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, Arianna 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 focusing 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

**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 these 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 Rs 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 Nikkie Healthy, Wealthy and Wise, plan a winning week and how to seamlessly blend your personal and work success.

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

**5.15pm Close of Conference**
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 Brimark

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 Bourn’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 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 Minter Ellison’s Brisbane office, and has been a partner in the Human Resources and Industrial Relations team since 2002. Independently recognised as a leading lawyer by Best Lawyers Australia and Doyle’s Guide to Leading Lawyers,

**Jonathan McIlroy**
Chief Executive Officer, Mater Queensland

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 Vesk
International Keynote Speaker
Nils Vesk 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 entrepreneurship 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 ability 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.
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Pullman Brisbane / Brisbane 2017

Dinner & Networking drinks
More than Just a Conference
A Networking Imperative!

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
### Section A - Delegate

<table>
<thead>
<tr>
<th>Name</th>
<th>Email</th>
<th>Phone</th>
<th>Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>John Doe</td>
<td><a href="mailto:john@example.com">john@example.com</a></td>
<td>123-456-7890</td>
<td>Director</td>
</tr>
<tr>
<td>Jane Smith</td>
<td><a href="mailto:jane@example.com">jane@example.com</a></td>
<td>987-654-3210</td>
<td>Manager</td>
</tr>
<tr>
<td>Mike Johnson</td>
<td><a href="mailto:mike@example.com">mike@example.com</a></td>
<td>456-789-0123</td>
<td>Assistant</td>
</tr>
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</table>

### Section B - Registration Fees

- **Early Bird Rate (Before 15th August):** $150.00
- **Regular Rate (After 15th August):** $200.00

### Section C - Social Events

- **Welcome Reception:** 7th September, 6:00 PM
- **Conference Dinner:** 8th September, 6:30 PM
- **Dinner Dance:** 9th September, 7:00 PM

### Section D - PAYMENT

- **Payment Method Options:**
  - Check
  - Wire Transfer
  - Credit Card

### Forms of Payment

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<tr>
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### Delegate

<table>
<thead>
<tr>
<th>Delegate Name</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mark Brown</td>
<td><a href="mailto:mark@example.com">mark@example.com</a></td>
</tr>
</tbody>
</table>

### Conference Address

Conference Host: University of Queensland
Address: 123 Conference Lane, Brisbane, QLD 4067


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Pulman Brisbane 6-7 September 2017

Brisbane 2017