

# The Evolving EA Innovative and Adaptive



Being responsive and resourceful with change - why EAs MUST look to the future to see what they need to do today

Australia's Leading Conference Series for EAs & PAs -  
**September 4th & 5th - Pullman Brisbane**

**13th Anniversary**  
of the most highly acclaimed  
forum for EAs & PAs in Australia

Our most interactive,  
hands-on, practical and  
challenging conference ever,  
with 7 major group sessions  
for EAs



**Being responsive and resourceful with change – why today's EAs MUST look to the future to see what they need to do today**

Dear Colleague,

One of the overarching goals of EAN is to continually expand our understanding of the evolving EA space and in turn to then provide you with updated skills and knowledge to enhance your ability to adapt and contribute to the changing needs and requirements of your executives and your broader organisations.

Changes in both the business landscape and how EAs are viewed and expected to act are constant and ever-present, requiring an EA to not only be aware of them, but also be able to adapt and be agile in their day-to-day roles. Change is not only visible in technology, it is happening in the way the very workplace is organised and managed and in the way your executives perform their roles.

Today's EA needs to not only be on top of all this, in reality they need to be one step ahead, and be able to anticipate and deal with all this change and the impact on their jobs before it happens.

The world as we see it is dividing very evenly into those organisations who believe the role of the EA will be rolled back as technological evolutions decrease the necessity for the role, versus those organisations that believe these technological advancements actually offer the opportunity for EAs to expand their role and deliver greater benefits for their executives. Either way, the business world as we know it is evolving faster now than ever before, and it is going to impact EAs.

This conference is designed to help EAs identify and anticipate changes and develop the skills and knowledge to be able to adapt and thrive irrespective of what comes next.

Look further and more deeply into the future than you ever have before and learn how the experiences of others who are already innovating and dealing with change can benefit you right now. In what will be our most interactive and collaborative programme ever, we know you will learn exactly what it takes for you and your executive to succeed tomorrow.

Please, don't miss out. Register today for what is sure to be one of our most engaging and beneficial conferences ever.

Kind regards

**Jonathan McIlroy**

Executive Director, Education & Training  
Executive Assistant Academy

*Learn how to work collectively and collaborate to identify issues or opportunities, innovate solutions or goals, and strive to never stop winning*

This was my sixth year attending EAN. Each year I question whether I should go and could I learn more. Each year I leave having learned something new, met someone new and been inspired!

**Yvette Simpson**

GWA Group Limited



## Key Benefits of Attending

- Understand the evolution of the EA role and how that is continuing apace due to business management and technological innovation or development
- Gain insights about Artificial Intelligence and other technological advancements that may be around the corner and grasp what these might mean for you
- Hear from EAs and executives who have gone through development or transformation programs and how these have, and are, impacting EA and executive relationships
- Hear from leading experts on what it takes to be adaptive, resourceful and even innovative when faced with change
- Examine different business working models, from fully remote to traditional, and learn how EAs adapt accordingly
- Improve your resilience skills and learn how to thrive in a corporate war zone
- Learn how to keep a tight grasp on ethics and governance when change is occurring quickly
- Master the skills to working collectively to identify, address and resolve key business issues, both quickly and effectively
- Identify the keys to working more effectively and productively when it comes to dealing with your inbox and that of your executive
- Uncover simple skills and techniques that can help you work more collaboratively when you need to think and act more innovatively
- Understand the growing impact social media and the digital world will have on the world of you and your executive and what you need to do to learn to make this work for you

## Senior executives confirmed as participating at this event include:

### **Ann-Maree David**

Chief Executive Officer & Executive Director,  
The Queensland College of Law

### **Michael Krieg**

Group Executive, Hospitals - UnitingCare  
Health

### **Mark Middleton**

Group Chief Executive Officer, Icon Group

### **Dr Jeannie Trudel**

President, Christian Heritage College (CHC)

### **Gerard Menses**

Chief Executive Officer, Multiple Sclerosis  
Queensland

### **Penny Cornah**

Executive Director, Master Plumbers'  
Association of Queensland

### **Jane Schmitt**

Chief Executive Officer, Australian Medical  
Association Queensland

### **Lisa Stockwell**

Human Resources Director, HopgoodGanim  
Lawyers

### **Antonia Mercorella**

Chief Executive Officer, The Real Estate  
Institute of Queensland

### **Trent Forno**

Brisbane Office Managing Partner, Minter  
Ellison

### **Professor Scott Harrison**

Acting Pro Vice Chancellor, Queensland  
Conservatorium

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

### **Cara McPhee**

Executive Assistant, Dimension Data

### **Andrea Josey**

Senior Executive Assistant to the Health Service Chief Executive, Darling Downs Hospital and Health Service

### **Rosalee Dellaway**

Executive Assistant to the Chief Financial Officer, Queensland Urban Utilities

### **Clare Stokes**

Executive Assistant to Chief Information Officer, Super Retail Group

### **Tara Knight**

Executive Assistant to the Chief Executive Officer, The Citadel Group Limited

### **Tyson Joseph Lee**

Executive Assistant to the President, Land Court of Queensland

### **Lisa Nicholson**

Personal Assistant, Pitcher Partners

### **Courtney Edgley**

Senior Executive Support Officer to the Executive Director, Royal Brisbane and Women's Hospital

### **Kelly Beauchamp**

Administration Officer, Centre for Tropical Crops and Biocommodities, Queensland University of Technology

### **Catherine Kristensen**

Executive Assistant to Chief Executive Officer, Office & Finance Manager, Queensland Tourism Industry Council

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

### **Craig Rispin**

Internationally Renowned Futurist and Keynote Speaker, The Future Trends Group

### **Stewart Snooks**

Chief Executive Officer, Solutions for Success

### **Robert Taylor**

Senior Consultant, Executive Assistant Academy

### **David Thomson**

Manager, Education & Training, Executive Assistant Academy

### **Sally Dooley**

Professional Facilitator, Speaker, Executive Coach

### **Kerry Fitzgibbon**

Internationally Acclaimed Social Media Strategist

### **Josie Thomson**

Chief Executive Officer, Josie Thomson and Wise Advocate Enterprises, International Speaker & Trainer

### **James McNamara**

Business Advisor & Leadership Expert

### **Sally Foley-Lewis**

Productivity & Self-Leadership Expert

### **Joan McEwan**

Speaker, Coach, Mentor, Health & Wellbeing Expert

### **Dr Brock Bastian**

Researcher, Author & Speaker

### **Jonathan McIlroy**

Executive Director, Education and Training, Executive Assistant Academy

## Sponsor



Boasting the largest hotel conference facilities in Brisbane, the Pullman King George Square offers an impressive setting for hosting up to 1,000 delegates. The luxury concept of our hotel translates into amazing meeting rooms and conference venues, perfectly adequate for any type of event: corporate meetings, celebrations, social events. All Pullman Brisbane conference venues boast state-of-the-art technology and a personalized service to guarantee the success of any event. Dining options include a sophisticated restaurant, a sleek and vibrant bar and café and Sixteen Antlers Rooftop Bar which overlooks King George Square and City Hall. Additional guest facilities include a rooftop fitness centre with spectacular skyline views.



## Program at a glance

### Day 1

**Wednesday 4th September**

- 8.30am** Chairperson's Opening Remarks
- 8.35am** Keynote Opening Address  
The Evolving EA - Innovative & Adaptive
- 9.05am** Keynote Motivational Address  
The Innovative Mindset and the EA
- 9.50am** Keynote Technology Speaker  
Examining the likely impact of Artificial Intelligence (AI) on the EA role
- 10.35am** Morning Coffee
- 11.05am** EA Panel Session  
Changing trends in workplace structure and role evolution – what can we make of current trends and how they will impact how EAs perform most effectively in their roles?
- 11.55am** Keynote Ethics & Governance Speaker  
Values, Morals, Ethics and the EA Role
- 12.40pm** Lunch
- 1.55pm** EA Activity Workshop  
Speed Mentoring Discussion Groups to resolve key issues
- 2.40pm** Executive Panel Session  
The perceptive, responsive, nimble and innovative EA
- 3.30pm** Afternoon Tea
- 4.00pm** Keynote Wellness Speaker  
Mental Health and Wellness in the Workplace – and how this impacts EAs
- 4.40pm** Keynote Resilience Speaker  
Collaborating to Win
- 5.30pm** Close of Day One – Cocktail Reception  
Within Exhibition Area
- 7.00pm** Gala Dinner

### Day 2

**Thursday 5th September**

- 8.15am** Chairperson's Opening Remarks
- 8.20am** Keynote Productivity Speaker  
Email productivity and management – simple rules and techniques to increase EA and executive effectiveness
- 9.05am** Keynote Featuring EA Panel Discussion  
See the Future of EAs - That are Rocking the Shifting Models!
- 10.25am** Morning Coffee
- 10.55am** EA Panel Discussion  
The Indispensable and Invaluable EA
- 11.45am** Executive Panel Discussion  
The EA of the Future
- 12.35pm** Lunch
- 1.50pm** EA Activity Workshop  
Lego Serious Play Workshop – how to break habits and think innovatively
- 2.50pm** Break
- 2.55pm** Keynote Social Media Presentation  
Making social media work for you and your executive
- 3.40pm** Closing Keynote Presentation  
Resilience - how to thrive in a corporate war zone
- 4.25pm** Close of Conference



## Day 1 September 4th

### 8:30am Chairperson's Opening Remarks

### 8.35am Keynote Opening Address The Evolving EA - Innovative & Adaptive

- We all operate in rapidly changing workplaces with rapidly changing external business and governmental environments as a result of technological advances plus numerous and constantly evolving communication options. These are having enormous impacts on today's EAs and the partnerships they have with their executives. The approach and mindset the EA needs to deal with these, so that they act in the best interests of their executive and broader organisation, is the subject of our opening address and will set the agenda for the next two days of this conference. Topics and issues to be considered include;
- Different influencers of change and the impact each will have – just how important are these and what will the effect on the EA role be?
  - The approach and mindset required to be able to cope with, and then manage, what is happening
  - Will there be a realignment of the EA and executive partnership?
  - What new skills will be needed to remain relevant and how will these be acquired?
  - How do you keep up to speed with constantly evolving change and how can this be incorporated into your routine to make your life easier and more productive?
  - Focussing on experiences from overseas – what progressive EAs need to do to stop their role being marginalised or rolled back

#### Jonathan McIlroy

Executive Director, Education and Training  
Executive Assistant Academy

### 9.05am Keynote Motivational Address The innovative mindset and the EA

- Adjectives used to describe innovators often include; revolutionary, imaginative, problem finders, empathetic, risk takers, networked, observant, creative, resilient, reflective and many, many more besides. In this keynote you will look at what EAs can learn from someone who has taken a new idea, concept, program or approach & made it
- Their "lightbulb" moment – and what the motivations or catalysts for this were
  - How they overcame resistance and pushback to cut through and make it a success
  - There are always doubts and fears to overcome – what were they and what approach was deployed
  - Lessons learned from the experience and the message from her journey that can help all of us as we move forward in our organisations
  - Why an innovative mindset is important for everyone in business

#### James McNamara

Business Advisor & Leadership Expert

### 9.50am Keynote Technology Speaker Examining the likely impact of Artificial Intelligence (AI) on the EA role

The growing importance and presence of Artificial Intelligence and its penetration into the workplace is impacting on the roles and type of work people are performing and will be performing in the future. This presentation will look at how this development, and perhaps intrusion, could impact on the EA role and their future. Many organisations are hoping AI will help them reduce staff numbers and lower costs, but could that be the case with EA roles? Global trends are already seeing the EA roll rolled back because of technological changes. But what will it truly mean for EAs?

- How will AI impact businesses and how employees in general will operate in the future?
- How AI will enhance some of the processes and tasks which will lead to greater efficiencies and productivity in the task-oriented aspects of the EA role
- Will AI give the EA more opportunity to focus their energies on areas such as:
  - Building networks in the organization
  - Managing and developing relationships
  - Acting as the Corporate Thermometer for their executive
  - Improving interactions with other EAs and stakeholders, particularly those who operate in the senior executive areas
  - Developing and improving the EA skill base in assisting with projects and related tasks
- Will AI be as successful in replicating the interactions between EAs and their executives, especially the trust dynamic and the EAs ability to determine what is urgent, not urgent and, at times, irrelevant?
- How will AI deal with the great Emotional Intelligence strengths of EAs and their ability to embrace or display the notions of empathy, mood reading and body language interpretation?
- Often external factors are present and are a major influence on behaviour and actions. How good will AI ever be at interpreting these, particularly if they are current and unforeseen

#### Craig Rispin

Internationally Renowned Futurist and Keynote Speaker  
The Future Trends Group

### 10.35am Morning Coffee



## Day 1 September 4th

### 11.05am EA Panel Session Changing trends in workplace structure and role evolution – what can we make of current trends and how they will impact how EAs perform most effectively in their roles?

The traditional workplace, as we know it, is changing. Flatter management structures and different chains of communication, increased openness, less formality and a greater reliance on technology have all had their place in organisational ethos change. In the first part of the panel we will examine different workplace changes and their impact on the functioning of the EA role, as well as the impact on management and the wider business. Areas of discussion will include Activity Based Workplaces, Hot Desking, Flexi Working, Remote EAs and Virtual EAs. In the second part of the panel we will examine the rationalisation of the role in many organisations due to perceived efficiency gains that result from technological changes and new management capabilities which have seen many EAs reporting to two or more executives. Then we will look at the impact this has on the level of support EAs can deliver. As an EA, even if many of these changes haven't impacted you and your organisation yet, there is a strong chance they will in the future, so this is a vital panel for EAs to consider.

#### Part 1 – Workplace changes

- Investigating what EAs can do to make office and workplace changes like these more effective
- Considering the impact on EA and executive partnership dynamics and options for new paradigms, road rules and ways of working
- Can and should EAs advise against changes they perceive to be detrimental to their role in supporting their executive(s)?

#### Part 2 – Working for more than one Executive

- Coping with different management styles
- The skills needed for this situation, particularly when dealing with very different personalities
- Being impartial and maintaining your professionalism

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

**Cara McPhee**  
Executive Assistant  
**Dimension Data**

**Andrea Josey**  
Senior Executive Assistant to the Health Service Chief Executive  
**Darling Downs Hospital and Health Service**

**Rosalee Dellaway**  
Executive Assistant to the Chief Financial Officer  
**Queensland Urban Utilities**

**Clare Stokes**  
Executive Assistant to Chief Information Officer  
**Super Retail Group**

**Tara Knight**  
Executive Assistant to the Chief Executive Officer  
**The Citadel Group**

### 11.55am Keynote Ethics & Governance Speaker Values, Morals, Ethics and the EA role

The values of an organisation are what support the vision and shape the culture in order to enable an organisation to achieve its overall mission. They are the overall principals and beliefs of the company, in essence, its philosophy of how to be.

Values, and by extension culture, are what drive corporate behaviour, and this is where governance comes into play. Corporate governance is about the rules, policies, systems and processes

that govern how authority is exercised and maintained in an organisation, and how this interplay affects the relationship between executive management and shareholders. Right now, executive and management behaviour to under the spotlight like never before and this trend will only continue. Our speaker is an expert in this field and will share with you the implications of values and good corporate governance, as well as provide guidance on the EA's role in this complex and often controversial area.

- The areas an EA needs to be concerned with and aware of
- Making a call when you see transgressions, when your judgement is questioned and the 'whistle-blower' situation
- The notion of trust in both individuals and the organization - why this is important and what does trust look like in the real world to customers, clients and other stakeholders
- Dealing with media in certain circumstances
- The impact on your personal well-being in delicate situations

**Dr Brock Bastian**  
Researcher, Author & Speaker

### 12.40pm Lunch

### 1.55pm EA Activity Workshop Speed mentoring discussion groups to resolve key issues

In this interactive workshop activity with all EAs (a bit like speed networking with more defined objectives and outcomes), working in groups at each table, and facilitated by a senior pre-selected EA per group, delegates will learn techniques to help them quickly identify issues of concern for colleagues and peers and tips on how to quickly brainstorm to find solutions. Focussed on helping to develop an innovative and agile mindset, and moving people from being problem focussed to solution focussed, discussions will focus around:



## Day 1 September 4th

- What are the key issues or challenges facing members of the group – the current, the common and the uncommon
- Identifying issues or challenges that might be readily resolved
- Examining more complex issues and focussing on what groups might do to resolve those in the future

### Hosted by

**Sally Foley-Lewis**

Productivity & Self-Leadership Expert

### 2.40pm Executive Panel Session

#### The perceptive, responsive, nimble and innovative EA

With changes in technology, organizational structure and resulting management approaches frequently occurring in organisations, today's EA needs to be agile, adaptive and, at times, able to innovate to respond to specific issues and challenges at a moment's notice.

This executive panel session will examine how the EA role is changing, what the impacts of this are and what new skills will be necessary to ensure relevance and, at times, survival.

- Examining different ways of working and the relationship and communication style changes that occur as a result
- Investigating the impact of change on productivity and efficiency
- Assessing potential impacts and changes in culture and communication
- What works and what doesn't – focussing on how to manage access to your executives in the new environment and using technology to your advantage

Moderator: **Robert Taylor**

Senior Consultant

Executive Assistant Academy

### Ann-Maree David

Chief Executive Officer/Executive Director

Queensland The College of Law

### Michael Krieg

Group Executive, Hospitals

UnitingCare Health

### Mark Middleton

Group Chief Executive Officer

Icon Group

### Dr Jeannie Trudel

President

Christian Heritage College (CHC)

### Gerard Menses

Chief Executive Officer

Multiple Sclerosis Queensland

### Penny Cornah

Executive Director

Master Plumbers' Association of Queensland

### 3.30pm Afternoon Tea

### 4.00pm Keynote Wellness Speaker

#### Mental health and wellness in the workplace - and how this impacts EAs

Mental health concerns for staff have never been more at the forefront of management consciousness. Almost all major studies investigating workplace change have elements focussed on employee mental wellbeing. Even Activity Based Working is being investigated for any negative impacts in this regard. So, it is important for workplaces to engage in activities and practices to provide avenues and approaches for employees to participate in education, programs and discussions concerning mental health and wellbeing in their workplace. In this presentation our speaker will discuss why mental health is important, what it means, what issues are part of this, and how it may concern EAs and the people you work with.

- What are the major mental health issues and what impact do they have on the workplace in Australia?

- Maintaining 'life balance' to build resilience and deal with stress
- Dealing with bullying and harassment in the workplace - what to do if it involves your executive or their direct reports

### Joan McEwan

Speaker, Coach, Mentor, Health & Wellbeing Expert

### 4.40pm Keynote Collaboration Speaker Collaborating to Win

In order to deal with issues and problems, both the common place ones of today and the big ones that may be lurking on the horizon, not to mention what might also be looming opportunities, EAs need to be able to work together and with their executives and teams to identify problems, work together to innovate solutions and then collaborate to take it home and win. Sally Dooley will show you exactly why collaboration is the key to every success in an organisation.

- Why effective collaboration is the most important element of success, whether you're striving to grow a company or you're voyaging across an ocean or tundra
- Identify and learn the critical steps in creating a tribe that is aligned and working together
- Learn why a tribe that supports each other never puts personal ambition and success over that of the organisation
- Be enthralled as you uncover why the ultimate organisational culture is founded on collaboration

### Sally Dooley

Professional Facilitator, Speaker, Executive Coach

### 5.30pm Close of Day One - Cocktail Reception

### 7.00pm Gala Dinner





## Day 2 September 5th

### 8.15am Chairperson's Opening Remarks

### 8.20am Keynote Productivity Speaker

#### Email productivity and management – simple rules and techniques to increase EA and executive effectiveness

There are 3 key strategies needed to get control of the inbox and master incoming e-mail and its demands. This presentation explores how to quickly implement these so you have more time, radically improve workplace productivity and increase communication effectiveness. You will learn how to:

- Get a grip on e-mail overload
- Gain more control of your inbox and that of your executive
- Speed up email replies and processing
- Instantly clarify and manage each email when collaborating with your executive
- Increase attention and energy for the important priorities of your role

#### Steuart Snooks

Chief Executive Officer  
Solutions for Success

### 9.05am Keynote Featuring EA Panel Discussion

#### See the future of EAs - that are rocking the shifting models

Organisation models and structures are changing quickly. Many organisations are global, collaboration rules, and the reporting lines are tangled or just flat. Many organisations are asking if they have the correct business org chart for the future.

According to our Chair for this session, Futurist Craig Rispin, this change has been predicted for decades by his community - and he plans to explain the shift to different business models.

Plus Craig will lead a thought-provoking panel of EAs that work in these existing, new and next models - and how they rock their work every day.

If you want to see the future, steal ideas to help you and have your mind blown - this session is for you.

- Learn about the shifts in business models around the world
- See what that means for EAs and work teams
- Hear from EAs working in other models
- Steal ideas from other models ahead of yours
- Get back ideas from others that are behind you too

Moderator: **Craig Rispin**, Internationally Renowned Futurist and Keynote Speaker, **The Future Trends Group**

#### EA Panelists TBC

### 10.25am Morning Coffee

### 10.55am EA Panel Discussion

#### The indispensable and invaluable EA

Many executives do not understand, or are misinformed about, what an EA does and how integral they are to the smooth operation of their office, business unit, department, and the entire organization. Imagine what would happen at your workplace if a number of you did not turn up for work for a period – it is fair to say your executives would be somewhat lost and not able to perform at their peak. However, we continually hear about organizations that are reducing the number of EAs they have and reassigning one EA to multiple executives in the interests of efficiency, head count targets and cost-saving. Our panel will share with you their insights and experiences into how an EA can bullet-proof their career and position themselves as an invaluable asset in their role.

- Why are some organisations rationalising the EA role and having EAs support many executives whilst others are increasing the scope of the EA role when working one on one?
- Skills you can use to position yourself and what new ones should be considered
- Dealing with obstacles that may be placed in the way and how to overcome these
- Guaranteeing your role will be needed and what steps you can take to achieve this
- Examining why many EAs stretch their roles to embrace projects in conjunction with their executive's responsibilities to enhance their career and gain additional expertise

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

#### Tyson Joseph Lee

Executive Assistant to the President  
Land Court of Queensland

#### Lisa Nicholson

Personal Assistant  
Pitcher Partners

#### Courtney Edgley

Senior Executive Support Officer to the  
Executive Director  
Royal Brisbane and Women's Hospital

#### Kelly Beauchamp

Administration Officer, Centre for  
Tropical Crops and Biocommodities  
Queensland University of Technology

#### Catherine Kristensen

Executive Assistant to Chief Executive  
Officer, Office & Finance Manager  
Queensland Tourism Industry Council



## Day 2 September 5th

### 11.45am Executive Panel Discussion The EA of the future

EAs and the organizations they work for will need to embrace technology to stay relevant. It is clear it will play an important part in the future for the EA in areas such as cloud-based applications, social media, and website and data management. Also, advances in AI and Machine Learning will be a big driver behind many of the changes that are expected in the automation space. Although this phenomenon may result in the EA being relieved of some of the current tasks they perform, there is still a growing need for the human touch and for the skills that only people possess. A large part of this is the increase in the demand for EAs to have a deeper understanding of their executive's role, what the organization expects from them and how the EA can contribute to the attainment of these objectives or result areas.

- Why are some organisations rationalising the EA role and having EAs support many executives whilst others are increasing the scope of the EA role when working one on one?
- Skills needed to remain relevant and of value to an organization
- Changing expectations of what an executive will want from the EA position
- What can an EA do to embrace future needs of the workplace in a positive manner, in terms of both practical approaches and upskilling – what is best?
- Working with your executive to understand their role and the expectations of the organisation of them – and working with them to achieve this
- Becoming involved in any changes in organisations – what unique insights and learnings can you offer and how do you stay ahead of any disruptions

Moderator: **Robert Taylor**  
Senior Consultant  
Executive Assistant Academy

**Jane Schmitt**  
Chief Executive Officer  
Australian Medical Association  
Queensland

**Lisa Stockwell**  
Human Resources Director  
HopgoodGanim Lawyers

**Antonia Mercorella**  
Chief Executive Officer  
The Real Estate Institute of  
Queensland

**Trent Forno**  
Brisbane Office Managing Partner  
Minter Ellison

**Professor Scott Harrison**  
Acting Pro Vice Chancellor  
Queensland Conservatorium

### 12.35pm Lunch

### 1.50pm EA Activity Workshop Lego Serious Play Workshop – How to break habits and think innovatively

Acting proactively and taking a lead in helping to manage not just the office of your executive, but also their key team and stakeholder relationships, and acting as the facilitator of best outcomes for the whole team and broader organisation, whilst also embracing change, needs EAs who are prepared to think and act differently. This workshop helps EAs learn to be creative and work collaboratively to attain shared goals and objectives – and think on their feet!! Workshop participants leave with skills to communicate more effectively, to engage their imagination more readily, and to approach their work with increased confidence, commitment and insight.

- Engage your auditory and kinaesthetic skills – focus on learning and listening in a process where all participants have a voice
- Explore the relationships and connections between people and their world
- Observe different team and individual dynamics
- Explore various hypothetical scenarios, situations and outcomes
- Appreciate how to work in an environment where there is a genuine free and honest exchange of opinion
- Learn how to be able to see things through the eyes of your colleagues – and have them view the same situation through yours

### 2.50pm Break

### 2.55pm Keynote Social Media Presentation Making social media work for you – and your executive

Whether you love it or hate it, or indeed whether your executive loves it or hates it, social media is now a reality of the world we all live in and operate in within our organisations. The real issue at stake is whether you can make it work for you and your executive in a positive manner, and if nothing else, ensure it is never in a negative manner. In this session we will look at the do's and don'ts of social media and get tips into what you can do to ensure you and your executive have more positive experiences with it.



## Day 2 September 5th

- Choosing social mediums that play to your respective strengths be that writing, video or sharp commentary
- Making sure what you post is always relevant to the audience
- How social media can help you stay ahead of the news cycle and help control perception
- How to use social media in a crisis
- Social media as a staff engagement tool
- Social media as a staff hiring tool
- Social media as a sales and marketing tool
- A toxic work culture – what does this look like and what is the impact on everyone?
- Dealing with colleagues and executives trying to undermine each other to 'score points' and gain a perceived advantage – no matter how false this may be
- The role of emotional intelligence for the EA in coping with these circumstances
- The EA and their executive in this climate – how do you handle this and what is the best approach?

### Kerry Fitzgibbon

Internationally Acclaimed Social Media Strategist

### 3.40pm Closing Keynote Presentation Resilience - how to thrive in a corporate war zone

Today's business environment climate has a focus on cost reductions, driving greater efficiencies and ensuring positive stakeholder reactions. This leads to executives continually examining ways to change their organisation's strategies and approach plus their own personal approach and style of management which often impacts directly on all employees, sometimes leading to 'unintended consequences' and, at times, a climate of uncertainty.

- Why these types of circumstances often test employee resolve, impact interactions with others and may lead to difficult situations
- Strategies for dealing with difficult situations and difficult people

### Josie Thomson

Chief Executive Officer  
Jodie Thomson and Wise Advocate Enterprises

### 4.25pm Close of Conference

Amazing conference with fantastic and relevant content for new or experienced EAs! It was my third year attending and I can't wait for next year already!

### Marie Purchase

ANZ

This was my first time at the conference and all I can say is that it was an outstanding event. I learnt so much from the speakers and panels. The exhibition was also very useful, and I took lots of information to share with my various teams.

### Sandra Kearns

TransGrid

This was my first EA Conference and hopefully won't be my last. A great line-up of speakers and the EA & Exec panellists were just as amazing. Learned a lot of relevant information and will take that back to the office and put into practice.

### Suzie Manoly

First State Super



## Senior Executives

confirmed as participating at this event include:



### Ann-Maree David

Chief Executive Officer & Executive Director, The Queensland College of Law

Ann-Maree David is Executive Director of The College of Law, the largest provider of practice-focused legal education in Australasia. She has worked in public and corporate sector roles and in private practice as a solicitor. She is a Director of Australian Women Lawyers, the Australian Gender Equality Council and chairs the Queensland Law Society's Equity & Diversity Committee.



### Lisa Stockwell

Human Resources Director, HoggoodGanim Lawyers

Lisa is a hands-on HR generalist with more than 20 years of experience in human resources. A specialist in the practice of HR in the legal sector, Lisa has also held roles across the mining, banking and accounting sectors. Working closely with business leaders, Lisa successfully delivers practical HR solutions, strategies and advice to improve individual and organisational performance.



### Antonia Mercorella

Chief Executive Officer, The Real Estate Institute of Queensland

Antonia Mercorella is the CEO of the Real Estate Institute of Queensland (REIQ). She was appointed to this role in 2014 and is the first female and youngest CEO in the organisation's 100 year history. Previously, she was the General Counsel and Deputy CEO for the REIQ. Before moving to Queensland just over 8 years ago, she established and ran Aventus Legal with her business and life partner. Prior to this, she was the Legal Counsel for the Real Estate Institute of South Australia. She has also worked as a conciliator and mediator in Australia and overseas.



### Mark Middleton

Group Chief Executive Officer, Icon Group

As the Group CEO, and a highly-regarded radiation therapist, Mark knows all too well the impact of cancer on patients, family and society. His leadership style is simple, nurture and challenge a team to deliver exceptional cancer care and grow the business to deliver that care for as many people as possible. Prior to his Group CEO role, Mark led and founded the Radiation Oncology division of Icon, and is a regular invited international speaker.



### Gerard Menses

Chief Executive Officer, Multiple Sclerosis Queensland

Gerard Menses is the CEO of Multiple Sclerosis Queensland and in the preceding 30 years has been the CEO of some of Australia's largest and most complex not-for-profit organisations, including AnglicareSA, Endeavour, and Vision Australia. Gerard is big on change that unites people. He has an exceptional record of bringing divided stakeholders together, using his strategic and leadership ability to deliver outstanding results.



### Michael Krieg

Group Executive, Hospitals - UnitingCare Health

Michael came to The Wesley from St John of God Ballarat Hospital, where he held the role of CEO for five years. He has over 30 years' experience in the health care sector, commencing his career as a nurse working across numerous areas of practice before becoming Theatre Manager at Mount Hospital in Perth in 1996. In 1999, Michael commenced his executive career and has since held senior leadership roles in both public and private hospitals across Western Australia, Victoria and Tasmania - where he was successful in improving all aspects of hospital performance.



### Jane Schmitt

Chief Executive Officer, Australian Medical Association Queensland

Jane Schmitt is a Lawyer by profession, having worked in private and corporate arenas. Jane's move into executive management has seen her work across the insurance, construction and health environments, currently in the role of Chief Executive Officer at AMA Queensland. She sits on a number of boards in the areas of research, education, sport and health. Her expertise lies in initiating innovative operational and strategic changes to enhance the influence and profile of communities and businesses. Jane also provides consultancy advice on strategic planning and governance to associations and small businesses.



### Penny Cornah

Executive Director, Master Plumbers' Association of Queensland

Penny Cornah is the Executive Director of the Master Plumbers' Association of Queensland (MPAQ). MPAQ is a peak industry body representing plumbing contractors throughout Queensland from sole operators to through to large contracting firms. Penny has been employed with the Association for more than eleven years and previously held the role of Member Services Manager. Penny is well known to MPAQ members and works closely with them and the Board on the raft of issues which currently face the industry. Penny identifies her role as heading the organisation that is the conduit between protecting community health and the environment.



### Dr Jeannie Trudel

President, Christian Heritage College (CHC)

Jeannie has a global background, having lived and worked in three countries. Her calling to Christian higher education involves serving in a couple of American universities before returning to Australia. Through various organizations, she was a mediation trainer and organization development consultant in the corporate and non-profit sectors in the U.S. As an academic, she has taught graduate and undergraduate courses and led a business school. Formerly a solicitor in Melbourne, she enjoyed her time as a court-appointed/ approved mediator in Los Angeles, Boston, and Louisville.



### Professor Scott Harrison

Acting Pro Vice Chancellor, Queensland Conservatorium

Professor Scott Harrison is a graduate of Queensland Conservatorium. He has experience in teaching music in primary, secondary and tertiary environments. Performance interests and experience include opera and music theatre as both singer and musical director. He has held the position of Director, Queensland Conservatorium since 2013.



### Trent Forno

Brisbane Office Managing Partner, Minter Ellison

Trent is passionate about working with clients to devise best-practice strategies for managing risk and resolving complex disputes. The majority of Trent's experience is in employee relations and safety, where he has acted for both public and private sector clients. Trent has also worked with insurers to manage workers' compensation, general liability and professional indemnity claims.



## Coaches, Trainers and Consultants

confirmed as participating at this event include:



**Dr Brock Bastian**  
Researcher, Author & Speaker

Dr Brock Bastian is an internationally acclaimed researcher, author, and speaker who has spent the last 15 years seeking to understand the psychology of ethical decision-making. His work has been regularly featured in outlets such as the Harvard Business Review, Fast Company, The Economist and Time Magazine and he is recognised as a thought leader in the field of Behavioural Ethics.



**Craig Rispin**  
Internationally Renowned Futurist and Keynote Speaker, The Future Trends Group

Craig Rispin is a Business Futurist and Innovation Expert with expertise in emerging business, people and technology trends – and how companies can profit from them. Craig has over 20 years experience working where the future has been created – with some of the most innovative companies in the world in the IT, consumer electronics, internet and broadcasting industries. He is an award-winning speaker and has addressed audiences as large as 16,000 people on 5 continents and has consulted with CEOs of leading companies worldwide. He is also the World's Highest Rated Keynote Speaker on LinkedIn with over 500 recommendations.



**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.



**James McNamara**  
Business Advisor & Leadership Expert

James McNamara has been inspiring and educating people to be their best for over 20 years. His approach is often described as fresh, creative and motivating by his participants. His passion is leadership and helping people to find their leadership voice. James believes that anyone trying to influence the thinking and behaviour of others is in a leadership position.



**Joan McEwan**  
Speaker, Coach, Mentor, Health & Wellbeing Expert

Joan McEwan is a Health & Wellness Expert with over 30 years experience. She has worked in the public and private health care sectors, natural medicine, occupational health & safety in the mining and oil and gas industry. Joan holds a Bachelor of Nursing from Griffith University, Post Graduate Diplomas in Mental Health Nursing, Naturopathy, Business Management and Certificate IV in Assessment & Workplace Training. Some of the organisations Joan has worked with include QGC, Arrow Energy, BHP, Rio Tinto, Queensland Health



**Jonathan McIlroy**  
Executive Director, Education and Training, Executive Assistant Academy

Jonathan has over 20 years' experience in senior management and executive positions and has worked in industries as diverse as banking and finance, education and training, events management and even politics before co-founding Executive Assistant Network.



**Josie Thomson**  
Chief Executive Officer, Josie Thomson and Wise Advocate Enterprises, International Speaker & Trainer

Josie Thomson is an acclaimed international speaker, multi-award winning executive coach, author, and resilience and mindset expert. A true storyteller with a passion for living a life of 'no regrets', she shares her personal stories authentically from the heart, weaving them with her deep understanding of the brain to provide those true 'aha!' moments that motivate and inspire.



**Kerry Fitzgibbon**  
Internationally Acclaimed Social Media Strategist

For the last eight plus years Kerry has worked with businesses all over the world, helping them implement the very latest Facebook marketing strategies. Kerry specializes in learning about, applying and coaching others in Social Media Marketing specializing in Facebook Advertising, Remarketing and Messenger Marketing and helping people build reliable, sustainable, scalable income streams from Facebook.



**Robert Taylor**  
Senior Consultant, Executive Assistant Academy

Robert has over 25 years of 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.



**Sally Dooley**  
Professional Facilitator, Speaker, Executive Coach

Over twenty years, Sally has worked with thousands of leaders and individuals in government, private and community sectors, specialising in a wide range of leadership, people management and personal development areas. Sally has a Masters in Training and Development, is an international best selling author and TEDx speaker and speaker coach.



**Sally Foley-Lewis**  
Productivity & Self-Leadership Expert

Sally positively impact results, leadership and team performance. She's presented to, coached and worked with 10,000+ managers and leaders from medium sized to global organisations in Germany, UAE, Asia and Australia. She brings a unique blend of experience, extensive qualifications plus having lived in Germany, the UAE and outback Australia.



**Stuart Snooks**  
Chief Executive Officer, Solutions for Success

Stuart Snooks is an E-mail & Workplace Productivity Expert who works with senior executives and their assistants who are seeking practical, effective and affordable solutions to the relentless demands of email and the workload it delivers. He has over 20 years' experience in researching and developing best practices for managing email and restoring it to its rightful place as a powerful tool to facilitate improved workplace and personal productivity. What he teaches can change the way you work . . . forever!



## Senior EAs & PAs

confirmed as participating at this event include:



### Andrea Josey

Senior Executive Assistant to the Health Service Chief Executive, Darling Downs Hospital and Health Service

Andrea Josey has more than 17 years of experience in local and state government across a variety of roles including librarian, ward administrator, Board Support and in her current role as Senior Executive Assistant to the Health Service Chief Executive. She was also nominated for an Australia Day Award for her work with young people during her tenure with local government. Andrea's high-level of relationship building and strategic nous has seen her develop her current position from a support role to a high-functioning advisory role facilitating advanced correspondence with other department agencies.



### Cara McPhee

Executive Assistant, Dimension Data

Cara is a professional assistant with over 6 years' experience supporting Senior executives and leaders in the ICT industry. Highly skilled in professional and confidential executive support, Cara supports multiple executives and is passionate about ensuring an efficient work environment.



### Catherine Kristensen

Executive Assistant to Chief Executive Officer, Office & Finance Manager, Queensland Tourism Industry Council

Catherine joined the Queensland Tourism Industry Council in July 2018, as Executive Assistant and manager. Previously, Catherine has had extensive organisational and management experience leading a team of 25 staff as owner of Picnic Point Toowoomba. Catherine holds a Bachelor of Arts-Communications degree from UTS and has recently completed a Graduate Certificate of Business from USQ.



### Clare Stokes

Executive Assistant to Chief Information Officer, Super Retail Group

Supporting the CIO, five General Managers and coordinating a department of approximately 250 team members, Clare's background over 20+ years includes Real Estate, HR & ER industries. Moving into IT almost 5 years ago, Clare developed her role to EA, assisted by the completion of the EAN Diploma of Executive Office Management.



### Courtney Edgley

Senior Executive Support Officer to the Executive Director, Royal Brisbane and Women's Hospital

Courtney Edgley is the Senior Executive Support Officer to the Executive Director, Royal Brisbane and Women's Hospital. She has been in the public health sector for over 11 years with significant experience in executive support roles. Courtney is passionate about providing a high standard of customer service and support and having a positive impact in all interactions.



### Kelly Beauchamp

Administration Officer, Centre for Tropical Crops and Biocommodities, Queensland University of Technology

Kelly Beauchamp was born in Brisbane Australia but has travelled extensively all over the world gaining important life experiences. She has worked in a number of different industries including the banking, hospitality, gaming, IT, and now currently in the Tertiary education sector with the Queensland University of Technology. Throughout her roles she has supported a suite of leadership and senior management teams and individuals and strives to enhance her opportunities.



### Lisa Nicholson

Personal Assistant, Pitcher Partners

Described as a serial organiser with attention to detail etched in her soul, Lisa boasts over 30 years' experience in various industries. Having worked with some of Brisbane's highest achievers, there is the realisation that an efficient EA/PA is essential. She prides herself on being able to communicate with all stakeholders to build valuable relationships.



### Rosalee Dellaway

Executive Assistant to the Chief Financial Officer, Queensland Urban Utilities

With a diverse career spanning 25 years, Rosalee commenced as a Private Secretary before moving into frontline management and Workplace Training. Currently Executive Assistant to the CFO of Queensland Urban Utilities, she is highly valued as an experienced C-Suite Executive Assistant. Rosalee provides her Executive with valuable skills and knowledge thanks to an extensive background in financial and human resource management.



### Tara Knight

Executive Assistant to the Chief Executive Officer, The Citadel Group Limited

Tara Knight is the Executive Assistant to the CEO of The Citadel Group, a leading Australian Technology Company. Tara holds over 10 years' experience in high level EA and PA roles across various industries and has worked closely with Executive Boards, Executive Teams and Senior Leaders throughout her career.



### Tyson Joseph Lee

Executive Assistant to the President, Land Court of Queensland

Tyson is the Executive Assistant to the President of the Land Court. The Land Court is a statutory Court comprised of Judicial Officers within the Queensland Court hierarchy. Tyson is passionate about his role and strongly believes that an adaptive and innovative EA is invaluable and indispensable in the workplace.



# 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 2019 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 industry suppliers that will make your role easier. 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.

### 4th & 5th September 2019

Wednesday 10.30am-5.00pm  
Thursday 10.30am-1.50pm

Our 2019 exhibition will feature over 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](http://EXECUTIVEASSISTANT.COM)



# Brisbane 2019 Congress Registration Form

## Pullman Brisbane, September 4th & 5th 2019

### 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

### 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 ..... Expiry Date .....

Card Number ..... / .....

Security Code .....

Signature .....

### SECTION B - REGISTRATION FEES

	By Friday	9th August	After Friday	9th August
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
4th September	Gala Dinner Full Delegate	N/A		Yes <input type="checkbox"/> No <input type="checkbox"/>
	- Guest Ticket	A \$150.00		\$ .....
<b>TOTAL SOCIAL EVENTS</b>				\$ .....

### SECTION D - TOTAL PAYMENT

Payment Section B	Registration Fees	\$ .....
Payment Section C	Social Events	\$ .....
<b>TOTAL PAYMENT</b>		\$ .....

**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 9th August 2019 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**

A substitute delegate or student substitution will be accepted at no extra cost so long as written notice (letter, fax, email) is received by Executive Assistant Network no less than 24 hours prior to the event. A full refund, less a 20% administration fee, will be made for cancellations received by Executive Assistant Network in writing (letter, fax, email) by no later than 15 working days prior to the event. No refunds will be made after that time. In the circumstance that Executive Assistant Network has to cancel an event 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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