



Executive Assistant Masterclass

9th Annual Congress Series | Hyatt Hotel, Canberra 21-22 July

*Know what it takes to be the best
And how to demonstrate the great worth
and value you deliver for your business*

PROGRAM HIGHLIGHTS INCLUDE:

4 sensational keynote presentations including

Chris Nunn, of the Australian Paralympics Committee and
Emma Grey, author of Wits End Before Breakfast! Confessions Of A Working Mum

- 10 Senior Corporate Executives
- 10 Senior Corporate EAs or PAs
- 10 Amazing consultants, coaches or trainers

2015 CANBERRA
CONFERENCE PROGRAM

For program or
registration enquiries

CALL 02 8402 5000

OR VISIT EXECUTIVEASSISTANT.COM

AUSTRALIA'S MOST HIGHLY
ACCLAIMED EDUCATIONAL
FORUM FOR EAs AND PAs

12 KEY REASONS TO ATTEND

Improve your strategic focus

To ensure that your actions and deeds
have the correct prioritisation

Act and think like a General Manager

Emulate them in attitude and breadth of
knowledge if not in depth of knowledge

Emulate the great executives and corporate leaders

Know what it takes to spot what really
matters, what doesn't and, more impor-
tantly, what might matter in the future

Learn

Why it is important for you to become a
facilitator, a corporate barometer, an alli-
ance builder and a tension alleviator

Make your executive's goals yours

And understand their true business
imperatives

Discover

Why great EAs are perceived as leaders
by all those they work with

Examine

Areas where you can add increased value
for your executive

Executive Office Management

Celebrate what it means for EAs and PAs
to be taking on the mantle of Manager of
their Executive's Offices

Challenge historical perceptions

And replace them with clearly understood
role parameters

Align your KPIs

With those of your executive to ensure
unity of purpose and deed

Remove subjectivity

In any assessment of your role and replace
it with objectivity

Learn how

To make the rationalisation of your EA and
PA roles work for your assistants, for your
executives and for your organisation

EXECUTIVE ASSISTANT MASTERCLASS

Know what it takes to be the best

Dear Colleague,

RATIONALISATION, MORE OBJECTIVITY AND AN EXPANDED ROLE

On the one hand, the growing acceptance within most organisations that a degree of rationalisation of the role must occur is incredibly exciting, especially as it is something we have been advocating for close to 8 years. Aligned to this, broader support and understanding within organisations around just how extensive the scope any expanded EA and PA role can have and the benefits this can bring to the organisation is also incredibly exciting.

On the other hand, however, there are those causing huge damage in the industry in accepting the need for rationalisation of the role and rushing headlong into such a program without taking time to fully examine the myriad of different benefits EAs and PAs can bring to their executives and organisations.

EXTENSIVE BENEFITS, THE VALUE YOU DELIVER FOR YOUR ORGANISATIONS IN YOUR ROLE

Managing the office of a senior executive in a way that delivers substantial benefits for both them and the business is very different from being a mere assistant, and the benefits go beyond mere savings in relation to the executive's time or effort.

That's what great EAs and PAs do, they deliver substantial value, and that's what we will be examining, and celebrating, in this congress.



INTRODUCTION

MANAGING THE OFFICE OF YOUR EXECUTIVE

But managing the office of an executive is also substantially different from being an old school assistant. In this conference we will also examine exactly what those differences are and what areas of technical skills and knowledge EAs and PAs need to develop, in addition to the enhanced social and interpersonal skills they will need to have.

This is a conference not to be missed. Right now the future for great EAs and PAs is extremely bright, so we look forward to having you attend to find out exactly how you, your executive and organisation can benefit.

REGISTER NOW

We believe this conference, the **second** in our national series for 2015, will be the most beneficial educational forum ever held for EAs and PAs in Australia. Your role and how it is perceived within business is continuing to evolve. We believe in a vision for the future of the role that will help ensure the best out-comes for EAs and PAs both now and into the future, a vision that has been derived with the help of literally **thousands** of plus hundreds of executives around Australia over 9 years. The role of EAs and PAs has reached a really exciting juncture in its evolution, one we will celebrate and explore in depth in this conference.

So please, join us for what we know will be two days that will have a profound impact on how you and your executive operate, and the productivity that you both deliver.



JONATHAN MCILROY
Co-founder and Joint
Managing Director
Executive Assistant Network

SENIOR CORPORATE AND GOVERNMENT EXECUTIVES CONFIRMED AS PARTICIPATING AT THIS EVENT INCLUDE:

DR MICHELLE AUSTIN
Director Of People & Culture, **Calvary Health Care Bruce**

JUDI CHILDS
Executive Director People Strategies And Services, **ACT Health**

FRANK COLLEY AM, CSC
Chief Security Officer, **Department Of Defence**

LLOYD DOBSON
Manager Planning, Portfolio And Performance, **Australian Maritime Safety Authority**

MATTHEW GRAHAM
General Manager Strategy And Government Business, **Noetic Group**

VANESSA GRAHAM
Chief Operating Officer, **Corporate Network, Department Of Industry**

DANIELLE KRAJINA
Executive Director Governance, **ACT Justice And Community Safety Directorate**

JAN MASON
Deputy Secretary, Business, Procurement And Asset Management, **Department Of Finance**

PROFESSOR STEPHEN PARKER AO
Vice-Chancellor, **University Of Canberra**

GREG SHAW OAM
Human Resource Manager, **Hellenic Club**

SENIOR EAs AND PAs CONFIRMED AS PARTICIPATING AT THIS EVENT INCLUDE:

JODIE BASILE
Executive Assistant to CEO and Councillors, **Gannawarra Shire Council**

MELISSA WOOD
Executive Assistant to Deputy Secretary, **Department Of Defence**

RAYLENE EASTON Executive Assistant, **IP Australia**

MICHELLE GIANNIS
Executive Assistant to the Group Manager, **Department Of Social Services**

ANGELA HAGEDORN
Executive Assistant, **Plant Biosecurity Cooperative Research Centre**

STACEY KING
Personal Assistant to the Business Director, **Canberra Grammar School**

KIRSTEN POVEY
Executive Assistant, **University Of Canberra**

ALEX SHARPE
Executive Assistant to the Directors, **Novartis Pharmaceuticals Australia**

HEATHER WALSH
Project & Administration Officer, **Atlas Of Living Australia**

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AVISUAL PRODUCTIONS

AVisual Productions deliver superior audiovisual services, technology, and coordination. In addition, they know it is not enough to simply sell goods and services to their clients. AVisual 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 AVisual Productions company was founded. Today, four decades later, those core values are what separate them from the rest of their industry.



ICMI

ICMI are Australasia's Premier Speakers and Entertainers Bureau and the first bureau in the world to franchise its operation. ICMI now has 16 offices/franchisees throughout Australia and New Zealand. Founded in 1986 ICMI has brought many of the world's most outstanding leaders and celebrities to this country including the likes of Mikhail Gorbachev, Sir Bob Geldof, Sir Michael Parkinson, Bear Grylls and Nelson Mandela. ICMI in 2012 and 2010 won the Mice.net award for the Best Product/Service in the conference/events industry. ICMI over the years has won many Industry and non-Industry Awards including the Marketing Award for Excellence several times whilst ICMI's. ICMI handles in excess of 3000 bookings per year and include bookings with the likes of John Howard, Chrissie Swan, Christine Nixon, Ita Buttrose and Jeff Kennett. ICMI can solve any brief and help make your next conference the best ever.

PROGRAM AT A GLANCE TUESDAY 21 JULY 2015

EXECUTIVE ASSISTANT MASTERCLASS



7.45AM	REGISTRATION OPENS
8.30AM	INTRODUCTION AND OPENING ADDRESS
9.00AM	KEYNOTE OPENING ADDRESS BE THE BEST YOU CAN BE IN EVERYTHING YOU DO – THE WINNING ATTITUDE
9.45AM	EXECUTIVE PANEL DISCUSSION PROFILE OF AN EXCELLENT EA – WHAT DOES BEING THE BEST OF THE BEST LOOK LIKE?
10.45AM	MORNING COFFEE
11.15AM	EXECUTIVE PANEL DISCUSSION THE RIGHT WAY AND THE WRONG WAY – MAKING RATIONALISATION WORK FOR YOU AND YOUR ORGANISATION
12.15PM	LUNCH
1.30PM	KEYNOTE BUSINESS ADDRESS CORPORATE HUTZPAH – LESSONS FROM A SUCCESSFUL ENTREPRENEUR ON WHAT IT TAKES TO SUCCEED IN BUSINESS
2.15PM	EA PANEL DISCUSSION & WORKSHOP INTANGIBLE BENEFITS – IDENTIFYING THE MANY AREAS WHERE EAs AND PAs ADD SIGNIFICANT VALUE THAT AREN'T EASILY MEASURED
3.15PM	AFTERNOON TEA
3.45PM	TECHNICAL MASTERCLASS WORKSHOP BUSINESS MANAGEMENT FUNDAMENTALS AS THEY IMPACT ON THE MANAGER OF AN EXECUTIVE'S OFFICE
5.30PM	CLOSE OF DAY 1 COCKTAIL RECEPTION WITHIN EXHIBITION AREA
7.00PM	GALA DINNER

PROGRAM AT A GLANCE WEDNESDAY 22 JULY 2015

EXECUTIVE ASSISTANT MASTERCLASS

8.45AM	KEYNOTE OPENING ADDRESS TO INSPIRE AND LEAD – EXECUTIVES NEED EAs WHO CAN INSPIRE OTHERS AND MAKE THEM WANT TO BELIEVE IN THEM
9.30AM	MANAGING SOCIAL INTERACTIONS AND NETWORKS – WHY EAs AND PAs ARE THE GLUE IN THE EXECUTIVE'S OFFICE
10.15AM	MORNING COFFEE
10.45AM	CONFLICT IS UNIVERSAL – BUT EAs HAVE TO BE BETTER THAN THE REST AT RESOLVING IT
11.30AM	WE ARE ALL IN THE SELLING GAME – YES, THAT MEANS YOU TOO
12.15PM	LUNCH
1.30PM	ENACTING YOUR PLANS AND GETTING THINGS DONE – WHY FLAWLESS EXECUTION REQUIRES METICULOUS PLANNING
2.15PM	VISUALISE AND CONCEPTUALISE – INNOVATION AND CREATIVITY MASTERCLASS
3.00PM	AFTERNOON TEA
3.30PM	EA PANEL DISCUSSION & WORKSHOP ESTABLISHING KPIs THAT ARE RELEVANT FOR YOUR ROLE AND ALIGNING THESE WITH THOSE OF YOUR EXECUTIVE
4.30PM	CLOSING KEYNOTE ADDRESS DISCOVER THE SECRETS FOR LIVING WITH PASSION, LOVING WHAT YOU DO AND LIVING LIFE YOUR OWN WAY
5.15PM	CLOSE OF CONFERENCE

7.45AM
REGISTRATION OPENS

8.30AM
CHAIRPERSON'S OPENING REMARKS

8.30AM
INTRODUCTION AND OPENING ADDRESS

**GREAT EAs ARE INVALUABLE IN
BUSINESS – BUT YOU STILL NEED
TO BE ABLE TO DEMONSTRATE
YOUR GREATNESS!**

When people seek to change who you are, what you do, what you believe in and what you stand for, it's important to focus on being the best that you can be, to demonstrate and prove yourself. Well this is happening right now in the realm of EAs and PAs. In many of the larger organisations the role as it has evolved is under sustained threat. In this opening session we will set the context and tone for the two days, outline the key things we want you to take away and the key messages we know you will hear. We want to celebrate the role of EAs and PAs and to focus on what being a great EA or PA means. That is what we intended to demonstrate. And more importantly, that is what we will teach you how to demonstrate within your businesses.

JONATHAN MCILROY
Joint Managing Director,
Executive Assistant Network

SHANE GARROTT
Manager, Education and Training,
Executive Assistant Network

9.00AM
KEYNOTE OPENING ADDRESS

**BE THE BEST YOU CAN BE
IN EVERYTHING YOU DO
– THE WINNING ATTITUDE**

Successful people aren't born that way. The great don't just become great. It takes toil, countless amounts of hard work, determination and a will to persevere no matter what. To be a great EA takes a lot of things, but most of it comes from within you – you have to want it. In this inspirational keynote presentation our opening speaker will set the tone for two days where we examine everything that it takes to be the best of the best. Importantly, you will learn that how the attitude you take to approaching even the most mundane of tasks determines how successful you will be in everything else you do. Mindset matters. Make sure yours is attuned to the right frequency for success in everything you do.

CHRIS NUNN
High Performance Manager,
Australian Paralympics Committee

Appearing courtesy of ICMi
speakers and entertainers



9.45AM
EXECUTIVE PANEL DISCUSSION

**PROFILE OF AN EXCELLENT EA
– WHAT DOES BEING THE BEST
OF THE BEST LOOK LIKE?**

This highly interactive session panel of executives will help build a consensus around what it takes to be a great EA or PA. Just some of the premises around what attributes great EAs and PAs need to have that we will discuss will include:

- Honesty, integrity, loyalty, basic skills and corporate knowledge (traits that should be a given for all EAs and PAs?)
- Working in a sense of partnership where you manage the office of your executive
- The breadth of knowledge of a great General Manager – if not perhaps the depth of knowledge
- The highest levels of social skills in the team – so they can be the glue in the team, the alliance and rapport builders
- Skilled political animals to negotiate the pitfalls of the office and protect their executive
- Develop the corporate intuition that all great corporate executives have
- Act as leaders in their role as the manager of their executives office

DR MICHELLE AUSTIN
Director Of People & Culture, Calvary Health Care Bruce

FRANK COLLEY, AM, CSC
Chief Security Officer, Department of Defence

MATTHEW GRAHAM
General Manager Strategy And Government Business, Noetic Group

VANESSA GRAHAM
Chief Operating Officer, Corporate Network, Department of Industry

PROFESSOR STEPHEN PARKER AO
Vice-Chancellor, University of Canberra

11.15AM
EXECUTIVE PANEL DISCUSSION

**THE RIGHT WAY AND THE
WRONG WAY - MAKING
RATIONALISATION WORK FOR
YOU AND YOUR ORGANISATION**

Having established what a great EA or PA looks like and what they bring to their role that benefits their executive and the broader organisation, in this second executive panel discussion our executives will discuss the business imperatives driving the push for greater rationalisation in all roles and what that means in practice for EAs and PAs. They will also provide insight into what you can do to help demonstrate your value as a great EA or PA.

- The issues and concerns around subjectivity in EA or PA assessment
- Why measures of output and performance matter
- Your goals and objectives in relation to those of your executive
- The limits of a rationalised model – why an overly industrialised approach falls down in practice
- Dealing with intangible benefits – the many things you bring to the partnership, relationship and business that can't be measured

JUDI CHILDS
Executive Director People Strategies And Services, ACT Health

LLOYD DOBSON
Manager Planning, Portfolio And Performance,
Australian Maritime Safety Authority

DANIELLE KRAJINA
Executive Director Governance, ACT Justice and Community Safety Directorate

JAN MASON
Deputy Secretary, Business, Procurement And Asset Management, Department of Finance

GREG SHAW OAM
Human Resource Manager, Hellenic Club

10.45AM
MORNING COFFEE

12.15PM
LUNCH

TUESDAY 21 JULY 2015

FULL PROGRAM IN DETAIL

Know what it takes to be the best

CANBERRA
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PROGRAM

9th Annual Congress Series
Executive Office Management

**EXECUTIVE ASSISTANT
MASTERCLASS**

1.30PM KEYNOTE BUSINESS ADDRESS

CORPORATE HUTZPAH – LESSONS FROM A SUCCESSFUL ENTREPRENEUR ON WHAT IT TAKES TO SUCCEED IN BUSINESS

What does it take to be a successful entrepreneur?
And what does that have to do with EAs and PAs?
Well, the simple truth is, most successful people in
business share a lot of similar traits and
characteristics.

*In this enthralling session Mick will take you
through their keys to success so you can
glimpse how you should be thinking and acting
in business if you want to be the best of the
best.*

- Focus
- Flawless execution
- Ability
- Passion
- Flexibility
- Courage
- Creativity
- Risk tolerance

MICK SPENCER
Founder + Managing Director, OnTheGo®
Life Changing Sportswear

2.15PM EA PANEL DISCUSSION & WORKSHOP

INTANGIBLE BENEFITS – IDENTIFYING THE MANY AREAS WHERE EAs AND PAs ADD SIG- NIFICANT VALUE THAT AREN'T EASILY MEASURED

*In this interactive panel discussion and audi-
ence workshop our panellists will first outline
some areas identified in discussion ahead of the
conference with EAN. They will then take on the
role of facilitators in group discussions where in-
dividual topics will be examined in greater detail
and outcomes recorded for the full group.*

- The emotional and physical welfare of your executive
- Protecting them from others and themselves – your role as a conduit rather than a gatekeeper
- Filtering the white noise and working out what is important information
- Keeping your executive aware of the emotional and psychological mood in the office – your role as corporate thermometer
- Having their back when it comes to office politics and other executives
- Networking internally and externally to facilitate easier access to others for your executive

MICHELLE GIANNIS
Executive Assistant to the Group Manager, Department of
Social Services

ANGELA HAGEDORN
Executive Assistant, Plant Biosecurity Cooperative Research
Centre

STACEY KING
Personal Assistant to the Business Director, Canberra Grammar
School

HEATHER WALSH
Project & Administration Officer, Atlas of Living Australia

3.15PM AFTERNOON TEA

3.45PM TECHNICAL MASTERCLASS WORKSHOP

BUSINESS MANAGEMENT FUN- DAMENTALS AS THEY IMPACT ON THE MANAGER OF AN EXECUTIVE'S OFFICE

Developing the breadth of knowledge of a good
General Manager means being across, and under-
standing, everything that impacts on the successful
operation of a business; from strategy to product
development, marketing and sales to product deliv-
ery, and logistics to business administration.

*In this workshop style session you will receive
a thorough run down on all the key things
managers are looking for when assessing key
parts of a business and its performance. We
can't hope to train you in all aspects of busi-
ness management in one short session, rather
to open your eyes to areas you should explore
further for development of your knowledge
and understanding.*

- It all starts with strategy, goals and plans
- Where do values, purpose and mission fit it?
- Different business types – knowing what really matters in each type of organisation
- Budgets, forecasts and financial reports – what measures or indications matter and which ones don't?
- Clients, customers, stakeholders, shareholders – make sure you know the relative importance of different people to your business
- Delivery and doing what it is your business fundamentally is designed to do - why sometimes it's important to keep this in mind

DAVID LEANEY
Partner, WDSScott BEng, MSc, MBA, FAIM, CMC

5.30PM
CLOSE OF DAY 1
COCKTAIL RECEPTION
WITHIN THE EXHIBITION AREA

7.00PM
GALA DINNER



*The conference is a
must for any EA or
OM whether in a
small firm or large,
the information
sharing is comforting
for those doing it
right and encourag-
ing for those who
need to make a
change.*

LYNNE LEE,
PKF Lawler

**8.45AM
KEYNOTE OPENING ADDRESS**

**TO INSPIRE AND LEAD –
EXECUTIVES NEED EAs WHO
CAN INSPIRE OTHERS AND
MAKE THEM WANT TO
BELIEVE IN THEM**

Having a champion mindset is one thing, but once you have the right attitude, believe in your abilities and have a greater sense of self-worth and purpose, you still need others to believe in you. But they will only do that if to some degree you inspire them. The reality is that you have a leadership role and if you are to excel in managing the office of your executive, then that all starts with your ability to inspire those around you.

In this compelling session, you will examine the secrets to:

- Inspiring others to action
- Inspiring others to unite
- Inspiring others to listen
- Inspiring others to see
- Inspiring others to believe

This is what being a leader is and it's what executives need their great EAs and PAs to be able to achieve.

MARY-ANNE WALDREN
Chief Executive Officer, MAW Action Pty Ltd

9.30AM

**MANAGING SOCIAL INTERACTIONS
AND NETWORKS – WHY EAs AND
PAs ARE THE GLUE IN THE
EXECUTIVE'S OFFICE**

In managing the office of your executive, you are at the centre of every single interaction the executive has, plus all those you have that they don't. So forget external perceptions, your role as the most connected person in the office means you have to be more adept than anyone else at managing social interactions and networks. At times you will need to build alliances, binding and uniting disparate groups. At other times it may be the complete reverse. You have to be able to deal with office politics, family issues, competing egos, manipulation and trust and so much more...all the time realising that without you being the glue that makes it all work, the productivity and effectiveness of the office will diminish.

In this session we will explore some ways in which you can be most effective in your interactions with others.

- Simple tools for managing relationships in a consistent manner and remembering important information
- Networking isn't what you think it is – developing a state of mind for building and managing relationships
- Trust, diplomacy, discretion and intuition – cornerstones of your role as the glue in the office
- Ties that bind – it's important to know the relative importance of everyone to your executive and their different relevance to you

MARGARET KINVG

**10.15AM
MORNING COFFEE**

10.45AM

**CONFLICT IS UNIVERSAL – BUT
EAS HAVE TO BE BETTER THAN
THE REST AT RESOLVING IT**

Conflict in life is inevitable and therefore unavoidable – especially in the workplace. Unfortunately for EAs and PAs, their role as the glue in the office and those with greater levels of social interaction and networks than most others in business, the reality is you are going to face more situations with conflict. But as the manager of your executive's office you need to be able to resolve these conflicts on your own, remaining calm and in charge, without relying on your executive or anyone else to intervene or assist.

In this essential session you will learn how to:

- Identify early signs of tension or potential conflict
- Examine different strategies for dealing with different situations and different people
- Remain calm and in-charge no matter what happens, maintaining your authority and legitimacy
- Stay focused on your objectives whilst examining win-win opportunities

STEPHEN WALKER
Principal, Workforce Strategies

11.30AM

**WE ARE ALL IN THE SELLING
GAME – YES, THAT MEANS YOU
TOO**

Some call it persuasion, some call it influence, others selling – but the reality is, no matter what you do in life, at times you need to be able to get other people to come around to your way of thinking. None more so than EAs and PAs. In managing your executive's office and working to ensure that they can achieve all their goals, in being the social fabric that connects everyone in the office or in being the 'doer' and the 'achiever' in the team, it is unfathomable for you to believe you don't have to be an adept influencer and persuader. From selling a vision or idea to persuading your executive's direct reports to adopt a new way of working with your office, you need to be highly skilled at convincing and influencing others.

In this session you will learn how to:

- Frame and articulate ideas or concepts
- Build rapport with colleagues
- Implement a proven influencing strategy into your discussions
- Identify hidden agendas and establish common ground

SHANE GARROTT
Manager Training and Education, Executive Assistant Network

**12.15PM
LUNCH**

WEDNESDAY 22 JULY 2015

FULL PROGRAM IN DETAIL

1.30PM

ENACTING YOUR PLANS AND GETTING THINGS DONE – WHY FLAWLESS EXECUTION REQUIRES METICULOUS PLANNING

EAs and PAs evolved as doers. It was the very essence of the assistant aspect of your role – to do things for your executives. That hasn't changed but these days your executives require you to be across doing so much more and on having the skills to undertake tasks or projects unlike those you might have done in the past.

In this session you will examine everyday project management skills that you can utilise every day – in every situation and every circumstance.

- Develop a consistent and appropriate approach and mind-set for tackling any task or project
- Have clearly defined objectives and outcomes
- Assess your available resources – including people, budget, knowledge and skills
- Put your plans into action - flawlessly

HAYDN THOMAS

Chief Mindavator, Mindavation.com.au

2.15PM

VISUALISE AND CONCEPTUALISE – INNOVATION AND CREATIVITY MASTERCLASS

With many of the tasks and projects that come your way daily, a creative idea or innovative concept can be an essential part of achieving the best possible outcome in the most efficient and effective way. As the pace and the diversity of your work keeps on growing, it's never been more important to visualise and conceptualise new ways of doing things – and then to be able to take your ideas and turn them into a reality.

In this session you will examine:

- How leading edge innovators generate powerful ideas
- How to turn ideas into clearly articulated concepts so that their potential and their risk can be evaluated
- Simple techniques for integrating your ideas into your projects, effectively and efficiently

DARREN MENACHEMSON

Principal, ThinkPlace, Executive Director, the ThinkPlace Foundation

3.00PM
AFTERNOON TEA

3.30PM

EA PANEL DISCUSSION & WORKSHOP

ESTABLISHING KPI's THAT ARE RELEVANT FOR YOUR ROLE AND ALIGNING THESE WITH THOSE OF YOUR EXECUTIVE

Rationalisation of your role in a way that we believe is sustainable and places real value on what you do requires that you are able to fully demonstrate your worth to the business – and importantly that you can demonstrate the extent to which you, in managing the office of your executive, increase their productivity. For months EAN has been working on concepts for developing some relevant and consistent frameworks for EAs and PAs to use to create their own meaningful KPIs.

In this session we will unveil our ideas and then discuss these with the panellists, and ultimately workshop the main ideas with the whole audience, working in groups, to help establish simple consistent ways for attendees to use these in their offices.

- Tasks versus objectives - aligning the two
- Outcomes that matter – how do you assess their relative importance?
- Can intangible benefits somehow be included?
- Working 'the essence' of your executive's KPIs into your own

JODIE BASILE

Executive Assistant to CEO and Councillors, Gannawarra Shire Council

RAYLENE EASTON

Executive Assistant, IP Australia

KIRSTEN POVEY

Executive Assistant, University of Canberra

ALEX SHARPE

Executive Assistant to the Directors, Novartis Pharmaceuticals Australia Pty Limited

MELISSA WOOD

Executive Assistant to Deputy Secretary, Department of Defence

Know what it takes to be the best

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Executive Office Management

**EXECUTIVE ASSISTANT
MASTERCLASS**

4.30PM

CLOSING KEYNOTE ADDRESS

DISCOVER THE SECRETS FOR LIVING WITH PASSION, LOVING WHAT YOU DO AND LIVING LIFE YOUR OWN WAY

Many of us fail to unlock our potential or live fulfilled and happy lives because we are blocked by our own mental barriers. But we can all live lives filled with greater passion, love and joy if we can just break through those barriers and learn how to live life in the moment. In this moving and inspirational closing keynote session be prepared to challenge your own preconceptions on living, give in to a new way of looking at your own world and break down some of the barriers that are holding you back. Regain your joie de vivre. Keep focussed on the moment. Learn to love who you are and what you do.

EMMAGREY

Speaker, trainer and author

Appearing courtesy of ICMI speakers and entertainers



5.15PM
CLOSE OF CONFERENCE

SENIOR EXECUTIVE SPEAKERS



DR MICHELLE AUSTIN, DIRECTOR OF PEOPLE & CULTURE

Calvary Health Care Bruce is a 275 bed public hospital in Canberra's north. Having held several roles at Calvary over the last 8 years, Michelle is currently the Director of People and Culture. Michelle is part of the executive management team at Calvary and is responsible for Human Resources, Organisational Capability and Media & Communications.



JUDI CHILDS, EXECUTIVE DIRECTOR PEOPLE STRATEGY AND SERVICES, ACT HEALTH

Judi has driven major cultural reforms in this, and previous organisations across a number of industries. Judi's passion is for positive workplace culture that enables all employees to be the best at what they do every day. She is a strong advocate for inclusive employment practice and workplace diversity. Judi's team were awarded an Australia Day Medal in 2013 for outstanding HR practice.



FRANK COLLEY, AM, CSC, CHIEF SECURITY OFFICER, DEPARTMENT OF DEFENCE

Frank has worked in Defence in a variety of appointments for 40 years, both in the Army and in the APS. Frank transferred to the APS in 2004 and was promoted to the SES in 2005 working in the Australian Signals Directorate, the Australian Geospatial-Intelligence Organisation and as the Group Finance Officer for the Intelligence and Security Group. He assumed his current appointment in January 2012.



LLOYD DOBSON, MANAGER PLANNING, PORTFOLIO AND PERFORMANCE, AUSTRALIAN MARITIME SAFETY AUTHORITY

Lloyd served for over 22 years as New Zealand Army Officer in a variety of leadership roles overseas and at home. Over the last decade he has worked in a range of organisations in change management roles. He holds a Bachelor of Business Studies (Honours), a Master of Business Studies (Distinction), and is a Graduate of the Australian Institute of Company Directors.



MATTHEW GRAHAM, GENERAL MANAGER STRATEGY AND GOVERNMENT BUSINESS, NOETIC GROUP

Noetic Group is an Australian owned leading edge management consulting firm. Matt has had careers in the Australian Army and within the Australian Federal Police, holding several Senior Executive Service appointments. Matt has extensive experience in implementing complex change programs, working in multi-agency environments, planning and future concepts and has worked with partners in the Asia-Pacific, Europe and the United States.



VANESSA GRAHAM, CHIEF OPERATING OFFICER, CORPORATE NETWORK, DEPARTMENT OF INDUSTRY

Vanessa has a public service career spanning over 18 years. She has worked at the Department of Finance, Department of Employment and Workplace Relations and spent 2 years working in the United Kingdom Home Office. Since January 2011, Vanessa is responsible for ICT, Finance and Corporate functions. Vanessa has a Bachelor of Commerce degree, majoring in Accounting and is a Fellow Certified Practising Accountant (FCPA).



DANIELLE KRAJINA, EXECUTIVE DIRECTOR GOVERNANCE, ACT JUSTICE AND COMMUNITY SAFETY DIRECTORATE

Danielle is responsible for a range of corporate services. She has previously held the roles of Senior Director, Office of Regulatory Services and Registrar-General for the ACT. Danielle holds qualifications in public sector administration, and as a career public servant believes in ensuring the highest level of service and support is provided to the Directorates Executive, the Ministers and the Government of the day.



JAN MASON, DEPUTY SECRETARY, BUSINESS, PROCUREMENT AND ASSET MANAGEMENT, DEPARTMENT OF FINANCE

Jan Mason is Deputy Secretary, Business, Procurement and Asset Management at the Department of Finance. Jan has worked in a number of different sectors including the public, private and community. In 2014 Jan won the ACT Community and Government Award in the Telstra Business Women's Awards.



PROFESSOR STEPHEN PARKER AO, VICE-CHANCELLOR, UNIVERSITY OF CANBERRA

Prior to taking up senior management positions Stephen was a legal academic. He has lectured at University College Cardiff, the Australian National University, Griffith University and was Dean of Law at Monash. Stephen has published books, monographs and articles on the court system, legal ethics, family law and children's rights and has held various major research grants. He is a Fellow of the Australian Academy of Law.



GREG SHAW OAM, HUMAN RESOURCE MANAGER, HELLENIC CLUB

Greg has 40 years in HR since joining the Royal Australian Air Force at the age of 18. After leaving he held a number of Human Resource Director and Manager positions in both private and government areas before joining Virgin Blue as the Human Resources Manager for 7 years. After commuting for nearly 6 years Greg returned home to Canberra and to his current position.



I found the 2 days very enlightening and inspirational. Definitely gave me an increased awareness and focus around my personal and work possibilities/responsibilities. The next 12 months will be very interesting..my boss won't believe his eyes.

RHONA SHARPE,
KPMG

Year after year EAN deliver an inspiring Congress full of 'Aha moments'!

MICHELLE GIANNIS,
Department of Social Services

INDUSTRY CONSULTANTS

MARGARET KINVIG,

Margaret is the Operations Manager at Northnet, a community college in the Hunter Valley, a teacher at TAFE and has over ten years of experience in corporate education. She has taught at all levels of adult education from early school leavers programmes to Masters level programmes. Margaret is a life-long student herself holding qualifications in business, psychology, quality auditing and vocational education and assessment.



SHANE GARROTT, MANAGER TRAINING AND EDUCATION, EXECUTIVE ASSISTANT NETWORK

Bringing 12 years of training and management experience (8 years within RTOs), Shane is an engager who champions the 2000 year old art of rational thinking in the workplace. As a presenter, he challenges your preconceptions on service, finance and management. As EAN's Education & Training Manager, he supports your development and future career path with a vigour and passion unmatched.



DAVID LEANEY, PARTNER, WDS_{SCOTT} BENG, MSc, MBA, FAIM, CMC

David is a management consultant and project manager with a Masters' degrees in technology and Business Administration. He has extensive experience with public and private sector clients. David is a Fellow of the Australian Institute of Management, Certified Management Consultant, and an adjunct faculty member at AGSM. He has written articles for and presented to national and international audiences.



DARREN MENACHEMSON, PRINCIPAL, THINKPLACE, EXECUTIVE DIRECTOR, THE THINKPLACE FOUNDATION

Darren is a principal of ThinkPlace, Australia's leading public innovation consultancy, and is Executive Director of ThinkPlace's international development arm, the ThinkPlace Foundation. Darren has applied innovation and design thinking approaches to projects of national significance in healthcare, social services, border protection, renewable energy, taxation, law enforcement and international aid. He believes that innovation and creativity are essential to tackling society's most complex challenges.



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.



MICK SPENCER, FOUNDER + MANAGING DIRECTOR, ONTHEGO® - LIFE CHANGING SPORTSWEAR

OnTheGo® is a breakthrough Australian retailer of customised sports apparel & accessories. It is a brand that is built on the foundations of giving every person the opportunity to live an active and healthy life. Mick started his business at aged 19 and it is now in its fifth year. He is passionate about brand building, sports & retail, travel & adventure and making a difference in the community.



STEPHEN WALKER, WORKFORCE STRATEGIES

Stephen is a facilitator, mentor and executive coach. Stephen is a former senior executive who has worked in a number of executive roles in the Australian public sector, developing strong and effective relationships with EAs that he has worked with. He understands the challenging, complex and often unpredictable environments in which EAs work and thrive. As a coach, Stephen has worked with executives and their EA to enhance their working relationships.

EMMA GREY, SPEAKER, TRAINER AND AUTHOR

Emma Grey is the author of 'Unrequited: Girl meets boy band' and 'Wits' End Before Breakfast! Confessions of a working mum'. Her businesses WorkLifeBliss and My 15 Minutes help busy women carve time for all the things that matter to them most. She lives near Canberra with her husband, teen daughters and four-year-old boy.



CHRIS NUNN, HIGH PERFORMANCE MANAGER, AUSTRALIAN PARALYMPICS COMMITTEE

Chris Nunn is motivated by getting the best out of people. His understanding of people has been gained through many years of dealing with athletes preparing to perform under pressure, whilst his management style has seen unprecedented success in a team situation. Chris' dedication to whatever he does is highly regarded and he has received the Order of Australia Medal (2002), the Dawn Fraser Coach Award (2000), Paralympic Coach of the Year award (1998) and the Rotary International Paul Harris Fellowship in recognition of the work he has done during his time as a coach.



MARY-ANNE WALDREN, CHIEF EXECUTIVE OFFICER, MAW ACTION PTY LTD

Multi-award-winning Mary-Anne is a master event manager, speaker and business mentor. Clients approach her with problems and she devises events and mentoring sessions to deliver solutions. She has been mentoring and training entrepreneurs for the past decade and is highly respected in Australia for her talent, experience, integrity and energy. Mary-Anne Waldren is recognised throughout the world as the driving force behind National Science Week and the Australian Science Festival. www.maryannewaldren.com.au or www.masterseries.com.au

HAYDN THOMAS, CHIEF MINDAVATOR, WWW.MINDAVATION.COM.AU

Haydn has over 20 years delivering successful outcomes across Australia, New Zealand, Middle East, Asia & North America, using pragmatic and innovative approaches to leadership, portfolio, program and project management and business analysis. He has worked extensively in large international and domestic banks, government organisations, solution providers and start-up companies in defining and implementing structure, business solutions, leadership, change management, competency uplift and coaching frameworks.

Know what it takes to be the best

CANBERRA
CONFERENCE
PROGRAM

9th Annual Congress Series
Executive Office Management

EXECUTIVE ASSISTANT
MASTERCLASS



The EAN Congress was a wonderful experience to meet fabulous EAs from all age groups and all industries and to be able to share great ideas.

SUSAN MICHAEL,
Wentworth Chambers



Attending the 2 day EAN Congress and Exhibition allowed me the time to just focus on my chosen career path, where I am at and where I would like to be. I felt inspired and refreshed and ready to take on whatever challenge was presented to me with a newfound confidence.

ROSLYN LUCAS,
ANZ



JODIE BASILE, EXECUTIVE ASSISTANT TO CEO AND COUNCILLORS, GANAWARRA SHIRE COUNCIL

Jodie has worked in the administrative field for more than 10 years supporting CEOs, Executives and Councillors. Her role includes ensuring the CEO and Councillors are meeting their objectives and driving the organisation to achieve its goals whilst maximising productivity. She is passionate about delivering quality support to the Executives and Councillors and is keen to challenge herself by learning new skills and working outside her comfort zone.



LEANNE COTTON, EXECUTIVE ASSISTANT TO FIRST ASSISTANT SECRETARY, MULTILATERAL DEVELOPMENT AND PARTNERSHIPS DIVISION, DEPARTMENT OF FOREIGN AFFAIRS AND TRADE (DFAT)

Leanne's experience as an Executive Assistant / PA spreads over four decades and includes PA to the Chief Commander for NZ Defence at the New Zealand High Commission and Executive/Personal Assistant to the Managing Director of Australian Defence Credit Union. She has been in the Government Sector for almost 7 years starting work with the Department of Climate Change Energy Efficiency before moving to her current role with DFAT.



RAYLENE EASTON, EXECUTIVE ASSISTANT, IP AUSTRALIA

Raylene has extensive public service experience as well as private enterprise experience stemming over 25 years and has recently returned to an EA role after 9 years working in a variety of business/administration, marketing and events roles. Raylene holds an Advanced Diploma of Event Management and Certificate 4 in Project Management and was awarded the Australia Day Medallion for contribution to reducing red tape for businesses.



MICHELLE GIANNIS, EXECUTIVE ASSISTANT TO THE GROUP MANAGER, DEPARTMENT OF SOCIAL SERVICES

Michelle Giannis describes herself as a career Executive Assistant, spurred on by a Bachelor of Arts in Office Management. For over two decades, Michelle has worked in senior positions in both private and government sectors, and is currently Executive Assistant to the Group Manager, Multicultural, Settlement Services and Communities Group, Department of Social Services.



ANGELA HAGEDORN, EXECUTIVE ASSISTANT, PLANT BIOSECURITY COOPERATIVE RESEARCH CENTRE

Angela's career has spanned 22 years and in that time she has worked for just five employers; four not-for-profit SMEs with national networks and one 'big four' consulting firm. Angela has been lucky enough to work with CEOs who acknowledged and utilised her strengths and she has enjoyed being part of such empowering teams. She has been in her current role since 2010.



STACEY KING, PERSONAL ASSISTANT TO THE BUSINESS DIRECTOR, CANBERRA GRAMMAR SCHOOL

Stacey has extensive experience in providing high level administrative and personal assistant support in finance, construction and education sectors. Stacey's initiative and ability to adapt to a time-pressured environment supports the Director in managing his wide-ranging portfolio.



KIRSTEN POVEY, EXECUTIVE ASSISTANT, UNIVERSITY OF CANBERRA

Kirsten is currently the Executive Assistant for the Director of Estate Management, University of Canberra and holds a Diploma in Business Administration. Next year, 2015, she will be looking to further and broaden her studies. Being an EA has enabled Kirsten to work in various industries with exposure to great diversity within the role.



ALEX SHARPE, EXECUTIVE ASSISTANT TO THE DIRECTORS, NOVARTIS PHARMACEUTICALS AUSTRALIA PTY LIMITED

Following previous careers in the events and music industries Alex finally found her calling as an EA and has looked after the General Manager of the Endeavour Room (high rollers area) at Star Casino, the Assistant Commissioner of SCIA in the NSW Police and the Director of BMO for Microsoft Australia. She currently supports three directors at Novartis Pharmaceuticals and loves it!



HEATHER WALSH, PROJECT & ADMINISTRATION OFFICER, ATLAS OF LIVING AUSTRALIA

Heather started her career as a Personal Assistant with the Department of Health in 1985, working to the Secretary of the Better Health Commission. Other roles have included working to the Chief Science Advisor, the Secretary of The Inter-State Commission, and in a Ministerial office. Heather holds a Diploma of Management in Business Administration and is a keen dragonboater.



MELISSA WOOD, EXECUTIVE ASSISTANT TO DEPUTY SECRETARY, DEPARTMENT OF DEFENCE

Melissa has been working in the finance and admin field for 20 years, in both the private and public sector. Early on in her career, she completed a Bachelor of Arts in Office Management. Over the past 12 years she has worked with Defence, most recently working with one of the Deputy Secretaries in Defence for the last 5 years



DINNER & NETWORKING DRINKS

More than Just a Conference A Networking Imperative!

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 and the cocktail drinks are hosted within the EAN Expo area. 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. Remember – Networking is essential for effective Executive Office Managers, not just Executives

Gala Dinner and Cocktails Hyatt Hotel, Canberra

TUESDAY 21 JULY 2015

- All delegates at the 2015 Annual Congress are invited to join us for an astonishing evening at our Gala Dinner!
- Enjoy Amazing Entertainment in the beautiful dining venue
- Held within one of Canberra's finest venues with great food, fine wines, amazing company and a stellar show are all the ingredients we deem necessary to help ensure relaxation ahead of a second great day in the conference
- Networking is Easy and Effortless!
- Attendance at the dinner is included within the registration fee for each delegate and additional guests can attend at a cost of \$150 inc GST

FOR MORE INFORMATION,
OR TO PRE-REGISTER
FOR THE EVENT VISIT :
EXECUTIVEASSISTANT.COM



EXECUTIVE ASSISTANT NETWORK EXHIBITION CANBERRA

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.

21-22 JULY 2015

**TUESDAY 10.00AM-5.30PM
WEDNESDAY 9.30AM-4.00PM**

Our 2015 exhibition will feature over 30 amazing businesses 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, Office and Business Technology and much, much more

FOR MORE INFORMATION,
OR TO PRE-REGISTER
FOR THE EVENT VISIT :
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**EXECUTIVE ASSISTANT
MASTERCLASS**



As a first-time conference attendee, and relatively new EA, I enjoyed hearing how other EA's work and cope with the changes to their workplace. Their insights were eye-opening and confirmed that the direction my position is heading in is a good one.

CHANTELLE POLLEY,
GlaxoSmithKline

CANBERRA 2015 Congress Registration Form

Hyatt Hotel 21-22 July 2015

SECTION A - DELEGATE

Surname Title Given Name

Organisation

Position

Organisation Address

Suburb State Country Postcode

Telephone () Facsimile ()

Email

(required for your emailed confirmation details)

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

I have no special dietary requirements ☐

SECTION B - REGISTRATION FEES

	By Friday 19 June 2015	After 19 June 2015	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
21 Jul	Gala DinnerFull Delegate	N/A	Please tick box if you will / won't be attending	Yes ☐ No ☐
	- Guest Ticket	A\$150.00		\$
TOTAL SOCIAL EVENTS				\$

SECTION D - TOTAL PAYMENT

Payment Section B	Registration Fees	\$
Payment Section C	Social Events	\$
TOTAL PAYMENT		\$

FORMS OF PAYMENT

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

CHEQUE

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

Executive Assistant Network
PO Box 628
Avalon NSW 2107
Australia

EFT

Please direct deposit funds to: Bank Australia and New Zealand Bank
BSB 012 222
Account No. 4835 35447
Please insert your name as the reference on any EFT payments

Please forward a Remittance Advice when using this form of payment to team@ExecutiveAssistant.com

CREDIT CARD

☐ MasterCard ☐ Visa ☐ American Express (Note - Diners is NOT accepted)

Cardholders Name Expiry Date /

Card Number

Security Code

Signature Date

Terms and Conditions

Your place is automatically reserved once your booking is received. Payment is required to confirm your booking. You will be sent a tax invoice within 5 working days of your registration permitting you 7 days to forward payment to Executive Assistant Network if payment is not made at the time of booking. To receive the Early Bird rate a booking must be received by close of business on 19 June 2015 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 19 June 2015. 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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