



*ANNUAL CONGRESS SERIES*  
*now in its 7th year*

***THE EMPOWERED EA:***  
*The executive's new business partner*

***BRISBANE 2013***  
*25 & 26 September, Royal on the Park*

*Ensuring greater efficiency  
and productivity for your Executive*

*For program or registration enquiries call  
02 8402 5000 or visit [ExecAssist.com.au](http://ExecAssist.com.au)*

*Australia's most highly acclaimed educational event for EAs and PAs*



## Dear Professional Colleagues,

Empowerment has become something of a buzz word in business, but the reality is, that within the evolving role of EAs and PAs, empowerment is an absolutely essential trait for those wishing to succeed.

Over the past 8 years we have had over 150 senior executives speak at our conferences, and we have held in-depth discussions with at least 150 more. A key concept that many of them have put to us is the notion of their working in partnership with their EAs and PAs, rather than in an out-dated, delegatory manner with little proactivity on the part of the assistant.

The evolution to this kind of working relationship can only occur when EAs feel empowered to become the managers of their executives office and embrace the challenges modern executives are advancing.

Modern executives now expect a lot from their EAs. They want to be able to rely on someone strong, trustworthy and totally dependable. They need to have someone who understands their short, medium and long term goals, their challenges and opportunities and who can assess changes within priorities based on issues as they arise.

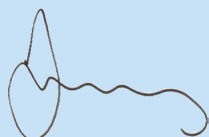
But as the manager of their executive's office, EAs and PAs are also a second face of that office and must ensure their brand and style are congruent with that of the executive as they network and interact with all key stakeholders in the business.

This conference will examine all the above and more, ensuring that your personal development is understood within the context of all the necessary technical, and social skills required as well as the knowledge and experience you must gain.

In this cycle of conferences, we want to offer you the opportunity to define what you expect from your career and life and learn all that is necessary to achieve these goals. Empowered and strong, we want you to be the great success you have always dreamt of being.

Because an empowered EA is the best EA an executive can get.

We hope to have you join us in September.



Jonathan McIlroy

Joint Managing Director of  
Executive Assistant Network

## PLATINUM SPONSORS



Your Australian Travel Partner for Excellent Service, Savings and Systems. If you are looking for a Travel Management Company to manage your corporate travel, we offer the perfect solution. Our experience has taught us that - like people - every client and organization is unique. That's why we always tailor a travel management solution accordingly. With the right mixture of service, savings and systems to make your corporate travel as effective and efficient as possible. As part of the ATP Group, our international network spans 52 offices, offering you a combination of global reach and local expertise.



Premium Spirits & Wine has been established to service the Spirit & Wine needs of Australian Business. With the support of Pernod Ricard Australia, we bring you market leading brands, including Jacob's Creek, G.H. Mumm, Chivas Regal, Absolut and many more. Whether looking for exceptional spirits & wine for your client gifts, company events or staff drinks, Premium Spirits & Wine will have a product to meet your needs.

## GOLD SPONSORS



Royal on the Park - Perfectly located in the heart of the city, Royal on the Park Hotel is opposite the magnificent Brisbane city Botanic Gardens This 4.5 Star property offers 8 function rooms suited to functions and events for 8-800 people - from Boardroom to Ballroom. To complement these rooms, The Walnut Restaurant and Lounge Bar caters for all events, and features two Private Dining Rooms, perfect for small meetings or events.



Voxy Lady is Australia's only Professional Women's Speaker Bureau promoting the most outstanding keynote speakers, TV and sporting personalities, performers, emcees, mentors and facilitators. The bureau has a wide variety of professional woman speakers and educators, to help busy Executive Assistants who have trouble finding women speakers and corporate trainers for their events.

## Senior Corporate and Government Executives

Confirmed as participating at this event include:

**JOHN BARTON**, Head of Advice - Queensland, Shadforth Financial Group Limited  
**PETER BOETTCHER**, Chief Executive Officer, SunWater Limited  
**IAN BROWN**, Vice President, Queensland Law Society  
**CHRIS BULLOCH**, General Manager, Abigroup Water  
**JUSTINE CAIN**, GM - Sales & Relationship Management (Corporate and Retail), Medibank Health Solutions  
**CHERYL HERBERT**, Chief Executive Officer, Health Quality and Complaints Commission  
**PROFESSOR GREG HILL**, Vice-Chancellor and President, University of the Sunshine Coast  
**JACQUELINE KELLY**, Chief Executive Officer, Lutheran Community Care  
**DR AJ LANYON**, Regional Director - Queensland and Program Manager Health & Vitals Statistics Unit, Australian Bureau of Statistics  
**DARREN MACKINTOSH**, Chief Executive Officer, College of Australian Training  
**PETER L MAHER OAM**, Chief Executive Officer, St Vincent de Paul Society - Queensland

## Senior EAs and PAs

Confirmed as participating at this event include:

**JANETTE CAMPBELL**, EA, Omnino Engineering  
**JO-ANNE JOHNSON**, Manager, Board & Executive Function, Prescare  
**GLORIA KLEIDON**, EA to Chief Executive Officer, Mayfair (UK) in Australia comprising Anne Street Partners and QNV Constructions  
**MANDY MORRISON**, PA to General Manager, Abigroup Water  
**NYLA MUIR**, Secretary EGM Major Projects, Ergon Energy  
**SARAH ROBINSON**, EA to CEO and HR Coordinator, WestSide Corporation  
**ANGELA SHEEHY**, Executive Support Officer to Clinical Services Program Manager; Clinical Director, Child and Youth Mental Health Service, Metro South Health  
**KYLENE THOMPSON**, PA to Director of Rail, Adani Mining Pty Ltd  
**FURTHER PANELISTS TBC**

## Program at a glance

### Wednesday 25th September 2013

- 7:45am Congress Registration opens
- 8:30am Chairperson's Opening Remarks

#### **PERSONAL SKILLS** – Career, goal setting and goal sticking: the essential pre-requisite to being empowered

- 8:45am The EA in the 21st century: mapping your career to fit a rapidly evolving role
- 9:30am Achieving business and personal goals: the art of implementing projects that matter
- 10:15am Morning Coffee
- 10:45am The EA as a Diplomat: make your executive's goals yours and become the Ambassador of your executive
- 11:45am The EA at the intersection of business and personal life: defining your role and asserting your position in the office
- 12:45pm Lunch

#### **STREAM 1**

##### **RELATIONSHIP MANAGEMENT** - The White Tiger in the office: relationship management for the empowered

- 2:00pm Dealing with reputation and image management across generations
- 2:45pm Be the one people want to know: reverse psychology in networking
- 3:30pm Afternoon Tea
- 4:00pm Finding your voice in the face of positive and negative criticism - or how to be assertive in a work environment (Conflict management session 1)
- 4:45pm Bracing for impact: knowing how to mediate, negotiate and fight back (Conflict management session 2)
- 5:30pm Close of Day 1
- 5:35pm Drinks within the exhibition area
- 7:00pm Gala dinner

#### **STREAM 2**

##### **TECHNICAL SKILLS** - Using the right tools at the right moment: empowerment through combining wisdom and technical knowledge

- 2:00pm Decision-making and innovation: How to use your creativity to solve problems in the workplace
- 2:45pm Information Management in the 21st century: an essential tool for EAs
- 3:30pm Afternoon Tea
- 4:00pm From Boardroom to Ballroom: how to tackle the trickiest aspects of event management
- 4:45pm The EA one step ahead: mastering the technology that can help you to effectively manage your executive's office

### Thursday 26th September 2013

- 8:30am Chairperson's Opening Remarks

#### **COMMUNICATION SKILLS** - Make your voice heard without shouting: communication skills essential

- 8:45am Speak up! How to articulate ideas and hit your target in a few words
- 9:30am Inspiring connection through self-leadership
- 10:15am Morning Coffee
- 10:45am Communication for motivation – how to structure your communication to inspire progress and maintain momentum
- 11:30am The importance of having strategies for your communications with all stakeholders
- 12:30pm Lunch

#### **BUSINESS SKILLS** - Lessons from the market: the importance of corporate and business acumen for empowered EAs

- 1:45pm The EA as a corporate fortune teller: how to understand your business environment to foresee internal movements
- 2:45pm The business from the outside: external elements vital to the company
- 3:15pm Afternoon Tea
- 3:45pm The business from the inside: internal elements critical to the company
- 4:15pm Closing keynote: The Present - realise the power of your dreams and be the hero of your destiny
- 5:00pm Chairperson's Closing Remarks & Close of Congress

Full program in detail

Wednesday 25th September 2013

7:45am Congress Registration opens

8:30am Chairperson's Opening Remarks

**PERSONAL SKILLS – Career, goal setting and goal sticking: the essential pre-requisite to being empowered**

8:45am The EA in the 21st century: mapping your career to fit a rapidly evolving role

According to Thales: "The most difficult thing in life is to know yourself". And we are asking you, where do you stand in respect to your career?

EAN has been working for and with EAs and PAs for eight years and from this knowledge we have built a clear road map of the career of EAs.

We have identified what might be described as three key grades, levels or stages in the career of an EA, where each grade is based on a very specific set of skills and where skills are cumulative and not alternative.

We believe it is essential for EAs to know what's expected so they can see where they might be lacking. This presentation is designed to provide a gap analysis in terms of skills to EAs. You will be offered the opportunity to assess where you stand and where you can aim towards. What are your weaknesses and your strengths and what is it you need to acquire to become more efficient and proficient in your job and evolve in your career.

[JONATHAN MCILROY, Joint Managing Director, Executive Assistant Network](#)

[MARIE-CHARLOTTE ROUZIER, Manager Training and Education, Executive Assistant Network](#)

9:30am Achieving business and personal goals: the art of implementing projects that matter

Projects are defined by several aspects: they are temporary, defined by a beginning and an end, involve financial constraints, and are by definition unsettling as not replicable. As an empowered EA, you will be required to oversee and manage projects from start to finish with varying degrees of independence and often with very little guidance.

Project management skills also apply to your own personal projects, opening wide the door to being fully empowered in all aspects of your life!

In this presentation, you will learn how to:

- develop a proper methodology and mind frame to tackle projects
- define the necessary steps to complete a project
- use the available resources and knowledge to achieve what is expected

[PETER COOK, Speaker, Author, Mentor, Peter Cook Enterprises Pty Ltd](#)

10:15am Morning Coffee

10:45am The EA as a Diplomat: make your executive's goals yours and become the Ambassador of your executive

At one of our conferences last year, a senior executive described his EA as the "Great ambassador of my office", and to us this is no overstatement! EAs are the first deputy for their executives and, as such, have a significant degree of influence over an executives' strategy and priorities. Executives rely on their EAs to keep them abreast of what is going on in the office. As one executive earlier this year succinctly put it, he needs his EA to be his "corporate thermometer". Moreover, EAs have access to a very substantial amount of very sensitive information, both personal and business. In this panel discussion, our six senior executives will define and shed light on these expectations and will help you to:

- act as an Ambassador: understand and convey the corporate culture and personal brand of your executive
- act as a Reporter: be the objective and reliable witness for your executive
- act as a Lawyer: be bound by confidentiality and discretion

[JOHN BARTON, Head of Advice – Queensland, Shadforth Financial Group Limited](#)

[JUSTINE CAIN, GM - Sales & Relationship Management \(Corporate and Retail\), Medibank Health Solutions](#)

[PROFESSOR GREG HILL, Vice-Chancellor and President, University of the Sunshine Coast](#)

[JACQUELINE KELLY, Chief Executive Officer, Lutheran Community Care](#)

[DARREN MACKINTOSH, Chief Executive Officer, College of Australian Training](#)

[PETER L MAHER OAM, Chief Executive Officer, St Vincent de Paul Society – Queensland](#)

11:45am The EA at the intersection of business and personal life: defining your role and asserting your position in the office

Empowered EAs are pro-active in their task and project management, knowing exactly what they need input, guidance or approval for. However, executives may sometimes be tempted to request from EAs the performance of tasks linked to their personal life. As one senior executive put it last year: my EA is my "Fashion consultant, priest, relationship adviser". So there is a definite cross over between a strictly arms-length professional relationship. And sometimes, EAs may act for other stakeholders in the company, presenting a definite advantage in terms of strategic evolution in the company, but adding yet more complexity to the issue of managing different relationships. In this panel discussion, our four senior EAs will provide guidance on:

- creating and conveying the image of yourself as a partner in business, not just an aid
- keeping abreast of news and current affairs in relation to your company and industry to enable you to anticipate and proactively manage changes to your executive schedule and priorities
- defining the boundaries: establishing limits to your involvement in your executive's personal life and understanding how the interplay of this part of the relationship can impact the professional evolution of the EA in the long term
- dealing with other internal stakeholders and defining the boundaries of your involvement with them

[GLORIA KLEIDON, EA to Chief Executive Officer, Mayfair \(UK\) in Australia comprising Anne Street Partners and QNV Constructions](#)

[MANDY MORRISON, PA to General Manager, Abigroup Water](#)  
[SARAH ROBINSON, EA to CEO and HR Coordinator, WestSide Corporation](#)

[ANGELA SHEEHY, Executive Support Officer to Clinical Services Program Manager; Clinical Director, Child and Youth Mental Health Service, Metro South Health](#)

**FURTHER PANELISTS TBC**

12:45pm Lunch

Day One Afternoon **STREAM 1**

**RELATIONSHIP MANAGEMENT - The White Tiger in the office: relationship management for the empowered**

**2:00pm** Dealing with reputation and image management across generations

People's perception of each other is usually crystallised in a matter of seconds. Representing your executive and yourself in and out of the office, your image is a precious asset that can become a huge liability. Empowered EAs must have a total control of their image and the values they display in all their interactions. Yet stakeholders all come from various backgrounds, belong to different social and age groups, and have diverse modalities of understanding human interactions. In this presentation, you will learn:

- how to identify the values you want to convey
- how to adopt them as a code of conduct
- how to make them visible to all

**COSIMINA NESCI, Personal Branding and Corporate Branding Expert**

**2:45pm** Be the one people want to know: reverse psychology in networking

It's Not Who You Know, It's Who Knows You. Empowered EAs know how to identify all stakeholders in a business and their roles and importance in all different aspects. Creating connections within the company and the industry is crucial for EAs. Networking is not a luxury but a necessity and is vital in becoming an indispensable EA. Reverse networking teaches you to promote others rather than yourself. In this presentation, our specialist will teach you how to make yourself visible to all and get the benefit of their efforts to network with you.

**TERRI COOPER, Terri Cooper Networking; Founder, Australian Small Business Group**

**3:30pm** Afternoon Tea

**4:00pm** Finding your voice in the face of positive and negative criticism - or how to be assertive in a work environment (Conflict management session1)

Defining your role and place in the office entails that people in the office hear, and more importantly listen to, what you have to say! Empowered EAs know how to give direct feedback in such a way so as to avoid hurting people's feelings, get their point across and generate positive outcomes. More globally, EAs must also be able to stand for themselves and their executive's office when confronted by stakeholders who may not share their view. In this case study, our specialist will help you develop this crucial set of skills:

- be assertive
- give feedback
- stay focused on your and your executive's goals
- build your perceived authority in the minds of others



**4:45pm** **TRISH JENKINS, Author, Treasures of Darkness, Weapons of Cash Destruction, Dangerous Wealth**

Bracing for impact: knowing how to mediate, negotiate and fight back (Conflict management session 2)

Conflict resolution strategies become essential whenever you realise that conflict is no longer avoidable and a solution must be devised by and for the people at stake. No one likes to confront someone else and deal with an emotionally charged and challenging situation, yet empowered EAs know exactly what to do and how to act to get the situation back to normal and resolve the conflict in a matter suitable for all stakeholders. In this highly-interactive workshop, you will learn the various ways to solve a conflict in a timely and effective manner via:

- creating options and developing creative win-win solutions
- developing your ability to sympathise and your cooperative power
- managing your emotions so you can focus on resolving the issue

- mapping the conflict and adopt a birds-eye view of the issue
- up-skilling your ability to mediate and to negotiate

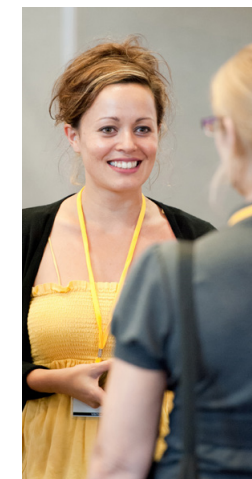


**CATHERINE PALIN-BRINKWORTH, M.AppSci (Social Ecology), Certified Speaking Professional, Keynote speaker, Seminar presenter and Workshop facilitator**

**5:30pm** Close of Day 1

**5:35pm** Drinks within the exhibition area

**7:00pm** Gala dinner



*"I almost backed out in attending the full two days (due to work commitments). I am so glad that I didn't as it was a conference not to miss! Thank you."*

*Connie Theodosiou, Dept Industry, Innovation, Science, Research & TE*

Day One Afternoon **STREAM 2**

**TECHNICAL SKILLS - Using the right tools at the right moment: empowerment through combining wisdom and technical knowledge**

2:00pm Decision-making and innovation: How to use your creativity to solve problems in the workplace

EAs and PAs constantly have to tackle unforeseen circumstances and challenges in an increasingly complex workplace so that everything runs smoothly and everyone keeps their sanity. Good problem-solving skills are innate for many EAs and PAs but these skills can easily be extended and enhanced. In this session Irena shows you how to use some simple techniques that will enable you to be creative and innovative in the work place so you can achieve better results, faster. Learn how to:

- Create innovative solutions quickly to lift productivity
- Improve decision-making for higher quality outcomes
- Have confidence in your creative problem-solving skills

**DR IRENA YASHIN-SHAW**, Founder and Director of Innovation Edge & Speaking Edge Speaker, educator, consultant, author

2:45pm Information Management in the 21st century: an essential tool for EAs

In this DNAge, information is the key to success and failure. EAs are responsible and accountable to capture, manage, store, share, preserve and deliver information appropriately and responsibly. However, like any staff in any company, EAs face a wide range of flaws linked to information management: variety of systems; lack of coordination between systems; absence of strategic direction; dearth of training; poor quality of information; disparity of business elements impacted by IM and much more. In this case-study, our consultant will:

- help you understand the importance of IM
- give you guidance on how to establish and manage an appropriate IM system for your executive office
- help you acknowledge and classify, for your own use and

your executive's use, the information that transits through the executive's office and its relevance and importance

**CORY BANKS**, Information and Knowledge Strategist, Glentworth

3:30pm Afternoon Tea

4:00pm From Boardroom to Ballroom: how to tackle the trickiest aspects of event management

In this very interactive workshop, our event management specialist and trainer of the Event Planning and Event Management course at the EAN Training Academy, will take you through the hardest parts of the event planning process. You will be divided in teams and work collaboratively on organising the complex aspects of one event in order to learn how to master the most arduous concepts.

**SARAH BROWN**, Event & Marketing Professional; EAN Training Academy teacher for the Event planning and Event Management Masterclass

4:45pm The EA one step ahead: mastering the technology that can help you to effectively manage your executive's office

If you want to become an effective manager of your executive's office, being adept with technology and knowing the systems, infrastructure, software and tools that can assist you to do so is essential. Not an easy task considering how quickly IT evolves. Whether you have the skills to become technically competent is less important than whether you know how essential it is for you to keep abreast of whatever it is that can help you and have sufficient knowledge or the relationships within your network to know how to resource it and implement it.

In this session, you will learn:

- how to handle new forms of communication
- to develop proper methodologies to apprehend and understand quickly any new piece of technology
- to understand the tenets of social media, their benefits as well

as their risks and pitfalls in relation to your management of your executive's office

**JANE ANDERSON**, Master Career Director (CDI) and Professional Certified Coach (ICF), Inside Out Training and Coaching



*"I have attended both of the congress events held here in Canberra and plan to make this an annual event... really looking forward to an increased presence of EAN in the Capital and surrounds!"*

*Lou Catlin, NSW Health - Southern NSW & Murrumbidgee LHDs*

*"The EAN Conference was a life changing event for me, I feel so proud of my chosen profession and look forward to continuing my journey."*

*Nadene Sharp, Booz & Co*

8:30am Chairperson's Opening Remarks

COMMUNICATION SKILLS - Make your voice heard without shouting: communication skills essential

8:45am Speak up! How to articulate ideas and hit your target in a few words

Verbal communication is the first form of communication we think of when we talk about communication. It seems simple yet you will discover the extent to which we typically don't understand each other, even on simple matters or concepts. The brain has so many filters and verbal communication encompasses so many variables that effective verbal communication is an art that needs to be learned in order to be mastered. In this session, our mesmerising speaker will take you on a journey through the essentials of true verbal communication:

- speak with authenticity and empathy
- love your voice
- master your voice tone
- focus your attention

ALISON HILL, Founder and Director, Pragmatic Thinking Pty Ltd

9:30am Inspiring connection through self-leadership

Success can be limited by the quality of the connection you have with other people. In this session, Robi will teach you how empowerment, via moving the focus of control from you to others, will help you build strong connection; and how, in the process, mistakes are opportunities to learn. It's what you do with the mistake afterward that shapes the impact on your life

ROBI MACK, Principal, Inspiring Connection

10:15am Morning Coffee

10:45am Communication for motivation – how to structure your communication to inspire progress and maintain momentum

Have you ever wondered why motivation declines after the initial excitement of a new idea, or when projects get stuck? Or have you ever felt the frustration of having your most important work displaced by urgent but far less important tasks? The visibility you have on the stuff that matters, and the structure you use to communicate progress, are critical to maintaining motivation and momentum. In this insightful session, motivation design expert Dr Jason Fox will share some of the simple, low-tech structures and methods you can use to communicate and drive progress.

DR JASON FOX, Gameful Motivation, Making clever happen

11:30am The importance of having strategies for your communications with all stakeholders

For EAs, a strategic approach to communicating with their executive can be the key to ensuring the sound development of a true partnership. The success of this strategy relies mainly on the establishment of frequent meetings and the allocation of specific goals to each meeting. These meetings also enable empowered EAs to not only receive feedback from their executives, but also to give feedback. Finally, these meetings constitute the greatest opportunity for EAs to have their executives aware of their personal and career goals. Our panel of senior EAs will:

- share their experiences and provide various ideas on how to set up and implement an effective strategic approach to managing communication channels with your executive as well as ideas on the different types and opportunities for communication that might exist
- examine ways to systematise different diverse feedback systems and demonstrate their importance
- design and present the several ways EAs can share their business and personal goals with their executives

JANETTE CAMPBELL, EA, Omnino Engineering  
JO-ANNE JOHNSON, Manager, Board & Executive Function, Prescare

12:30pm Lunch

NYLA MUIR, Secretary EGM Major Projects, Ergon Energy  
KYLENE THOMPSON, PA to Director of Rail, Adani Mining Pty Ltd  
FURTHER PANELISTS TBC,



*"The congress was an inspiring experience and one I would recommend for any EA in the public or private sector."*

Kathryn Molloy  
Department of Prime Minister and Cabinet

## Full program in detail

Thursday 26th July 2013

**BUSINESS SKILLS** - Lessons from the market: the importance of corporate and business acumen for empowered EAs

- 1:45pm The EA as a corporate fortune teller: how to understand your business environment to foresee internal movements
- Industry knowledge is a crucial element to becoming a true business partner with your executive. It covers a wide range of various issues linked to the products or services marketed by the company and requires a specific set of skills in terms of uncovering, updating and managing the relevant information. Empowered EAs will use this role and knowledge of the industry to guide all stakeholders around the executive's office. In this panel discussion, our five senior executives will:
- stress the importance of EAs being well aware and on top of all information concerning the industry they belong to
  - provide guidance on the types and extent of information they believe EAs should be aware of
  - develop how to use this knowledge to the benefit of the executive's office and other stakeholders
  - help EAs understand and interpret the various data – technical and fundamental – on a daily basis
  - provide a methodology for systematisation of the relevant information and memorisation of the latter
- PETER BOETTCHER, Chief Executive Officer, SunWater Limited  
IAN BROWN, Vice President, Queensland Law Society  
CHRIS BULLOCH, General Manager, Abigroup Water  
CHERYL HERBERT, Chief Executive Officer, Health Quality and Complaints Commission  
DR AJ LANYON, Regional Director - Queensland and Program Manager Health & Vitals Statistics Unit, Australian Bureau of Statistics
- 2:45pm The business from the outside: external elements vital to the company
- For EAs, business acumen is key to understand the functioning of the business and hence the tasks assigned to their executive. Following the session on how to understand the industry you work in, this presentation will help you understand the

environment your company evolves in and how this environment impacts the conduct of the business. Four main elements will be identified and studied in detail:

- media
- consumers and clients
- competitors
- regulator

AMANDA BURRELL, Principal, Captivus

3:15pm Afternoon Tea

3:45pm The business from the inside: internal elements critical to the company

Following the presentation on the external elements influencing the politic of the company, and after a well-deserved tea, our business consultant will now focus on the internal elements that must be dealt with on a daily basis and that will keep your executive busy. Five main elements will be addressed:

- human resources
- finance and accounting
- administration
- shareholders
- group (mother company)

AMANDA BURRELL, Principal, Captivus

4:15pm Closing keynote: The Present - realise the power of your dreams and be the hero of your destiny

In today's tumultuous world it's easy to sometimes feel like you are simply existing rather than truly living. A battle for your attention is being fought every second; you are constantly bombarded by a myriad of conflicting messages - not to mention the constant background buzz of your own internal dialogue. With your mind full to overflowing, your energy levels soon diminish and with it, so does your quality of life. But how do you escape this vicious cycle? The Present is an insightful and uplifting theatre-like experience using an elegant and inspiring marriage of voice, sound, music & visual imagery that will lift you out of your day-to-day concerns and return you deeply into the present moment – where your joy

and true power resides. Jason Jay will be your guide, providing you with a welcome reprieve from the 'click and whirring' of your mind and gently pointing you towards a more connected and joyful way of being and working. 3 take home values:

- learn how to focus more on your human being – and less on your human having!
- learn how to recognise the existing gateways in your life that get you out of your head and back to the present moment
- how to use a 'Rampage of Appreciation' to create true peace of mind

JASON JELICICH, Internationally renowned keynote and motivational speaker and General Manager, Executive Assistant Network

5:00pm Chairperson's Closing Remarks & Close of Congress

*"I also gained invaluable information from the speakers and information content of the congress. Thank you to all who played a part in the organising of this fabulous event and of course, it goes without saying how spectacular the gala night was as well."*

Cathy Geier,  
National Health & Medical Research Council



## Speaker biographies

### Our Senior Corporate and Government Executives



#### JOHN BARTON

Head of Advice – Queensland, Shadforth Financial Group Limited

Prior to joining Shadforth in 2010, John held senior roles in advice and investment with Tynan Mackenzie, ipac, AXA and Sunsuper. His career has presented him with opportunities to work both locally and internationally. His substantial experience across financial services is complemented by his knowledge and passion in the area of behavioural economics — the study of emotions and psychology and how they influence real world finance and investment decisions.



#### PETER BOETTCHER

Chief Executive Officer, SunWater Limited

As CEO, Peter is charged with providing leadership and overall business management to SunWater's 500 staff. Prior to his appointment as CEO in 2008, Peter held the positions of COO and General Manager Supply Service. Peter is a water industry professional with more than 23 years experience in the development, management and commercial operations of bulk water infrastructure.



#### IAN BROWN

Vice President, Queensland Law Society

Ian was admitted in 1990 and is Principal, Maurice Blackburn Lawyers, Browns Plains, a Member of the QLS Council Executive, Professional Conduct Committee, Accident Compensation/Tort Law Committee, a Personal Injuries Law Accredited Specialist and past president Australian Lawyers Alliance. Ian is an advocate of ensuring QLS delivers quality services in trust accounting, practice management, ethics and professional development that accommodates the specific needs of remote, regional and suburban practitioners.



#### CHRIS BULLOCH

General Manager, Abigroup Water

Chris is a well-respected senior professional within the Australian Water Industry and is currently the General Manager for Abigroup Water. Chris has been with Abigroup for over 15 years, during which time he has been instrumental in generating record growth and commercial performance in Abigroup's business.



#### JUSTINE CAIN

GM - Sales & Relationship Management (Corporate and Retail), Medibank Health Solutions

Justine Cain is an experienced senior manager having held senior roles in operational management, strategy, sales and account management. Justine holds degrees in Law and Psychology from the Australian National University and has had the opportunity to work in both Australia and the UK. Justine places a high priority on coaching and mentoring not only of her direct team but more broadly across Medibank.



#### CHERYL HERBERT

Chief Executive Officer, Health Quality and Complaints Commission

Now serving her second five-year term to 25 September 2016. Cheryl is our founding CEO, joining us in September 2006 after 10 years as CEO and executive director of St Luke's Nursing Service and Spiritus respectively. Cheryl is an Adjunct Professor of the Faculty of Health Sciences at the University of Queensland, member of QUT - Faculty of Health Advisory Committee and is a member of various boards and committees.



#### PROFESSOR GREG HILL

Vice-Chancellor and President, University of the Sunshine Coast

Professor Greg Hill has served as the Vice-Chancellor and President of the University of the Sunshine Coast since 2011 and was previously Deputy Vice-Chancellor from 2005 to 2010. Professor Hill was Dean, Faculty of Education, Health & Science at Charles Darwin University from 1997-2004 and Foundation Professor of Tropical Environmental Science from 1995-2004.



#### JACQUELINE KELLY

Chief Executive Officer, Lutheran Community Care

Jacqueline has held senior executive roles in some of Australia's leading organisations. She has worked extensively in the health care and financial services industries and has been instrumental in the strategic positioning of regulatory authorities and government owned corporations in Queensland. Jacqueline has a Masters in Business Administration and a Bachelor of Arts.



#### DR AJ LANYON

Regional Director - Queensland and Program Manager Health & Vitals Statistics Unit, Australian Bureau of Statistics

Dr Lanyon joined the Australian Bureau of Statistics in July 2010 as the Regional Director of the Queensland office and Branch Head for births, deaths, causes of deaths, private hospitals establishment and marriages and divorces collections for the country. This followed almost a decade of managing research and evaluation programs for strategic social and community policy areas in the Queensland Government and then the Commonwealth Government.



#### DARREN MACKINTOSH

Chief Executive Officer, College of Australian Training

Darren A. Mackintosh first founded Mackintosh International College (Australia) in Victoria in 1994 and then the College of Australian Training in 2007. He is also Managing Director of College Cuts also is Managing Director of 2 Study Limited. Darren is also Chairman of the Gold Coast Combined Chamber of Commerce, President of Southern Gold Coast C2C Chamber of Commerce and a State Executive member of the LNP in Queensland.



#### PETER L MAHER OAM

Chief Executive Officer, St Vincent de Paul Society – Queensland

Peter has more than 30 years experience in leadership, senior management and executive roles across the education system, Federal Government and not for profit sector. Peter has financially and professionally developed organisations under his direction including Gold Coast Housing and the Society. In 2011, he was awarded the Order of Australia (OAM). Currently Peter is on the board of Mercy Community Services and several Government advisory committees.

## Speaker biographies

### Our Senior EAs and PAs



**JANETTE CAMPBELL**  
EA, Omnino Engineering

With over 35 years' experience, Janette brings solid workplace know-how drawn from formal education and on-the-job experience. She has worked in a variety of industries including power, law, steel, transport and engineering. She has held Executive Assistant positions, production scheduling positions through to her current role in project work.



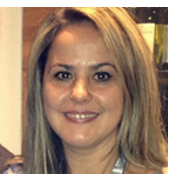
**JO-ANNE JOHNSON**  
Manager, Board & Executive Function, Prescare

For 17 years Jo-Anne has prided herself in delivering high level assistance to executives in some of Queensland's leading businesses. Jo-Anne currently manages the Office of the CEO, providing support to the CEO and Board of a well-established not for profit organisation. Her personal vision has always been that support does not mean a passive role, but a dynamic proactive role anticipating needs, fulfilling requirements and exceeding expectations.



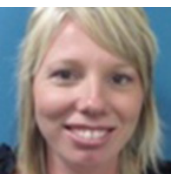
**GLORIA KLEIDON**  
EA to Chief Executive Officer, Mayfair (UK) in Australia comprising Anne Street Partners and QNV Constructions

A professional Executive Assistant with 30 years experience in high paced, demanding office environments. Gloria's roles have been predominantly management support positions for Senior Executives and the respective Boards of Directors for a range of Australian companies both public and private.



**MANDY MORRISON**  
PA to General Manager, Abigroup Water

Mandy entered into the Administration realm and has 17 years of experience as a PA starting out her career as a Receptionist, gaining experience in office management and now in the role as Personal Assistant in the construction industry. For the past 2½ years Mandy has been in partnership with the General Manager for the National Water Division of Abigroup, previously in various other PA roles within Abigroup.



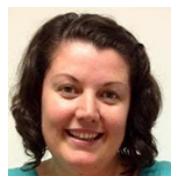
**NYLA MUIR**  
Secretary EGM Major Projects, Ergon Energy

Nyla Muir started with Queensland Treasury at the age of 21 years as a Trainee. She worked within the Queensland Office of Gaming Regulation (QOGR) division for 9 years appointed to numerous roles. She then relocated to Townsville where she was appointed by Ergon Energy for the last 6 years.



**SARAH ROBINSON**  
EA to CEO and HR Coordinator, WestSide Corporation

During her career Sarah has supported CEOs/MDs and Chairpersons, as well as numerous directors and senior executives. Her experience traverses the breadth of corporate functions with particular strengths in human relations, project management, desk top publishing, office and event management.



**ANGELA SHEEHY**  
Executive Support Officer to Clinical Services Program Manager; Clinical Director, Child and Youth Mental Health Service, Metro South Health

Angela has had 20 years of experience in administration executive assistant roles and is the current Executive Assistant to the Clinical Director, Child and Youth Mental Health. Angela has been in the public sector for just over three years and prior to this was an Executive Assistant in the private sector at an accountants and law firm. Her expertise lay in financial administration, health care, governance and mentoring younger assistants.



**KYLENE THOMPSON**  
PA to Director of Rail, Adani Mining Pty Ltd

Kylene has over 15 years' experience in Senior Administration, Staff Support and Personal Assistant roles. In 2012, Kylene earned a dual Certificate IV in Business Administration and Frontline management, then recently furthered her studies to include a dual Diploma in Business Administration and Management. Kylene has been nominated by the Rail Director of Adani Mining as AIOF Professional of the year 2013 and also Up and coming PA of the Year 2013.

### Our Business Consultants, Executive Coaches and Commentators



**JANE ANDERSON**  
Master Career Director (CDI) and Professional Certified Coach (ICF), Inside Out Training and Coaching Brisbane

Jane inspires professionals to make conscious decisions in effectiveness, leading people or with their career direction. Jane is an internationally accredited Master Career Director (CDI), certified Career Counsellor (CDAA) and Professional Certified Coach (ICF). She won a Carrick Institute Australian Award for University Teaching.



**SARAH BROWN**  
Event & Marketing Professional; EAN Training Academy teacher

Sarah Brown is the Business Development Manager for Backdrops Fantastic Australia and Realm Productions. She is also President of Women in Tourism Gold Coast and a Queensland committee member for Meetings and Events Australia. In 2012, Sarah received her Advanced Diploma in Event Management in addition to her undergrad in Journalism and Public Relations and MBA in Marketing.



**CORY BANKS**  
Information and Knowledge Strategist, Glentworth

Cory is the Principal Account Executive and a Lead Consultant at Glentworth. He is a recognised expert and sought after speaker on knowledge and information based approaches to decision making, problem solving, collaboration, intranets, productivity, innovation and change.

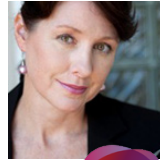
## Speaker biographies

### Our Business Consultants, Executive Coaches and Commentators



**AMANDA BURRELL**  
Principal, Captivus

Amanda coaches/trains in branding, copywriting, marcom skills, professional relationship management, executive presence, vocal clarity and accent reduction. In 2006 Amanda won the Vice Chancellor's Award for Excellence in Teaching and Learning. In 2007 she won a Carrick Institute Australian Award for University Teaching.



**TRISH JENKINS**

Author, *Treasures of Darkness, Weapons of Cash Destruction, Dangerous Wealth*

Small hinges swing big doors! Entrepreneur Trish Jenkins had built a multi-million dollar portfolio only to lose it all to fraud, even her family home. What followed was a drawn out voluntary liquidation followed by an 8 month term for being in breach of the Corporations Act. Isolated from her family and surrounded by criminals, Trish could have succumbed to despair. But treasure is found in dark places. Refusing to remain a victim, Trish determined to use her experience to make a difference in the world.



**TERRI COOPER**

Terri Cooper Networking; Founder, Australian Small Business Group

When Terri Cooper first started attending networking functions, she couldn't face a room full of strangers. Often Terri would sit in her car at the venue trying to work up the courage to walk in on her own. Now, Terri Cooper is affectionately known by friends and colleagues as "The Networking Queen".



**JASON JELICHICH**

Internationally renowned keynote and motivational speaker and General Manager, Executive Assistant Network

Jason Jelichich is a published author, entrepreneur and inspirational keynote speaker who has spoken around the world to audiences of thousands. His message is as simple as it is profound; the quality of your connection to the present moment determines your success in life.



**COSIMINA NESCI**

Personal Branding and Corporate Branding Expert

Cosimina is a results based image specialist whose passion is personal & professional development. She has co-authored two books on professional development and contributed to a book on looking fabulous at any age. Cosimina is a regular writer for several online business forums and magazines.



**CATHERINE PALIN-BRINKWORTH**

M.AppSci (Social Ecology), Certified Speaking Professional, Keynote speaker, Seminar presenter and Workshop facilitator

Speaking From Experience, behavioural scientist Catherine Palin-Brinkworth is an international business speaker, coach and mentor. Catherine has led teams nationally and internationally, held several directorships and board chairs. She has developed leaders and built high performing teams from boardroom to small business, from corporate to professional firms to entrepreneurs. Chaos and evolution are Catherine's favourite challenges. With research, real-life relevance and renegade thinking, she delivers powerful solutions and gets extraordinary results.



**PETER COOK**

Speaker, Author, Mentor, Peter Cook Enterprises Pty Ltd

Peter is a thought leader who is passionate about helping people implement the projects that matter. He is a best-selling author, a warm and engaging presenter and a proud new dad.



**ROBI MACK**

Principal, Inspiring Connection

For the last eight years Robi has worked as a Clown Doctor in various children's Hospitals in Sydney. Robi is one of a team of Clown Doctors who are employed by the Humour Foundation to work with sick children, their parents and carers to help minimise and relieve pain and suffering through the healing effects of humour as portrayed in the movie 'Patch Adams' starring Robin Williams.



**MARIE-CHARLOTTE ROUZIER**

Marie-Charlotte Rouzier, Manager Training and Education, Executive Assistant Network

After having completed a Master degree in European Law at La Sorbonne University, Marie-Charlotte worked for several years as a lawyer and found her passion in teaching law in Hungary. She joined EAN when she moved to Australia and is now Manager for Training and Education.



**DR JASON FOX**

Gameful Motivation, Making clever happen

Dr Jason Fox is a motivation design expert on a quest to liberate the world from poorly designed work. Using the best elements of motivation science and game design, Jason shows forward thinking leaders how to build for the future of work.



**JONATHAN MCILROY**

Joint Managing Director, Executive Assistant Network

Jonathan has over 14 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.



**DR IRENA YASHIN-SHAW**

Founder and Director of Innovation Edge & Speaking Edge Speaker, educator, consultant, author

Dr Yashin-Shaw is a highly respected and experienced corporate educator in the fields of innovation, communication and leadership. With a PhD in creative-problem solving and a Master's degree in Adult Education, Dr Yashin-Shaw has the skills and tools to help individuals, teams and organisations to be truly remarkable.



### Executive Assistant Network Annual Congress....

More than just a conference!

As well as boasting a reputation for having the best educational content of all conferences designed for EAs and PAs, our Annual Congress stands out for two other reasons, its networking opportunities and supplier showcases.



All conference breaks are hosted within the EAN Expo area, as are drinks at the close of Day One. This provides delegates with incredible opportunities to meet and network with each other and of course to meet new suppliers with products and services that are essential for many EAs and PAs.

## GALA DINNER & COCKTAILS

Royal on the Park  
Wednesday 25 September 2013



All attendees at the 2013 Annual Congress in Canberra are invited to join us for a beautiful evening at one of Canberra's most stunning venues. Relax and enjoy the evening with a sumptuous three course meal, fine wines and fantastic entertainment. Be a part of what has become renowned as a highlight of our social calendar; share your experiences of the day with your peers, guest speakers, sponsors and exhibitors.

What better way is there to ensure the perfect frame of mind for learning and networking. The opportunity to meet other senior EAs and PAs, new suppliers and service providers you may not be acquainted with and, of course, to experience incredible showcase-quality entertainment.

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.



# EXPO 2013

Royal on the Park  
Wednesday 25 & Thursday 26 September 2013

## FREE ENTRY

Also open to visitors not attending  
the Annual Congress  
Wednesday 10:00am to 5:30pm  
Thursday 9:30am to 4:00pm

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 leading 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.

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

Our 2013 exhibition will feature over 30 amazing companies with services and products as diverse as:

Accommodation (Hotels & Apartments), Event Venues, Team Building Venues, Team Building, Corporate Gifting, Training Venues, Recruitment, Convention & Visitors Bureaus, Gift Companies, Speakers Bureaus, Venue Finding Services, Travel, Transport, Corporate Liquor, Event Organisation, Corporate Interior Design, Corporate & Event Catering, Corporate Relocation, Corporate Photography, Audio Visuals, Office Consumables and Stationery, Information Technology, Corporate Hospitality, Corporate Entertainment, Massage & Beauty and much, much more.

Visit [ExecAssist.com.au](http://ExecAssist.com.au) to PRE-REGISTER TO ATTEND

# BRISBANE 2013 Congress Registration Form

Royal on the Park, Brisbane 25 & 26 September 2013

## 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)*

## SECTION B - REGISTRATION FEES

	By 30 August 2013	After 30 August 2013	Payment
EAN Member	A\$1,200 + GST (\$1,320)	A\$1,600 + GST (\$1,760)	\$ .....
Non-Member	A\$1,600 + GST (\$1,760)	A\$2,000 + GST (\$2,200)	\$ .....

*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
25 Sept	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@execassist.com.au.

### 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 30 August 2013 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

Executive Assistant Network reserves the right to alter or change the program from that advertised at any time.

#### Cancellation Policy

If you are unable to attend, a substitute delegate will be accepted at no additional cost. Alternatively, a full refund, less a \$250 plus GST administration fee, will be made for cancellations received by Executive Assistant Network in writing (letter, fax, email) by close of business on the 30 August 2013. 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.

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