



Executive Assistant Leadership Masterclass Conference

360° Management for Enhanced Executive Productivity

5 & 6 September 2018 Pullman Brisbane

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

A speaker line-up unlike any seen before in Australia

Program Highlights include

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

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



Executive Assistant Academy
Part of EAN www.ExecutiveAssistant.com



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 organisation 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

13

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:

Kyl Murphy

State Director and Company Secretary, CEDA
– The Committee of Economic Development of Australia

Christine Castley

Deputy Director-General, Housing and Homelessness Services, Department of Housing and Public Works

Associate Professor Bill Delves

Chief Executive Officer, South Bank Corporation

Petrina Fraccaro

Chief Executive Officer, Cystic Fibrosis Queensland

Vivienne McDonald

General Manager, Diversicare

Toni Brearley

Chief Executive Officer, The Australasian Society of Association Executives

Tracey Vieira

Chief Executive Officer, Screen Queensland

Robert Moore

Managing Director, Queensland Rugby League

Melanie Mayne-Wilson

State Manager Queensland, Australian Institute of Company Directors (AICD)

Wally Bourdelov

General Manager, St Andrew's War Memorial Hospital

Donna Bonney

Chief Executive Officer, Mater Education

Chris McMillan

Chief Executive Officer, Cancer Council Queensland

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

Caroline Dixon

Manager's Assistant to Project Delivery, Liveability and Natural Assets, Sunshine Coast Council

Pierina Goodale

Executive Officer, Queensland Law Society

Wendy Levens Sendall

Personal Assistant, Telstra

Colleen O'Dea

Executive Assistant, Office of the Executive Director, Brisbane Catholic Education Office

Belinda Waters

Executive Assistant to Managing Director & Chief Operating Officer, Global Payments AUNZ

Amanda Beatty

Executive Assistant, Origin Energy

Joady Raph

Administration Manager/ Executive Assistant to the Chief Executive Officer, Brisbane Markets Limited

Tiana Davis

Executive Assistant, MGD Wealth

Jodee Hutt

Executive Administrator, Office of the Chief Executive, Queensland Treasury Corporation

Nadine Kemp

Senior Executive Assistant, Office of the Chief Executive, Metro North Hospital and Health Service

Mandy Morrison

Executive Assistant to Chief Executive Officer and Senior Executive Leadership Team, Construction Sciences

Sal Dunlop

Executive Assistant, Hand Heart Pocket, the Charity of Freemasons Queensland

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

Jane Wundersitz

Speaker, Master Trainer, Positive Psychology Practitioner

Charmian Campbell

Owner and Global Master Coach, The Driven Business Edge

Stu Atkins

Speaker and Co-owner, Social Seedling

Trevor Young

Founding Partner & Principal Consultant, Zoetic Agency

Kate Fuelling

Keynote Speaker, Author, Pioneer

Marty Wilson

Internationally Acclaimed Keynote Speaker

Robert Taylor

Senior Consultant, Executive Assistant Academy

David Thomson

Manager, Education & Training, Executive Assistant Academy

Dan Collins

Speaker, Mentor, Coach

Trevor Hendy AM

International Keynote Speaker, Soul Coach

Catherine Molloy

Professional Speaker & Consultant

Lindsay Adams

Internationally Acclaimed Keynote Speaker

Robbi Mack

Internationally Acclaimed Keynote Speaker

Tarran Deane

International Keynote Speaker & Author, President Professional Speakers Australia

Platinum Sponsor



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



Program at a glance

Day 1

Wednesday 5th September

- 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
PERFORMANCE UNPACKED - The five essentials to leading a high-performance environment and creating winners at all levels.
- 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 6th September

- 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 Frustration: How You Can Help Your Managers to See It, Solve It and Step Up!
- 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 September 5th

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 and the audience. 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

Kyl Murphy, State Director and Company Secretary, CEDA – The Committee of Economic Development of Australia

Christine Castley, Deputy Director-General, Housing and Homelessness Services, Department of Housing and Public Works

Associate Professor Bill Delves, Chief Executive Officer, South Bank Corporation

Petrina Fraccaro, Chief Executive Officer, Cystic Fibrosis Queensland

Vivienne McDonald, General Manager, Diversicare

Toni Brearley, Chief Executive Officer, The Australasian Society of Association Executives

Tracey Vieira, Chief Executive Officer, Screen Queensland

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 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.



Day 1 September 5th

- 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
- 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

Pierina Goodale, Executive Officer,
Queensland Law Society

Wendy Levens Sendall, Personal
Assistant, Telstra

Belinda Waters, Executive Assistant
to Managing Director & Chief
Operating Officer, Global Payments
AUNZ

Amanda Beatty, Executive Assistant,
Origin Energy

Colleen O'Dea, Executive Assistant,
Office of the Executive Director,
Brisbane Catholic Education Office

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

12:30pm Keynote Address
PERFORMANCE UNPACKED -
The five essentials to leading a
high-performance environment
and creating winners at all
levels.

Dan doesn't believe in leadership as a
title, he believes in leadership from a
front-line basis, creating winners at all
levels.

The role of a leader is often convoluted
with leaders being held accountable for
absolutely everything. *Performance*
Unpacked highlights five leadership
principles as the key ingredients to
building an environment where all team
members can commit.

This in turn sees building and maintaining
this environment as the number one thing
leaders should be held accountable for.

- 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

Dan Collins, Speaker, Mentor,
Coach

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.

Charmian Campbell
Owner and Global Master Coach,
The Driven Business Edge



Day 1 September 5th

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 September 6th

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 Frustration: How You Can Help Your Managers to See It, Solve It and Step Up!

In an environment of rapid change, increasing legalism and rising opinions, Tarran Deane has worked with more than 33,000 leaders in audiences spanning 4 countries, to discover the key focus areas that cause fear, frustration and fracturing of workplace cultures. In this real life@work presentation, Tarran shortens your learning curve to achieve higher performance and shows you how executive assistants can be the bridge that brings people together for greater role fulfilment. You'll learn:

- How to step confidently into your role as Influencer, without fearing the opinion of others through 5 simple and yet powerful strategies
- How to earn the trust of your Leader and help shape the way they engage with your employees, stakeholders and partners
- How to recognise the signs of discontent and division amongst team members that would fracture the workplace community and what you can do before it takes hold
- How you can be the pivotal influencer that promotes personal responsibility across all roles and be the trusted advisor that has permission to challenge your managers your managers.

Tarran Deane

International Keynote Speaker &
Author | President Professional
Speakers Australia

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, 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 September 6th **12:15pm Executive Panel Discussion** The EA as ambassador for the Executive Office

- 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

Joady Raph, Administration Manager/Executive Assistant to the Chief Executive Officer, Brisbane Markets Limited

Tiana Davis, Executive Assistant, MGD Wealth

Jodee Hutt, Executive Administrator, Office of the Chief Executive, Queensland Treasury Corporation

Nadine Kemp, Senior Executive Assistant, Office of the Chief Executive, Metro North Hospital and Health Service

Mandy Morrison, Executive Assistant to Chief Executive Officer and Senior Executive Leadership Team, Construction Sciences

Sal Dunlop, Executive Assistant, Hand Heart Pocket, the Charity of Freemasons Queensland

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

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

Robert Moore, Managing Director, Queensland Rugby League

Melanie Mayne-Wilson, State Manager Queensland, Australian Institute of Company Directors (AICD)

Wally Bourdelov, General Manager, St Andrew's War Memorial Hospital

Donna Bonney, Chief Executive Officer, Mater Education

Chris McMillan, Chief Executive Officer, Cancer Council Queensland

Moderator: Robert Taylor, Senior Consultant, Executive Assistant Academy

1:15pm Lunch



Day 2 September 6th 3:15pm Afternoon Tea

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

3:45pm 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 Heartbeatz 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



Executive Assistant Leadership Masterclass Conference

Pullman Brisbane 2018

Senior Corporate and Government Executives
confirmed as participating at this event include:



Kyl Murphy

State Director and Company Secretary, CEDA – The Committee of Economic Development of Australia.

With extensive experience in stakeholder relations, governance and strategy Kyl Murphy has held senior executive roles in State and Federal government and worked in academia, the media, private sector, and in cross-sector partnerships. She has led major projects on social policy, sector reform and organisational change and has completed post graduate study at QUT and at INSEAD.



Christine Castley

Deputy Director-General, Housing and Homelessness Services, Department of Housing and Public Works

Christine has over 20 years' experience in the public sector, and has served in multiple senior leadership roles across the Queensland Government. An authentic, adaptive and highly regarded leader, Christine often speaks or chairs panel discussions at national and international conferences and events. She is married and has two teenage daughters.



Associate Professor Bill Delves

Chief Executive Officer, South Bank Corporation

As a confident and people oriented leader, Bill inspires teams to achieve. He's created sustainable change for his own businesses and clients. With over 30 years' experience, across 100 countries, he's advised or led local and global organisations. Bill is now responsible for Brisbane's Central Park and thrives on 'People, Purpose, and Timing'.



Petrina Fraccaro

Chief Executive Office, Cystic Fibrosis Queensland Limited

Petrina brings to Cystic Fibrosis Queensland Limited over 25 years' experience leading and shaping community services organisations globally. She has a background in Marketing and Public Relations and a record of accomplishment in transforming businesses in both the public and private sector.



Vivienne McDonald

General Manager, Diversicare

Vivienne is a Registered Nurse and holds post graduate qualifications in Business, Leadership, Management and Work Health & Safety. Vivienne is also an Associate Fellow of Institute of Managers and Leaders.

Vivienne's background is in nursing, leadership and business development both in the UK and Australia and for the past 30 years has worked in the area of leading and managing people, strategic vision and planning and business development and growth within the health and aged care sectors in Queensland and Victoria.



Toni Brearley

Chief Executive Officer, The Australasian Society of Association Executives

Toni is currently the CEO of AuSAE, the peak professional body for Senior Executives in the Association sector. With experience working for corporate, public and not for profit organisations including early career experience as an EA, Toni has a unique perspective of leadership from a variety of viewpoints.



Tracey Vieira

Chief Executive Officer, Screen Queensland

Tracey Vieira was appointed as Chief Executive Officer of Screen Queensland in February 2014, the latest role in a stellar career promoting the Australian screen industry in Queensland and the United States. Tracey is a champion for the Arts and its influence on our well-being and identity and has worked in a range of Directorships across the arts in music, precinct development, visual arts and creative place making.



Robert Moore

Managing Director, Queensland Rugby League

Robert Moore is the Managing Director at the Queensland Rugby League, the governing body of the game in the Sunshine State. Rob is responsible for the day-to-day operations of the QRL, which aims to foster and develop all levels of the code, from junior rugby league through to the Queensland Maroons.



Melanie Mayne-Wilson

State Manager Queensland, Australian Institute of Company Directors (AICD)

Melanie has a broad functional background in marketing, digital communication and corporate affairs, most recently holding Senior executive roles with the Royal Flying Doctor Service (Queensland Section), Queensland Government and Brisbane Marketing. Melanie's experience is strongly grounded in issues management, and she has deep experience advising the boards and executive teams of a diverse range of leading government, corporate and not-for-profit organisations, in issues management and the protection and enhancement of their corporate reputations.



Wally Bourdelov

General Manager, St Andrew's War Memorial Hospital

Wally Bourdelov has over 30 years of health care experience across Australia and overseas, including in clinical support, education, health funding and management. Wally has graduate and post-graduate qualifications in nursing, business management, teaching and marketing and has received a number of academic and industry awards. Wally has broad senior executive experience in hospital-based and corporate environments, as well as within the private health insurance sector. He has previously held senior executive hospital, health fund and aged care roles.



Donna Bonney

Chief Executive Officer, Mater Education

Donna has 30 years of healthcare experience as a clinician, educator, manager and leader in a variety of public and private healthcare environments. As part of the Mater Group Executive, she has a strong learning and development background and substantial experience in leading the provision of healthcare related education including a broad range of organisation-wide teaching and learning programs for over 7000 staff across three campuses.



Chris McMillan

Chief Executive Officer, Cancer Council Queensland

Her distinguished credentials include six years of service as the Leukaemia Foundation of Australia's General Manager for New South Wales and the Australian Capital Territory, where she was responsible for successfully transforming the organisation's fundraising and service profile to enhance support for Australians affected by blood cancer. With extensive experience in the health and non-profit sectors, Chris has an early career background in nursing and has previously served as the CEO of the Fundraising Institute of Australia.



Executive Assistant Leadership Masterclass Conference

Pullman Brisbane 2018

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.



Charmian Campbell
Owner and Global Master Coach, The Driven Business Edge

Learning the tricks of the trade in developing businesses has been Charmian's passion since owning her first business 15 years ago. Very early on she realised that the results of business were a direct reflection of the Leader, their knowledge, their plan, their team and their accountability to the desired outcomes. Her innate ability to quickly identify and assess an organisation's challenges and lead them to successful and profitable outcomes, is what makes Charmian and her business so successful. She is currently ranked in the top 1% of ActionCOACH's globally as a Master Business & Executive Coach. In addition to this she shares her knowledge outside of her current clients in her capacity as a Global Trainer and International Keynote Speaker.



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.



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.



Robbi 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.



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.



Tarran Deane
International Keynote Speaker & Author | President Professional Speakers Australia

Tarran is obsessed with Intentional Leadership that compels the team to embrace Vision + Intention + Execution. Transitioning in 2009 from a national executive role within a \$55 million organisation, Tarran's real-time 41,000+ hours leadership influence is felt across finance, engineering, associations, government, not for profit, tourism, academia and health. Tarran has helped more than 33,000 leaders lead within Australia, Malaysia, Singapore, New Zealand and the USA to eliminate fear, maximise talent and accept responsibility.



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.



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 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.



Dan Collins
Speaker, Mentor, Coach

From humble beginnings growing up in Blacktown, to competing on the world stage across four Olympic Games, Dan Collins' ongoing pursuit for excellence is nothing short of convincing. Since retiring from his Olympic quest for Gold in the sport of Kayaking, taking home both Silver and Bronze medals along with numerous World Championships, Dan has focused his energy on managing transformational, organisational change, driving accountability and performance in the corporate world.



Senior EAs & PAs

Confirmed as participating at this event include:



Pierina Goodale

Executive Officer, Queensland Law Society

An experienced Executive Officer presenting over 30 years' experience, Pierina has worked alongside a number of high profile senior executives. She has experience in a number of industries, including local and state government, mining and not for profit.



Wendy Levens Sendall

Personal Assistant, Telstra

Experience spanning over 20 years in the position of executive support covering many levels of management, teams and business sectors.

Currently at Telstra Corporation responsible for providing executive support to one State Manager and two General Managers and their teams, which are Government NFP, Enterprise and Specialist solutions.



Colleen O'Dea

Executive Assistant, Office of the Executive Director, Brisbane Catholic Education Office

Colleen has over fifteen years' experience working in a range of high profile organisations in Australia and the United Kingdom. Her roles have included supporting CEOs and Managing Directors individually, as well as supporting larger teams in a variety of sectors including education, finance, resources, travel and government.



Amanda Beatty

Executive Assistant, Origin Energy

Amanda is a professional assistant with over 15 years' experience in providing confidential and seamless administrative support, to allow her executives and teams to concentrate their time on the business strategy, profitability and success. Amanda is tertiary qualified with a variety of local and international experience and a strong passion for the EA/PA Profession.



Belinda Waters

Executive Assistant to Managing Director & Chief Operating Officer, Global Payments AUNZ

Belinda has been an Executive Assistant over 20 years and has provided high quality professional support in consulting, engineering, construction and financial service roles at National and International companies. Belinda's roles have evolved and now fulfil that need of a trusted advisor and confidant for her managers and executives.



Joady Raph

Administration Manager/Executive Assistant to the Chief Executive Officer, Brisbane Markets Limited

Joady has a history of employment supporting senior management in high-level administrative and executive assistant roles. She has worked in a range of industries assisting executives with responsibilities for operations across Australia and Asia-Pacific. She has worked at the Brisbane Markets for over five years supporting the CEO of Brisbane Markets Limited and Brismark. Joady holds a Master's Degree in Business Administration from the University of Southern Queensland.



Tiana Davis

Executive Assistant, MGD Wealth

With more than four years' experience in executive assistant roles, Tiana has built a strong reputation for her professional, proactive and efficient approach to providing senior administrative support and management for the Executive Team of MGD, including the Directors, CEO and Executive Chairman. Tiana is a current member of the Executive Assistant Network.



Jodee Hutt

Executive Administrator, Office of the Chief Executive, Queensland Treasury Corporation

Jodee is a seasoned EA with a wealth of experience supporting C-Suite executives and teams in government, mining and not-for-profit organisations. She has been an advocate for change over many years, implementing new business processes and streamlining everyday operations. Jodee has always been passionate about elevating the standings of Executive Assistants in the workforce.



Nadine Kemp

Senior Executive Assistant, Office of the Chief Executive, Metro North Hospital and Health Service

Nadine is the Senior Executive Assistant to the Chief Executive of Metro North HHS. In 2010 Nadine was awarded the Office Professional of the Year award for outstanding achievement and ongoing commitment to the profession. Nadine has a 'hands on' approach and has proven track record in mentoring Executive Assistants.



Mandy Morrison

Executive Assistant to Chief Executive Officer and Senior Executive Leadership Team, Construction Sciences

A highly motivated EA with 20 years' experience supporting senior management. After emigrating from South Africa in 2005 majority of her career has been in the construction industry. Very passionate about continually building on the strategic role that the EA brings to the management team.



Sal Dunlop

Executive Assistant, Hand Heart Pocket, the Charity of Freemasons Queensland

Sal is an experienced Executive Assistant with a reputation for discretion and initiative. Currently working with Hand Heart Pocket the Charity of Freemasons Queensland, Sal works meticulously in partnership with her CEO and Executive Team to ensure flawless service. Sal has experience in the aged care, retail, corporate banking, hospitality and environmental sectors.



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 Pullman Brisbane
- Held within one of Brisbane's finest venues with great food, fine wines and a stellar show
- Networking is Easy and Effortless!
- Attendance at the dinner is included within the registration fee for each delegate and additional guests can attend at a cost of \$150 inc GST

Our biggest
ever Brisbane
Congress

EAN Exhibition Brisbane

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

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

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

5 & 6 September 2018

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

Our 2018 exhibition will feature 30 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

Brisbane 2018 Congress Registration Form
Pullman Brisbane, 5 & 6 September 2018



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	10th August	After Friday	10th August
EA 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
5th August	Gala Dinner Full Delegate	N/A	Please tick box if you will be attending	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		\$

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 ANZ 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

Card Number

Security Code

Signature

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 10th August 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 10th August 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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