

Executive Assistant Leadership Masterclass Conference

360° Management for Enhanced
Executive Productivity

2018 EAN Sydney Conference Program

The EA as the manager of time, access, priorities, resources and stakeholders – and the facilitator and coordinator for enhanced team and executive outcomes

12th Anniversary

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

14 & 15 March

Luna Park Sydney

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

Program Highlights include

- 14** Influential Consultants, Coaches & Trainers
- 11** Senior Corporate EAs and PAs
- 11** Senior Corporate Executives

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



Dear Colleague,

Successful EAs now know they need to be strong leaders within their organisations, and that they are able to manage up, down and sideways.

In 2018 we are bringing you a masterclass conference designed to show EAs how to do just that. 360 degree management to enhance the productivity of the executive and their team. We will show you how great EAs facilitate great outcomes for all those they work with, and how they do so by managing executive time, access, priorities, resources, stakeholders and relationships.

Featuring the strongest line-up of speakers ever assembled for an EA conference in Australia, this will be an event every EA should seek to attend.

The EA role now extends far beyond the areas it was traditionally known for. Proactive leaders and managers, top EAs are results focussed and know that facilitating the best outcomes for their executive/s and their teams is what matters most to the organisation. So take the plunge and see what you can do to ensure you are an EA who is at the top of your profession, delivering what your executive and wider organisations really need.

NATASHA CANNON
Joint Managing Director
Executive Assistant Network

This was my first ever EA Conference. My only regret is that I didn't attend the previous 10. I got so much out of this event that I feel it will completely change my remaining 10 years as an EA. I found all of the guest speakers both motivational and inspirational. I would highly recommend this conference to all EA's looking to keep up with trends and network with other EA's.

Claire Mierendorff
UGL Limited

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For program or registration enquiries

CALL (02) 8402 5000 or VISIT ExecutiveAssistant.com

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Key Learning Areas

- The EA's role in managing up, down and sideways
- Managing executive energy, focus and mindset
- A synergistic partnership based on trust and mutual respect – why you need it and how you get it!
- Courageous leadership in the face of competing team priorities, agendas, demands and pressures - how to facilitate the best outcomes for everyone
- The Emotionally Intelligent EA – the empathetic business connector with the people skills to get things done
- The diplomatic EA – spotting potential conflict, learning how to defuse it and knowing the strategies to use when confrontation is unavoidable
- Judiciously embracing risk – being proactive and knowing when and when not to make unilateral decisions or take a leadership stand
- The strategic thinking and acting EA – seeing the actions and decisions in your business for what they are and the impacts they will have, and learning how to spot opportunities as well as potential hazards
- Business savvy and commercially astute – the EA who thinks like an executive and plans and resources accordingly
- Managing for the future – taking a leadership role in embracing change, new technologies and social media
- Managing yourself and your career so you can deliver your best
- Remove self-doubt from your life and embrace your inner strength and belief
- Simply amazing you – you owe it to yourself to be the best version of you, so embrace life and don't hold back

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

Adrian Renouf

Partner and National Government Leader, PPB Advisory

Adrienne Revai

Chief Operating Officer, JLL Australia

Elisabeth Shaw

Chief Executive Officer, Relationships Australia NSW

Stephen Albin

Managing Director, Oceania, Royal Institution of Chartered Surveyors

Professor Guy Bentley

Chief Executive Officer, Australian Institute of Music

Professor Simon Jackman

Chief Executive Officer, Unites States Studies Centre, The University of Sydney

Leanne Smith

Director, Whitlam Institute

Megan Coombs

Group Company Secretary & Chief Operating Officer, CBHS Health Fund

David Jenkins

Regional Manager - Oceania Acquisition Strategy, CPA Australia

Martin Rogers

Chief Executive Officer, NSW Taxi Council

Bryan Skepper

General Manager, Sydney Fish Market

For program or registration enquiries

CALL (02) 8402 5000 or VISIT ExecutiveAssistant.com

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

Bonnie-Rae English

Executive Assistant to the Chief Executive Officer, Nestle Australia

Keely White

Executive Assistant to Chief Executive Officer, The Entourage

Elsabè Edwards

Executive Officer, Office of the Pro Vice-Chancellor (Academic Innovation), University of New England

Priya Kanagarajan

Executive Assistant to Managing Director, Oceania, Royal Institution of Chartered Surveyors

Emma Robinson

Executive Assistant to the Government Chief Information Officer & Digital Officer, ICT and Digital Government, Department of Finance, Services & Innovation

Nico de Soleil

Executive Officer, Office of Executive Director, Engineering & Maintenance Directorate, Sydney Trains

Melissa Watson

Executive Assistant to the Deputy Chairman, Global Advisory Panel for Universal Business Team, Universal Business Team

Meischak 'Meish' Cirocco

Executive Assistant to Head of Social Impact & two Assurance Partners, PwC Sydney

Kylie Miller

Executive Assistant to Chief Legal and Risk Officer, Virgin Australia

Ruth Crilly

Senior Executive Assistant to the Vice-Chancellor and President, Office of the Vice-Chancellor, Western Sydney University

Liv Wilson

Executive Assistant to the Chief Executive Officer, UrbanGrowth NSW Development Corporation

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

Lindsay Adams

Internationally Acclaimed Keynote Speaker

Dr James Adonis

Internationally Acclaimed Keynote Speaker

Stu Atkins

Speaker and Co – owner, Social Seedling

Rowdy McLean

Internationally Acclaimed Keynote Speaker

Kate Fuelling

Keynote Speaker, Author, Pioneer

Trevor Hendy AM

International Keynote Speaker, Soul Coach

Robbi Mack

Internationally Acclaimed Keynote Speaker

Catherine Molloy

Professional Speaker & Consultant

Robert Taylor

Senior Consultant, Executive Assistant Academy

David Thomson

Manager, Education & Training, Executive Assistant Academy

David Wayne

International Keynote Speaker; Leadership and Management Facilitator

Marty Wilson

Internationally Acclaimed Keynote Speaker

Jane Wundersitz

Speaker, Master Trainer, Positive Psychology Practitioner

Trevor Young

Founding Partner & Principal Consultant, Zoetic Agency

Gold Sponsor



Luna Park

Situated on the majestic harbour foreshore, Luna Park's versatile venues are recognised as Sydney's premier events facilities and are ideal for any occasion. With an unmatched vista capturing the iconic Harbour Bridge, Opera House and city lights, the heritage-listed 'Crystal Palace', the purpose-built 'Big Top' auditorium or our latest venue the elegant 'Palais', will exceed expectations and have your guests talking about your event for years to come.



Avestar Productions

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

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Program at a glance

Day 1

Wednesday 14th March

- 7.45am** Registration Opens
- 8.30am** Chairperson's Day One Opening Remarks
- 8.35am** Keynote Opening Address
Leadership at the cross roads of a new EA role – embracing your role in leading to facilitate positive outcomes
- 9:15am** Keynote Address
Emotional intelligence – the key to being an amazing EA
- 10:00am** Executive Panel Discussion
The EA as a corporate fortune teller – learning how to see around corners
- 11:00am** Morning Coffee
- 11:30am** EA Panel Discussion
Risk and being proactive – when to take initiative and when not
- 12:30pm** Keynote Address
LEADABILITY - How great leaders are made!
- 1:15pm** Lunch

AFTERNOON STREAM 1 BUSINESS ACUMEN & BUSINESS FUNDAMENTALS WORKSHOP

- 2:30pm** Business Acumen & Business Fundamentals Workshop
- 3:15pm** Afternoon Tea
- 3:45pm** Business Acumen & Business Fundamentals Workshop
- 5:30pm** Close of Day One & Cocktail Reception
- 7:00pm** Gala Dinner

AFTERNOON STREAM 2 LEADERSHIP & MANAGEMENT- STAYING ONE STEP AHEAD

- 2:30pm** Embracing Technology and Being a Leader in Your Executive Teams
- 3:15pm** Afternoon Tea
- 3:45pm** Making Social Media Work for You and Your Executive
- 4:30pm** Modern Information & Knowledge Management- Working Smarter Today to Leave a Legacy for Tomorrow
- 5:30pm** Close of Day One & Cocktail Reception
- 7:00pm** Gala Dinner

Day 2

Thursday 15th March

- 8.25am** Chairperson's Day Two Opening Remarks
- 8.30am** Keynote Opening Address
Overloaded – learning to thrive in a relentless change and stress-filled environment
- 9:15am** Keynote Address
Self-Belief and Self-Worth – having the belief and confidence in who you are and what you are capable of doing to succeed
- 10:00am** Keynote Address
Employee EnRAGEment: Why people hate working for your executive – and what you can do about it!
- 10:45am** Morning Coffee
- 11:15am** EA Panel Discussion
Managing up – and managing sideways
- 12:15pm** Executive Panel Discussion
The EA as Ambassador for the Executive Office
- 1:15pm** Lunch
- 2:30pm** Keynote Address
Understanding and identifying communication styles, management & leadership styles – and impacts from an ever-changing workplace landscape
- 3:15pm** Afternoon Tea
- 3:45pm** Keynote Address
Managing your career proactively – networking and development to guarantee your future
- 4:15pm** Keynote Closing Address
Heartbeatz for Resilience – developing the quality within that allows us to recover readily from challenges and adversity
- 5:15pm** Close of Conference

Day 1 March 14th

8:30am Chairperson's Opening Remarks

8.35am Keynote Opening Address

Leadership at the cross roads of a new EA role – embracing your role in leading to facilitate positive outcomes

The modern EA role requires proactive management of so much of the executive's office and priorities, their projects and their energy and focus, whilst also requiring positive leadership to manage relationships with and between key stakeholders, team members and more junior reports, all jostling for time or access for themselves or reports or submissions, or for resources or funding. In this scene setting opening keynote we will help shed light on the challenges facing EAs in being a modern-day manager and leader.

- The EA as a proactive facilitator and enabler of best outcomes for their Executive and teams
- The two hats of management and leadership, how these are new and what that means in reality
- Managing more than just the Executive Office – focussing on executive energy, focus, mind-set and priorities to ensure the best possible outcomes at all times
- How to lead in relation to negotiating against competing enquiries and interests from team members and stakeholders and sell a best-outcomes based vision

David Thomson

Manager, Education & Training,
Executive Assistant Academy

9:15am Keynote Address Emotional intelligence – the key to being an amazing EA

Being a great leader and a great manager requires you to have significant levels of emotional intelligence. In the Executive Assistant Academy 'Partnership Model' this aspect of EA ability sits as importantly alongside technical skills, business knowledge and business acumen as something EAs must acquire. In a recent EA conference straw-poll almost the entire audience suggested emotional intelligence as being the single greatest attribute EAs need to develop, yet only a handful of those polled said they receive training in this. So in this session we will look at what you can do to keep improving your emotional intelligence no matter how good you believe your skills in that regard might already be.

- Examining how emotions drive behaviours that determine the success of an organisation
- Assessing your own levels of emotional intelligence
- Learning how to manage yourself and manage others in emotionally intelligent ways
- Harnessing simple practices you can use every day to keep increasing your emotional intelligence

Jane Wundersitz

Speaker, Master Trainer, Positive
Psychology Practitioner

10:00am Executive Panel Discussion

The EA as a corporate fortune teller – learning how to see around corners

In this exciting executive panel discussion our group of executives will receive questions from the moderator but also pre-submitted questions from the audience in relation to the topic. We will examine the nature of understanding, business acumen and corporate knowledge and skills you need to develop to help you spot situations, issues or opportunities ahead of time and be able to act more independently and proactively.

- The nature of being proactive – why it involves a certain degree of calculated risk taking

- Identifying what is really important and valuable in the minds of your executives
- Acting and thinking strategically when analysing data, situations or opportunities
- Learning how to ask the right questions to get to the heart of a matter with your executives, stakeholders, team members and junior staff

Adrian Renouf, Partner and National
Government Leader, PPB Advisory

Adrienne Revai, Chief Operating
Officer, JLL Australia

Elisabeth Shaw, Chief Executive
Officer, Relationships Australia NSW

Stephen Albin, Managing Director,
Oceania, Royal Institution of
Chartered Surveyors

Professor Guy Bentley, Chief
Executive Officer, Australian Institute
of Music

Bryan Skepper, General Manager,
Sydney Fish Market

Moderator: Robert Taylor, Senior
Consultant, Executive Assistant
Academy

11:00am Morning Coffee

11:30am EA Panel Discussion

Risk and being proactive – when to take initiative and when not

In this exciting panel discussion our panel of senior EAs will receive questions from the moderator but also pre-submitted questions from the audience as well as live questions in relation to the topic. We will examine the issue of risk and being proactive, and when an EA should think to take initiative and when not. What types of things make you an indispensable partner to your executive when acting proactively and what will see you sailing too close to the wind.

- Understanding the nature of risk and why EAs have traditionally been very risk adverse in their relationships with their Executives
- What are the easy to address issues EAs should feel comfortable working towards handling proactively and unilaterally

Day 1 March 14th

- Tips for addressing more complex issues and how to assess the potential impact and weigh up risk versus reward
- What helps you identify the areas you should know never to act unilaterally within

Bonnie-Rae English, Executive Assistant to the Chief Executive Officer, Nestle Australia

Keely White, Executive Assistant to Chief Executive Officer, The Entourage

Elsabè Edwards, Executive Officer, Office of the Pro Vice-Chancellor (Academic Innovation), University of New England

Priya Kanagarajan, Executive Assistant to Managing Director, Oceania, Royal Institution of Chartered Surveyors

Emma Robinson, Executive Assistant to the Government CIO and Digital Officer, Department of Finance, Services and Innovation

Moderator: David Thomson
Manager, Education & Training, Executive Assistant Academy

12:30pm Keynote Address LEADABILITY- how great leaders are made!

A dynamic guide to climbing your leadership mountain. Returning to the EAN Congress Series after the launch of his latest best-selling book, *Leadability* combines Rowdy's extensive knowledge on becoming a remarkable leader, with his experience of climbing the world's highest freestanding mountain, Mt Kilimanjaro.

Leadability smashes the leadership status quo and offers all leaders, no matter their role in the organization, with a fast and effective approach to building trust, respect, integrity and confidence that becomes the powerful force behind great organizations.

- An inspiring guide to creating a positive lasting leadership legacy
- Understand the difference between leadership and management
- Explore the critical elements of remarkable leadership
- Gain insights on how to craft your own positive and very powerful leadership approach
- Tap into 30 years of leadership research to understand why most leaders fail
- Develop a map for elevating your leadership to a whole new level

Rowdy McLean
Internationally Acclaimed Keynote Speaker

1:15pm Lunch

2.30pm AFTERNOON STREAM 1 BUSINESS ACUMEN & BUSINESS FUNDAMENTALS WORKSHOP

(Stream 1 runs from 2.30pm until 5.30pm with the same afternoon tea break at 3.15pm as Stream 1)

The goal of becoming a strategic thinking and strategic acting partner with your Executive, how you can fully assess situations, know how priorities are shifting and how any situation relates to immediate goals and priorities, as well as longer term strategies requires significant business acumen and skills, significant business management skills and significant corporate, business and industry understanding.

In this session you will start to design your personal recipe for success in relation to business acumen and skills, and business management knowledge and skills, and create your strategies for helping your Executive with some of the following areas:

1. Strategic Planning
2. Project Management
3. Internal stakeholder management
4. External stakeholder management
5. Team and direct reports management
6. Short, medium, and long term strategic objectives
7. The link between Mission Statement, Strategic Objectives and Tactics in the Executive's role
8. Major financial reports
9. Key factors influencing revenue and profitability, and return on investment
10. Public, media and social media perceptions
11. Marketing initiatives and sales strategies
12. Corporate Governance
13. Risk and compliance
14. Competitive analysis
15. Staff and resourcing issues
16. Overheads and business costs
17. Business administration
18. Executive's reputation economy and brand

This session is not designed to provide you with extensive knowledge or solutions in all these areas, rather to help you think about what you need to identify or learn in relation to each of these so when you return to the office you can put your plan in place for developing greater knowledge in each area and provide greater executive level support.

David Wayne
International Keynote Speaker
Leadership and Management
Facilitator

Day 1 March 14th

2.30pm AFTERNOON STREAM 2 LEADERSHIP & MANAGEMENT- STAYING ONE STEP AHEAD

2.30pm Stream 2 Session 1- Embracing technology and being a leader in your executive teams

Many have heralded the evolution of even more advanced technologies as foreshadowing the end of the need for EAs and PAs. So for EAs who are looking at developing a true working partnership with their Executive and becoming a proactive Manager of their office, we suggest EAs should embrace new technology and look at where they can add greater value to their organisation's systems and processes, and not shy away from it. They should be educated and knowledgeable champions who can spot what technologies, software or apps can add real benefits to help them, their executives and teams achieve their goals. In this session we will help EAs identify:

- When it comes to efficiency and productivity, what apps, technologies and software can reduce wasted time and effort
- Identifying what can help with collaboration and working more closely with teams and other colleagues
- In the modern world of knowledge and information overload, how can you ensure you are using technology to your best advantage to get the information you need
- Avoiding risky technologies, apps and software that could leave you, your executive and your organisations exposed
- Keeping ahead of the pack when it comes to posting new technological opportunities for your business

Stu Atkins
Speaker and Co-owner Social
Seedling

3:15pm Afternoon Tea

3:45pm Stream 2 Session 2- Making social media work for you and your executive

Social media is here to stay – it may evolve and change, but online presence is now the new paradigm business executives and their staff have to accept. But it is fraught with danger to the uninitiated. In this session EAs will examine the good, the bad and the darn-right ugly and overly dangerous with social media and what to do to avoid these mistakes.

- How far should EAs go in managing not just their own online presence, but also assisting their Executive's with theirs?
- Best practice in managing your personal online presence to ensure you are not affecting your brand - and assisting your executive with theirs as well
- Knowing the social media platforms to use and those to avoid
- The things you should never do or say on social media
- Using social media to promote organisational initiatives and messages – and remembering the rule that if you don't know what is appropriate, do nothing

Trevor Young
Founding Partner & Principal
Consultant, Zoetic Agency

4.30pm Stream 2 Session 3- Modern Information & Knowledge Management – Working smarter today to leave a legacy for tomorrow

A recent IBM study found that 90% of the world's data was created in the last 12 months. We face an avalanche of information in our organisations, which most of us find messy, stressful, and overwhelming. And it's no wonder. Paper was never perfect, but digital has substantially added to the complexity of it all, and most organisations are working with both.

So we need the skills and knowledge to be able to contribute to managing information well now, so it can remain relevant and accessible as organisational knowledge for the future.

This presentation explores:

- How information is one of your organisation's greatest, underutilised assets
- Key elements of a modern, healthy information and knowledge culture
- The role of EAs in information and knowledge culture
- 7 Information management challenges for EAs and how to approach them.

Kate Fuelling
Keynote Speaker, Author, Pioneer

5:30pm Close of Day One: Cocktail Reception Within Exhibition Area

7:00pm Gala Dinner

My expectations were high after I first attended in 2016, however, EAN delivered an amazing 2017 Conference the highlight of which was the calibre of the speakers who were all phenomenal.

Emma Kable,
Housing Plan

Day 2 March 15th

8:25am Chairperson's Opening Remarks

8.30am Keynote Opening Address

Overloaded – learning to thrive in a relentless change and stress-filled environment

Change is the new constant in our workplaces, and for EAs who are often at the vanguard of change projects, who have to act as change champions, whilst also dealing with juggling multiple competing priorities for themselves and their executives, learning to thrive in a constantly evolving and changing environment is essential.

- What is the missing link that determines whether teams thrive or dissolve in change
- Learning how to spot and overcome the 4 sabotages of progress and productivity
- Master the secret to stopping feeling overloaded and getting back on track at any time
- Understanding the 'what is' and 'what could be' mindsets that are the key to thriving during change

Marty Wilson
Internationally Acclaimed Keynote
Speaker

9:15am Keynote Address Self-Belief and Self-Worth – having the belief and confidence in who you are and what you are capable of doing to succeed

Success comes from many different factors in life, but much of it rests with you, your internal peace and happiness, your sense of self-worth and self-belief, and how you translate that to how you approach your life and work. Author Marianne Williamson famously wrote; 'Our deepest fear is not that we are inadequate. Our deepest fear is that we are powerful beyond measure. It is our light, not our darkness, that most frightens us. Your playing small does not serve the world. There is nothing enlightened about shrinking so that other people won't feel insecure around you. We are all meant to shine as children do.' In this sensational keynote you will uncover the secrets to developing greater belief in what you are capable of and the belief in your self-worth to see it through.

- Accepting that your future success is determined by you, your confidence and values in relation to self-worth
- We all are capable of amazing things – so how do you access that inner belief
- Shedding yourself of niggling self-doubt and focussing on what you can do now, and what you could be capable of doing tomorrow

Trevor Hendy AM
International Keynote Speaker, Soul
Coach

10:00am Keynote Address Employee EnRAGEment: Why people hate working for your executive – and what you can do about it

In a unique study of 2400 employees, Dr James Adonis has investigated what causes people to be angry, upset and frustrated in the workplace – a set of emotions he's named 'employee enRAGEment'. In this thought-provoking presentation, he will share the major themes that arose in his research and the ways in which executive assistants can help to overcome them. You will learn:

- How to become a hugely influential leader, even on an informal basis, by adopting techniques that can be implemented easily and quickly.
- How to mould your executive into the leader you know is most needed by employees throughout your organisation.
- How to spot the signs that engagement is taking hold of your workforce and what to do about it before it's too late.
- How to inspire other managers to take responsibility for the engagement of their employees.

Dr James Adonis
Internationally Acclaimed Keynote
Speaker

10:45am Morning Coffee

11:15am EA Panel Discussion Managing up- and managing sideways

It may be a partnership, but EAs need to know when to take the lead and effectively take control of managing key areas of their life with their executive. In this fully interactive session the panel of EAs will take questions from the audience in relation to the notion of managing upwards and sideways. Featuring questions submitted by delegates ahead of the conference as well as live questions, our panel will look at:

- Building trust with your executive so they can let you flourish and take on more areas of responsibility
- Identifying the areas where you need to take a management and leadership positions

Day 2 March 15th

- Managing Executive focus, energy and mind-set
- Managing relationships with Executive reports and key team managers
- Establishing your leadership stance with team reports and managers in relation to your managing access and information flow into the Executive in line with their priorities

Nico de Soleil, Executive Officer, Office of Executive Director, Engineering & Maintenance Directorate, Sydney Trains

Melissa Watson, Executive Assistant to the Deputy Chairman, Global Advisory Panel for Universal Business Team, Universal Business Team

Meischak 'Meish' Cirocco, Executive Assistant to Head of Social Impact & two Assurance Partners, PwC Sydney

Kylie Miller, Executive Assistant to Chief Legal & Risk Officer, Virgin Australia

Ruth Crilly, Senior Executive Assistant to the Vice-Chancellor and President, Office of the Vice-Chancellor, Western Sydney University

Liv Wilson, Executive Assistant to the Chief Executive Officer, UrbanGrowth NSW Development Corporation

Moderator: David Thomson, Manager, Education & Training, Executive Assistant Academy

12:15pm Executive Panel Discussion The EA as ambassador for the Executive Office

As a manager of your Executive's Office, of many aspects of their corporate life and activities, and a leader in their teams, committed to helping in the delivery of results against all identified goals, modern EAs need to be more than passengers and represent the Executive and their Office accordingly. In this fully interactive session the panel of senior executives will take questions from the audience in relation to the notion of managing upwards and sideways. Featuring questions submitted by delegates ahead of the conference as well as live questions, our panel will look at:

- Identifying and then building key relationships internal and externally – including team and direct reports, executives and key internal stakeholders and key external clients, service providers and prospects
- Identifying key data and critical information essential for the Executive and their team
- Cutting through the noise of irrelevant data or misinformation
- Being an ambassador for the Executive's Office means keeping above petty office politics and maintaining confidentiality

- Advocating for Executive decisions, directives or initiatives and being a champion for these
- Representing the Executive Office in a consistent manner congruent with the Brand of the Executive and their office

Professor Simon Jackman, Chief Executive Officer, Unites States Studies Centre, The University of Sydney

Megan Coombs, Group Company Secretary & Chief Operating Officer, CBHS Health Fund

David Jenkins, Regional Manager - Oceania Acquisition Strategy, CPA Australia

Martin Rogers, Chief Executive Officer, NSW Taxi Council

Leanne Smith, Director, Whitlam Institute

Moderator: Robert Taylor, Senior Consultant, Executive Assistant Academy

1:15pm Lunch

Day 2 March 15th

2:30pm Keynote Address Understanding and identifying communication styles, management & leadership styles – and impacts from an ever-changing workplace landscape

In today's ever-changing landscape at work, having a broad understanding of different personality types, communication preferences and styles, and leadership styles, is essential. And whilst there are a multitude of different psychometric style approaches to measuring and assessing these, approaches that like to categorise things neatly into little labelled boxes, it is important that you learn to take a more flexible and holistic approach to understanding and assessing those we work with. In this session, you will look at:

- The basics of psychometric style assessment approaches and understanding their strengths and weaknesses
- Tips for assessing basic leadership and management styles
- The impact on communication styles, preferences and approaches from changing workplace practices and approaches, including remote working to agile projects, and technology changes to generational change
- Communication boundaries and diplomacy for the EA – spotting when you are being played or used
- Useful phrases every EA should keep in their business lexicon

Catherine Molloy
Professional Speaker & Consultant

3:15pm Afternoon Tea

3:45pm Keynote Address Managing your career proactively – networking and development to guarantee your future

Looking after your career involves identifying personal and professional development requirements, staying on top of industry trends and ensuring your business acumen and business management skills and knowledge are all being attended. We address each of those elsewhere in the conference, but an essential area people often overlook is that of connections, building allies, building advocates and supporters and making sure you think strategically about your career in terms of the people who can help you get where you want to go. In this session, we will look at:

- Why the old adage about what you know versus who you know still has some relevance in today's market
- Understanding the passive job market
- Peer networking in reverse – how can you be the person others want to meet and know
- Looking after your personal career profile and social media presence
- Choosing the right business leaders and mentors to be your advocate, supporter and allies
- Building connections at every level

Lindsay Adams
Internationally Acclaimed Keynote Speaker

4:15pm Keynote Closing Address

Heartbeats for Resilience – developing the quality within that allows us to recover readily from challenges and adversity

In this presentation, Robbi will take participants on an inspiring and courageous journey of personal triumph during difficult times. Through her own lived experience she has gone from 'depressed to dynamic' and she has developed tools that support others to manage stress with grace and ease. As Robbi knows life isn't meant to be easy, however it is through the activation of a resilient heart that we are prepared to take on life (at work or at home) head on knowing that we have the courage to live a life of purpose regardless of the challenges along the way.

Audiences will walk away from this presentation with key insights into what makes up a resilient heart. This includes resilient leadership, culture, and communication. The only thing that is inevitable in life is change and how we respond to challenge is what will ultimately define our success.

- The Heart of Resilience
- Raising Everyday Resilience
- Driving Change from the Heart
- Heart Centred Stress Management

Robbi Mack
Internationally Acclaimed Keynote Speaker

5:15pm Close of Conference

Senior Corporate and Government Executives

confirmed as participating at this event include:



Adrian Renouf

Partner and National Government Leader, PPB Advisory

Adrian has over 30 years' experience as a senior public servant and management consultant working for federal, state and local government clients across Australia. He leads PPB Advisory's national Government practice and is also a member of the firm's Executive Leadership Team. He specialises in helping government and public sector clients implement complex policy and business change.



Adrienne Revai

Chief Operating Officer, JLL, Australia

Adrienne has held a variety of operational and client-facing roles within JLL in Australia and internationally. Alongside the CEO, she assists with setting and implementing strategic business priorities. She supports employee engagement across the firm in Australia and champions Diversity & Inclusion both here and in Asia Pacific.



David Jenkins

Regional Manager - Oceania Acquisition Strategy, CPA Australia

As the Oceania Strategic Acquisition Manager for CPA Australia, David has overall responsibility for sales across Australia, New Zealand and the wider South Pacific. Prior to this role he was the Country Head for New Zealand with CPA Australia and commenced his professional career with McKinsey & Company and PwC as a management consultant.



Elisabeth Shaw

Chief Executive Officer, Relationships Australia NSW

Elisabeth is a clinical and counselling psychologist with extensive experience in relationships services. In addition to providing clinical supervision and consultation in relation to professional ethics, she also coaches executives within the not for profit and public sectors. She has taught at ACU, UNSW and Newcastle universities in areas of clinical practice, management and professional ethics, and routinely presents and publishes work in these areas.



Professor Guy Bentley

Chief Executive Officer, Australian Institute of Music

Professor Guy Bentley is currently the CEO of the Australian Institute of Music and has worked as a leader in education industries for 35 years. Awarded the Ashley Spencer Award for 'Service to the Industry' at the HM awards and the Lifetime Achievement Award by the Accommodation Association of Australia.



Bryan Skepper

General Manager, Sydney Fish Market

Bryan is the General Manager of Sydney Fish Market, the largest seafood market in the Southern Hemisphere and one of Australia's iconic tourism sites. Bryan has worked in the seafood industry for more than 40 years and over this time has amassed a long list of accomplishments and is currently driving the realisation of SFM's vision to build a new Sydney Fish Market.



Leanne Smith

Director, Whitlam Institute

Leanne Smith, Director of the Whitlam Institute, is an international human rights lawyer, with a Masters in Public Policy from the Woodrow Wilson School of Public and International Affairs at Princeton. Leanne has worked in the Australian judicial system, the Australian Human Rights Commission, in the international NGO sector, regional human rights organisations, as an Australian diplomat (DFAT) and in various roles for the United Nations in New York and in the field.



Martin Rogers

Chief Executive Officer, NSW Taxi Council

Martin holds an extensive background and certification in Business, Marketing, and Strategy with 20 years' experience specialising in Strategic Planning, Business Growth, Leadership and Team Development. Understanding the world is a rapidly changing landscape, Martin has worked across blue collar and white collar industries, helping them adapt to and take advantage of changing environments, to keep them competitive and financially profitable.



Megan Coombs

Group Company Secretary & Chief Operating Officer, CBHS Health Fund

Megan is a Certified Practising Accountant with over fifteen years' experience in executive roles in service, not for profit and Government organisations. She is the Group Company Secretary and Chief Operating Officer for CBHS Health Fund where she is responsible for corporate governance and member care and service for over 220,000 lives insured by the Group. Prior to this Megan was Chief Financial Officer at CBHS Health Fund, Easy Being Green, the Australia Council for the Arts and Employment National.



Professor Simon Jackman

Chief Executive Officer, United States Studies Centre, The University of Sydney

Professor Simon Jackman became CEO of the United States Studies Centre at the University of Sydney in April 2016. From 1996 to 2016, Jackman taught Political Science and Statistics at Stanford University. Jackman's research focuses on public opinion, political participation, and electoral systems, in both the United States and Australia. Since 2009, Jackman has been one of the Principal Investigators of the American National Election Studies, the world's longest running and most authoritative study of political attitudes and behaviour.



Stephen Albin

Managing Director, Oceania, Royal Institution of Chartered Surveyors

Stephen has worked in public policy, business strategy and investment for 30 years. As MD for the Australian and New Zealand markets, Stephen's responsibility is to work closely with the built environment sector by sharing global insights, preparing for change and continually raising the bar and standards for the profession. Stephen has a Master's Degree in Public Policy from the Australian National University.

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



Catherine Molloy

Professional Speaker & Consultant

Catherine Molloy is an International Speaker, Writer and Communication Expert, specialising in leadership, sales and service. With 25 years' experience in business, education, speaking and transforming lives, Catherine believes that business success rests on the ability to build real connections at velocity. The participants will engage, connect and be more conscious of their communication. Her thought leadership is in how to hack the psychology of communication to build lasting connections, fast.



Robi Mack

Internationally Acclaimed Keynote Speaker

Robbi Mack is the Queen of HeartBeatz and has a passion for inspiring and amplifying the potential found in human connection. Robbi empowers people with the tools to integrate our minds, with messages from the heart. An expert in emotional intelligence she innately understands the importance of self-awareness, self-management, and the power of empathy in becoming our greatest selves.



Rowdy McLean

Internationally Acclaimed Keynote Speaker

A successful entrepreneur and leader, Rowdy retired from his first company at 34, only to become bored and get back in the game. Helping leaders, businesses and teams, make excellence happen in their cultural identity, leadership development, team dynamics and motivation has become his legacy. Rowdy has spoken to over 250,000 people in the USA, Europe, Asia and Australia. His best selling book Play a Bigger Game has been published in 7 countries. His new book Leadability was released in December 2017.



Stu Atkins

Speaker and Co -owner, Social Seedling

Stu Atkins is a leading disruption, innovation and Social Media specialist with experience presenting to thousands of professionals here and abroad. Having worked at RealEstate.com.au, News Ltd and his own online recruitment business, Stu has developed a strong awareness of trends and paradigm shifts which can help businesses to stay ahead of the curve. Currently co - founder of Social Seedling, Stu has his finger on the digital pulse and will empower attendees to challenge the norm to build better business outcomes.



Trevor Hendy AM

International Keynote Speaker, Soul Coach

Trevor Hendy is an international Keynote Speaker, director of the Lifechanger Foundation for youth and author of The Bootcamp for the Soul. He is a highly renowned Soul Coach, guiding some of the World's leading CEO's, Actors & Athletes. He has been inducted into the ASHOF and honoured as a member of the Order of Australia for his services to the community.



Trevor Young

Founding Partner & Principal Consultant, Zoetic Agency

Trevor Young is known as the PR Warrior. He is co-founder and principal of content-driven social PR firm, Zoetic Agency. A former journalist with 20+ years' experience in professional PR consulting, Trevor helps companies, organisations and individuals leverage social media and online publishing platforms to build public recognition for their business or personal brand.



David Thomson

Manager, Education & Training, Executive Assistant Academy

David has a unique mix of training, facilitation, instructional design and coaching skills at all levels combined with over 18 years of strategic business and sales experience. Throughout his career he has worked across a wide range of industry sectors with large corporates, small to medium businesses and within the public sector - Federal, State & Local.



Robert Taylor

Senior Consultant, Executive Assistant Academy

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



David Wayne

International Keynote Speaker; Leadership and Management Facilitator

David Wayne is a leading global Strategy and Performance Consultant who has worked with Executives and Managers from more than 400 organisations across Australia, New Zealand and South-East Asia, probably including yours. He will share with you what your Executives say are the 6 things that move their EA from a support provider to a true strategic partner. In other words - Indispensable.



Dr James Adonis

Internationally Acclaimed Keynote Speaker

Dr James Adonis is one of Australia's most well-known employee engagement and team leadership educators. James's academic history is supported by rich practical experience as a leader in a variety of industries, such as financial services and contact centres. Still today, he is employed full-time in a leadership capacity with responsibility for more than 100 staff, thereby ensuring he's sharing with his audiences what he, too, is actively putting into practice.



Jane Wundersitz

Speaker, Master Trainer, Positive Psychology Practitioner

Jane is a highly engaging and award winning speaker and the founder of WunderTraining. She has been a global pioneer in bringing positive psychology and emotional intelligence into her workplace training and is known for her high impact, research based deliveries that will leave you thinking and ready to act.



Kate Fuelling

Keynote Speaker, Author, Pioneer

Kate Fuelling is an Information Management Specialist, Author and Optimist. Her purpose in life is to lead with courage, fun and respect. Kate thrives on sharing her passion for realistic, useful digital information management solutions through fun, engaging presentations with a serious message.



Lindsay Adams

Internationally Acclaimed Keynote Speaker

Lindsay Adams, aka, The Relationships Guy, is a business relationships specialist, relationships underpin everything that we do in business. Lindsay is an engaging and inspiring conference speaker, regularly delivering keynote addresses within Australia, New Zealand and Asia. Professional Speakers Australia inducted him into their Hall of Fame in 2009 and awarded him a Life Membership in 2013.



Marty Wilson

Internationally Acclaimed Keynote Speaker

If your people are stressed or fearful about change and disruption they need some time with Marty Wilson. He is a TED Speaker who uses proven tips and techniques to build resilience. But he is also a former Australian Comic of the Year so he balances proven scientific data with laugh out loud stories. This makes his programs incredibly human and instantly relatable to a wide variety of audiences.

Senior EAs & PAs

Confirmed as participating at this event include:



Bonnie-Rae English

Executive Assistant to the Chief Executive Officer, Nestle Australia

Bonnie-Rae is an experienced Executive Assistant with more than 25 years supporting high level executives. Over the years she has gained experience across a broad range of industries, including Banking, Finance, FMCG, Government and Private Enterprise. She has coached and mentored senior and aspiring administrative professionals. Supports the campaign to formally recognise the role as a profession and holds a Master's of Business Administration.



Elisabè Edwards

Executive Officer, Office of the Pro Vice-Chancellor (Academic Innovation), University of New England

Elisabè has worked as a senior EO and EA since 1994, supporting Senior Executives in a variety of industries including a private R&D institute, a public listed company, tertiary education institutes and Government-funded research centres in Germany, UK and Australia. Supporting the Chairman in a European complex international organisation she gained vast experience in private and governmental areas and the political arena.



Emma Robinson

Executive Assistant to the Government Chief Information and Digital Officer, ICT and Digital Government, Department of Finance, Services and Innovation

Emma Robinson is the Executive Assistant to the Government Chief Information and Digital Officer, Department of Finance, Services and Innovation. Having held positions in both public and private sectors throughout the UK, Australia and New Zealand, Emma is able to tailor her specific skills to meet the needs of individual clients and enjoys the daily challenges that come from a senior EA role.



Keely White

Executive Assistant to Chief Executive Officer, The Entourage

Keely White is the executive assistant to Jack Delosa and now sits on the executive advisory team for The Entourage. Keely has mastered the art and cracked the code in what it takes to have the most effective CEO and assistant relationship and is regularly called upon to train EAs for companies such as AirBnB, LinkedIn, Suncorp, Woolworths, Diageo and more.



Kylie Miller

Executive Assistant to Chief Legal and Risk Officer, Virgin Australia

Kylie is responsible for providing the highest level of administrative and personal support ensuring maximum efficiencies across the Legal portfolio. Kylie started with Virgin in 2007 and has worked across a number of divisions as EA/PA including Flight Operations, Engineering, Safety Systems and most recently was EA to the CFO.



Liv Wilson

Executive Assistant to the CEO, UrbanGrowth NSW Development Corporation

Liv takes great pride in supporting and empowering those around her to achieve a common goal, and believes success is a team sport. Being a great EA requires passion, efficiency, quick-thinking, and excellent relationship management. A career as an EA brings challenge and variety, there's never a dull moment!



Meischak 'Meish' Cirocco

Executive Assistant to Head of Social Impact & two Assurance Partners, PwC Sydney

With over 15 years' experience across various industries, Meish views the EA role as "making the executive's life easier, so they can build their business", & is proud to have worked with some great leaders - including the AHR! HR Manager of the Year 2013.



Melissa Watson

Executive Assistant to the Deputy Chairman, Global Advisory Panel for Universal Business Team, Universal Business Team

During her career, Melissa has worked alongside CEOs and Chairs of some of Australia's iconic brands, including The Rockpool Dining Group. With a Diploma in Business Administration her focus is on developing the EA role into a strategic business partnership. In her current role, with offices in 19 countries, she ensures the smooth operation of a complex business structure working closely with the Deputy Chairman.



Nico de Soleil

Executive Officer, Office of Executive Director, Engineering & Maintenance Directorate, Sydney Trains

Nico is the consummate professional, with over 20 years of experience as an Executive Assistant/Officer in Sydney Trains, Australian Broadcasting Corporation (to Annabel Crabb), NSW Teachers Federation, Woods Bagot, and the Platinum Group. She has succeeded in the public and private sectors, with industry experience spanning transport, media, and construction.



Priya Kanagarajan

Executive Assistant to Managing Director, Oceania, Royal Institution of Chartered Surveyors

Priya's success comes from having a very passionate work ethic, highly developed interpersonal skills and a strong working relationship with her MD which she believes is critical for the team to achieve its goals. Priya's work history involves more than a decade in both the real estate and airline industries. Priya has graduated from a Master's degree at the University of NSW.



Ruth Crilly

Senior Executive Assistant to the Vice-Chancellor and President, Office of the Vice-Chancellor, Western Sydney University

Ruth began her professional career as an Executive Assistant at the BBC in Glasgow. She is the Senior Executive Assistant to the Vice-Chancellor of Western Sydney University providing high level strategic support to help achieve organisational goals and objectives. She thrives in a fast-paced, high pressure environment, focusing on developing great working relationships and anticipating the requirements of her Executive.

Dinner & Networking drinks

*More than Just a Conference
A Networking Imperative!*



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

- All delegates at the 2018 Annual Congress are invited to join us for an astonishing evening at our Gala Dinner!
- Enjoy Amazing Entertainment at the iconic Luna Park Sydney
- Held within one of Sydney's finest venues with great food, fine wines, amazing company and a stellar show are all the ingredients we deem necessary to help ensure relaxation ahead of a second great day in the conference
- Networking is Easy and Effortless!
- Attendance at the dinner is included within the registration fee for each delegate and additional guests can attend at a cost of \$150 inc GST

Our biggest
ever Sydney
Congress

EAN Exhibition Sydney

*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.

14-15 March 2018

Thursday	10.30am-5.30pm
Friday	10.30am-3.30pm

Our 2018 exhibition will feature 70 amazing businesses with services and products as diverse as:

Accommodation (Hotels & Apartments), Event Venues, Training Venues, Recruitment, Venue Finding Services, Travel, Transport, Event Organisation, Office Logistics, Software, Corporate & Event Catering, Audio Visual, Office Consumables and Stationery, Corporate Entertainment

FOR MORE INFORMATION,
OR TO PRE-REGISTER
FOR THESE EVENTS VISIT :
EXECUTIVEASSISTANT.COM

Sydney 2018 Congress Registration Form Luna Park Sydney, 14-15 March 2018

SECTION A - DELEGATE

Surname Title Given Name

Organisation
Position

Organisation Address
.....
.....

Suburb State Country

Telephone () Facsimile ()

Email Postcode

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

I have no special dietary requirements

FORMS OF PAYMENT

All cheques and bank drafts must be 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 Australian 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

Cardholders Name Expiry Date / /

Card Number
Security Code
Signature

SECTION B - REGISTRATION FEES

By	Friday	23rd February	After Friday	23rd February
EAN Member	A \$1,295 + GST (\$1,424.50)	A \$1,695 + GST (\$1,864.50)	A \$1,695 + GST (\$1,864.50)	\$
Non-Member	A \$1,695 + GST (\$1,864.50)	A \$2,095 + GST (\$2,304.50)	A \$2,095 + GST (\$2,304.50)	\$

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

SECTION C - SOCIAL EVENTS

Date	Event	Cost	No. of tickets	Payment
14th March	Gala Dinner Full Delegate	N/A		Yes <input type="checkbox"/> No <input type="checkbox"/>
	- Guest Ticket	A \$150.00		\$
TOTAL SOCIAL EVENTS				\$

SECTION D - TOTAL PAYMENT

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

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 23rd Feb 2018 and payment received within 7 days of issuance of 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 in writing (letter, fax or email) by close of business on the 16th Feb 2018. 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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I agree to the terms and conditions

Signature

Executive Assistant Network

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