Executive Assistant Network

2010 Annual Congress Brisbane

The Indispensable Executive Assistant –
A role of Strategic Importance

Program Highlights

Hear from 10 senior corporate executives, 15 leadings EAs and PAs
plus 12 incredible business consultants, executive coaches
and business commentators.

For program enquiries call 02 9974 2717 or visit ExecAssist.com.au | For registration enquiries call 02 9431 8681
Dear Executive Assistant

In a survey conducted by EAN in late 2009 with over 400 member responses, 73% of respondents indicated that their executives are looking for assistants who can add real value to their teams and to their businesses. And at our 2009 Congress in Sydney, the phrase "of strategic importance" was used by all the executives on our first panel to sum up the future direction the role of the EA must take.

Senior executives are looking for assistants who are active participants in team meetings and understand the direction the company is going as well as what their executives want and need in the short, medium and long term.

They are looking for assistants who anticipate their needs and days, and often weeks, in advance and schedule, prioritise, plan and even resource accordingly. They are looking for assistants they can trust and believe in and assistants who are proactive and get the job done irrespective of the task or issue needing to be resolved.

Ultimately, they are looking for strategic thinking and strategic acting EAs with whom they can forge partnerships that will enable them to lead and manage more effectively within their businesses, be more productive, and therefore achieve greater success for themselves and their organisations.

The level of value you can add to your partnership and the degree to which you can become an important strategic partner is influenced by many factors in what we have named ‘The EA Value Spectrum’. Some influencers impacting your value within this spectrum include your executive’s management style and their approach to delegating authority and freedom, their perception on value, the level of trust built up within your partnership with your executive and of course the skills, knowledge and abilities you have.

These factors change and grow over time as the partner relationship develops, as the respective individuals develop their own skills, knowledge and management understanding and of course as faith and trust in each other’s abilities grows.

Senior executives still require EAs who can handle the fundamental requirements of the role including diary management, handling correspondence, organising travel, drafting papers and organising meetings or events, and your value will be felt and recognised in all these. But even within these traditional areas you can act more proactively and with less guidance and direction, displaying sensitivity to the strategic importance of each action or task, and this is where your value will be really felt and appreciated.

Yours is a business journey that you will never take alone. You will always have an executive that travels with you. How much you seek to have input into the direction of the journey and how much you get to glean and experience from your journey is up to you.

No relationship is set in stone and that holds more true for the unique and extremely complex relationship that exists between EA and executive than most others. The value spectrum is fluid and changes every day. Only you can decide whether you want to develop significantly as a professional business person to fully understand the dynamics influencing the value you add. And only then will you understand what steps you can take to ensure you deliver more and get better results for your executive, your company and yourself every day.

We look forward to seeing you at our Congress in November.

Jonathan McIlroy, Director, Executive Assistant Network

Program Highlights

Over 2 intensive information packed days, you will learn how to:

• Ensure you are an indispensable and integral part of your business
• Enhance your professionalism and strategic awareness
• Align your job with the business direction and aspirations of your company
• Build awareness about your company’s corporate goals and vision
• Travel the extra mile to understand your executive’s needs and wants
• Become a strategic influencer and agent of change
• Rationalise your activities and demonstrate your personal value
• Progress up the career ladder by continually investing in further education and training
• Work with different management styles at all levels of your business
• Think outside the mental confines that block you from realising your full potential
• Instill passion in your work and relationships
• Communicate your ideas and vision to others, while getting things done
• Speak the language of managers when it comes to financial reporting
• Lead and deliver on deadline-driven projects
• Understand the dynamics of leadership and how to apply these to your life
• Invest in self awareness without giving your power to others
• Understand the plasticity of your brain and how you can unlearn negative thoughts
• Add strategic value to your company beyond your day-to-day activities
• Deliver on every task or activity with a sense of flair, style and can-do approach
• Manage your stress triggers while juggling different assignments and deadlines
• Experience each moment as if it were your last…and embrace success in all its palettes
Program at a glance
Monday 29 November 2010

7.45am Congress Registration Opens
8.30am Chairperson’s opening remarks
8.40am Introductory Session
9.00am Executive Coaching Session
9.50am Executive Panel Discussion
10.50am Morning Coffee
11.20am Executive Coaching Session
12.10pm Executive Coaching Session
1.00pm Lunch

“Afternoon Stream 1
Your creativity drive and ambition – uncovering ways you can add strategic value

2.15pm Stream Intro
2.30pm Stream 1 Session 1
Unlocking your creative and visionary capabilities – learning to think outside of the mental confines that hold you captive
3.15pm Afternoon Tea
3.45pm Stream 1 Session 2
Developing an “I can” attitude – overcoming the fears that block you from reaching your full potential
4.30pm Stream 1 Session 3
How to communicate your ideas and vision to others – 7 easy steps to get buy-in from colleagues and customers
5.15pm Stream 1 Moderator’s session wrap-up

5.25pm Close of Day One
5.30pm Cocktail reception within the Annual Congress exhibition area

“Afternoon Stream 2
Understanding business fundamentals and where your organisation seeks to add strategic value within its present economic, political and social environment

2.15pm Session Intro
2.30pm Stream 2 Session 1
Corporate strategy – how it is devised; how it impacts your business; and factors that influence how strategies are selected
3.15pm Afternoon Tea
3.45pm Stream 2 Session 2
Why it pays to take time to understand all the reports that cross your desk – from sales reports to board reports and financial reports
4.30pm Stream 2 Session 3
Project management – why the most important thing is to never lose sight of your true objectives
5.15pm Stream 2 Moderator’s session wrap-up

Tuesday 30 November 2010

8.30am Chairperson’s opening remarks
8.40am Executive Coach Keynote Address
9.30am Executive Panel Discussion
10.20am Morning Coffee
10.50am EA Panel Discussion
11.40pm Executive Coaching Session
12.20pm Lunch
1.35pm Executive Coaching Session
2.15pm EA Panel Discussion
3.05pm Afternoon Tea
3.35pm EA Panel Discussion
4.25pm Executive Coach Keynote Closing Address
5.15pm Chairperson’s Closing Remarks & Close of Congress

“The best yet! Looking forward to next year!”
RACHEL STAFFORD-GAFFNEY, EA TO MD, THE HOLLARD INSURANCE COMPANY

“I was very impressed by the calibre of presentations and the content of the programme….such a positive, reaffirming experience for the EA community.”
LYNNE SCANLAN-LAMB, EA TO VICE PRESIDENT, GE AUSTRALIA & NEW ZEALAND
The Full Program in Detail
Monday 29 November 2010

7.45am Congress Registration Opens
8.30am Chairperson’s opening remarks
  EVE ASH, MANAGING DIRECTOR, SEVEN DIMENSIONS

8.40am Introductory session
  From PA to ‘Renaissance EA’ and beyond – a journey towards professionalism and strategic awareness
  • The developing role of the EA – how it has changed over time in line with business imperatives and management philosophy
  • Preparing yourself to give executives what they need now and are likely to require in the future
  • The “EA Value Spectrum” – why the journey never ends and why your strategic importance can always be enhanced no matter where you are on the spectrum
  • Glass ceilings are only for those who believe in them
  • Rationalising your activities so that you appreciate the value inherent in everything you do
  • Rationality in business - how executives perceive value
  JONATHAN MCLROY, DIRECTOR, EXECUTIVE ASSISTANT NETWORK

9.00am Designing Your Recipe for Success
  In this session, you will uncover your recipe for success, through the “Eye of the Owner”
  You will discover:
  • Your spheres of control and influence
  • Your success characteristics
  • Your sources of authority
  • Your level of self understanding and your understanding of others
  • What influences behaviour - yours and others
  • How to speak the language of others
  You will then put it all together into your personal “Success Model”
  KATRENA FREIL, PRINCIPAL CONSULTANT, LEARNING AND DEVELOPMENT, BSI LEARNING

9.50am Executive Panel Discussion
  How much thought do most executives ever give to maximising the potential of their EA?
  • Do organisations give adequate thought to the functions and roles of their EAs?
  • How do you ‘stretch’ your EA in positive ways similar to how you would any other manager?
  • Do most executives settle for what is comfortable so long as the little things get done and the relationship is harmonious?
  • How many executives see beyond their EA being an appendage of them?
  • What is more important in understanding the relationship between an executive and an EA, the way the executive operates or the culture of relationship between executives and EAs within an organisation?
  • Can EAs ever be masters of their own destiny if their executive has an overwhelming sense of control of the relationship?
  PETER BOETTCHER, CHIEF EXECUTIVE OFFICER, SUNWATER
  DEREK BERG, CHIEF EXECUTIVE OFFICER, BERG ENGINEERING
  JAMES FERGUSON, GENERAL MANAGER, MARRIOTT HOTEL, BRISBANE
  ANGELA GAMBELL, DIRECTOR SALES & MARKETING, STOCKWELL INTERNATIONAL
  CHRIS ROSE, CHIEF EXECUTIVE OFFICER, LOGAN CITY COUNCIL

10.00am Becoming a strategic influencer and an agent of change - a cognitive development perspective
  Performance Thinking has worked with senior executives from a wide diversity of major Australian and multinational organisations to rapidly change and enhance their thinking and leadership behaviours.
  Based on their cutting-edge cognitive research, this interesting yet light hearted presentation will cover how to quickly and easily change your thinking and work habits through rewiring your brain!
  • Why changing your thinking and your habits have been difficult in the past
  • The adult brain is much more plastic (changeable) than previously thought
  • How to become more strategic and more proactive in handling change
  • Adding more value to your boss and your organisation
  GREG LEE, PRINCIPAL, PERFORMANCE THINKING

10.50am Morning coffee

11.20am Working with different management styles – how to manage-up irrespective of your executive’s approach
  Managing-up is not about telling your executive what to do; rather it is about finding ways to adapt the way you work to make this appealing to your executive. And this is essential if you want to learn how to add more value in everything you do.
  • Understanding different management, communication and leadership styles
  • Effective written or verbal communication that reflects your executive’s style preferences
  • Understanding the value you add from the perspective of the value your executive must add to an organisation
  • Working on areas of difficulty in your working relationship
  ERIK DE JONG, EXECUTIVE coach and DIRECTOR, KEYSTONE De JONG ASSOCIATES

1.00pm Lunch
  Afternoon stream sessions

STRAw 1
Your creativity drive and ambition – uncovering ways you can add strategic value

2.15pm Session Intro
  The only thing stopping you from finding ways to add more value in the role you perform is you. Your executive wants you to deliver greater value; so ask yourself how do you do this now, and where could you do it more? You need to start with a vision or ideas for where you can add more value. Then you need to believe in your abilities to execute your plans. And finally, you must persuade others to let you try and succeed.
  KATRENA FREIL, PRINCIPAL CONSULTANT, LEARNING AND DEVELOPMENT, BSI LEARNING

2.30pm Navigating and understanding your executive’s personal development drivers
  • Improving your personal effectiveness and efficiency while also reducing stress
  ANGELA GAMBELL, DIRECTOR SALES & MARKETING, STOCKWELL INTERNATIONAL

3.15pm Working through the “Eye of the Owner” - understanding the value your CEO is looking for
  • Improving your personal effectiveness and efficiency while also reducing stress
  JONATHAN MCLROY, DIRECTOR, EXECUTIVE ASSISTANT NETWORK

4.00pm Developing a positive relationship with the executive (not necessarily in the same line)
  • Improving your personal effectiveness and efficiency while also reducing stress
  ERIC DE JONG, EXECUTIVE coach and DIRECTOR, KEYSTONE De JONG ASSOCIATES

4.45pm Executing your recipes
  • Improving your personal effectiveness and efficiency while also reducing stress
  ANGELA GAMBELL, DIRECTOR SALES & MARKETING, STOCKWELL INTERNATIONAL

5.30pm Concluding remarks and session wrap up
  • Improving your personal effectiveness and efficiency while also reducing stress
  ANGELA GAMBELL, DIRECTOR SALES & MARKETING, STOCKWELL INTERNATIONAL
2.30pm Stream 1 Session 1
Unlocking your creative and visionary capabilities – learning to think outside of the mental confines that hold you captive
• Applying the power of creativity to revolutionise your life and career
• Using creative thinking to adapt, survive and flourish during changing times
• Meeting the demands of career management with creative strategies
• Using the right creative tools to function in different working environments

TANIA DE JONG, FOUNDER AND CEO, CREATIVE UNIVERSE AND CREATIVITY AUSTRALIA

3.15pm Afternoon tea
3.45pm Stream 1 Session 2
Developing an “I can” attitude - overcoming the fears that block you from reaching your full potential
• What does it take to climb out of your comfort zone to become truly committed to your life and job?
• How do you infuse passion and commitment to your life, job and relationships?
• How does this passion help you convey a can-do attitude to your work?
• Why is it important to overcome your personal fears and negative thinking before you convince others?
• What lies behind the power of positive thinking and how do you tap into this energy?

SHIVANI GUPTA, FOUNDER, PASSION@PEOPLE

4.30pm Stream 1 Session 3
How to communicate your ideas and vision to others – 7 easy steps to get buy-in from colleagues and customers
This session will help you develop strategies to:
• Become an effective and inspiring communicator
• Deliver better results at all times and in any business setting
• Strengthen the relevance of your message
• Engage managers and work teams to share and execute your goals
• Move beyond “technical skills” to enhancing people management skills

ANDRÉA WESTWOOD, ASSOCIATE, KONA GROUP

5.15pm Stream 1 Moderator’s session wrap-up

STREAM 2
Understanding business fundamentals and where your organisation seeks to add strategic value within its present economic, political and social environment
2.15pm Session Intro
For you to start acting strategically, whether in terms of every-day tasks you perform or in adding input in strategy or planning meetings, it is essential for you to understand the strategic direction of your company at any time, as well as the short, medium and long-term objectives of your executive. In this stream, participants will gain a better understanding of issues that impact a company at both strategy and goal-setting levels.

MODERATOR: JOHN DINATALE, SENIOR CONSULTANT, DC STRATEGY

2.30pm Stream 2 Session 1
Corporate strategy – how it is devised; how it impacts your business; and factors that influence how strategies are selected
• Key things you need to know about business, organisational and corporate strategy
• Where you can have the most impact on execution of a strategy
• Levers that are at your disposal
• Signs to watch for with both effective (or ineffective) execution

RACHEL NIVEN, DIRECTOR, EDUCATION, PMI QUEENSLAND

3.15pm Afternoon tea
3.45pm Stream 2 Session 2
Why it pays to take time to understand all the reports that cross your desk – from sales reports to board reports and financial reports
• How management teams use financial data as part of key performance indicators (KPIs) to measure performance against strategic objectives and targets
• Understanding the key purposes of each type of report and the key measurements or data included within these
• Financial reports and other published reports; how their purpose differs from internal reports and what the media and commentators will focus on
• Examining the key information contained in each type of public financial report
• Balance sheets, P&Ls and cash flows – why these need not be daunting

LINDSAY DEWBERRY, MANAGING DIRECTOR, PANACHE TRAINING & CONSULTING

4.30pm Stream 2 Session 3
Project management – why the most important thing is to never loose sight of your true objectives
• Understanding the business dynamics of project management
• Applying project management principles to your role
• Clarifying the dos and don’ts of project management
• Engaging and motivating the right teams
• Managing and juggling different priorities and deadlines
• Taking a decisive, flexible, and proactive approach to project delivery

DON HOLLEY, MANAGING DIRECTOR, MINDSET GROUP

5.15pm Stream 2 Moderator’s session wrap-up
5.25pm Close of Day One
5.30pm Cocktail reception within the Annual Congress exhibition area
8.30am  Chairperson’s opening remarks

KATRENA FREIL, PRINCIPAL CONSULTANT, LEARNING AND DEVELOPMENT, BSI LEARNING

8.40am  Keynote address

Self-leadership: effective solutions for time-poor people

- Ways to improve work, life and the balance between the two
- Focusing on what we can control, rather than what we can’t control
- Tools to improve job fulfilment and life balance
- Walk away with your very own action plan

EVE ASH, MANAGING DIRECTOR, SEVEN DIMENSIONS

9.30am  Executive panel discussion

Strategic value – how to encourage your EA to think and act strategically

All executives weigh up their activities and plans based on a complex understanding of the perceived value of each activity or plan. Some of this is intuitive. Some skills are learned through experience. But EAs must start to think more strategically and in terms of the value they add to their executive and to the broader organisation if they are to flourish.

- Examining the past – EAs that only offer personal value for the executive
- Where EAs can add value that is of strategic importance to a business
- Overcoming hurdles – from unavoidable learning errors to miscommunication or misunderstood objectives
- Rationalising your activities so you can demonstrate the personal value you bring to an executive, as well as the strategic value
- Establishing priorities in your work based on determination around the value of each task or action

PHIL MUMFORD, CEO, QUEENSLAND MOTORWAYS
JOANNE CONRADI, GROUP PEOPLE EXECUTIVE, CORPORATE & CHANGE, PARSONS BRINKERHOFF
RACHEL HUNTER, CHAIR, G-COMP
DR MONIQUE BEEDLES, MANAGING DIRECTOR, TEAK YEW

10.20am  Morning coffee

10.50am  EA panel discussion

Part one: How do you measure the value you add in everyday activities and can you increase this value?

In a recent survey conducted with over 400 EAN members, the results showed that the most significant tasks in terms of the amount of an EA’s time they take up are managing an executive’s meeting schedule and diary, followed by managing their mail and other communications; then managing their travel arrangements. These are the basic core duties for most EAs. Given this, how can EAs find ways to be more productive in these areas and how do you assess the value you provide in activities that are essential everyday tasks and often seen as administrative in their nature? This panel explores these challenges.

JULIA CLARK, PA TO GENERAL MANAGER, QUEENSLAND RAIL
JENNIFER THOMPSON, EA TO CHIEF EXECUTIVE OFFICER, QUEENSLAND MOTORWAYS
JENNY KILPATRICK, EA TO CHIEF EXECUTIVE OFFICER, MINCOM
TONYA SMITH, PA TO GENERAL MANAGER, QUEENSLAND & NORTHERN TERRITORY, BORAL
AUSION HARRISON, EA TO CHIEF EXECUTIVE OFFICER, GOLD COAST TOURISM

Part two: Adding strategic value to your business within special projects, tasks or new initiatives

The results from our survey also showed that managing special projects and participating in planning or strategy meetings was ranked very high by over 50% of respondents in terms of the amount of time they spend on these activities. This is a major indicator of the shift in the role of the EA or PA and in the responsibilities now being extended to them by their executives. But these executives will want their EAs to deliver real value. How do you do that?

In this session, using specific examples, EAs will talk about times when they have had the vision for a new idea or initiative that adds strategic value to their businesses, how they then sold that idea to their executive, how they helped to develop the initiative and finally how the value in that initiative was understood and measured.

RICHARD HILL, EXECUTIVE COACH, MIND SCIENCE INSTITUTE

12.20pm  Lunch

Service with Flair!

Margaret Thatcher once said that “Success is to have a flair for what you are doing”.

Today’s demanding executives expect you not only to be able to cope with the challenges of your role, but also to carry it all off with a certain style and class – especially since what you do ultimately reflects on them and your organisation.

The term ‘flair’ is commonly applied to those who display a natural skill or talent in an area. Rather than just ‘perform’ a skill or task, they seem to embody it completely. This sense of effortlessness and confidence is not only in high demand, but also intrinsically satisfying.

So how is it possible to add more ‘flair’ to what you are doing every day so that you can consistently exceed your executive’s expectations?

In this fun and interactive session you will learn:

- Why it is not so much what you do, but how you do it, that really counts
- How changing just one thing can make all the difference
- The 3 steps to awakened doing
- How to mix a James Bond Martini...and much more

JASON JAY, EXECUTIVE COACH, SERVICE WITH FLAIR

2.15pm  EA panel discussion

Task prioritisation, goal setting and workload management techniques for the most savvy EAs

- Communication – the art of identifying the most pressing goals and priorities
- Communication – discovering why each goal has the priority it has
• Communication – staying on top of shifting priorities
• Communication – how to mean ‘no’ without ever having to say ‘no’
• Communication – the power of negotiated outcomes: bringing rationality into your task prioritisation
• Communication – risk mitigation and liability shifting: everyone else is doing it so why not EAs?
• Communication – getting “buy-in” now to avoid misunderstandings later

ANgELA SHEEHY, EA TO PARTNER, QUEENSLAND HEALTH
REBECCA WALL, EA TO CHIEF EXECUTIVE OFFICER, SUNWATER
ANITA BLANCO, EA TO CHIEF EXECUTIVE OFFICER, BERG ENGINEERING
VANESSA STOTT, EA TO DEPUTY CHIEF EXECUTIVE, CSIRO
NADINE KEMP, EA TO VICE PRESIDENT, SANTOS QUEENSLAND

3.05pm Afternoon Tea
3.35pm EA Panel discussion
   Engaging your boss in your career
   • Discovering the way to speak with your executive about YOU in a way that works for THEIR personality and business style
   • How do you get ANY boss interested in your career development?
   • Does your career matter to them so long as they are getting the results they want right now?
   • What are the real barriers preventing your boss from seeing the potential in you and your vision for your career and your role?
   • If an executive is totally implacable in regards to you, what should you do?

MARY-JO HARBOURNE, EA TO QLD & NT CHAIRMAN, ANZ BANKING GROUP
BELINDA WATERS, EA TO NATIONAL GENERAL MANAGER CONSTRUCTION, HINDMARSH CONSTRUCTION
JACQUELINE MILINA, EA TO CHIEF EXECUTIVE OFFICER, QS-COMP
SHAREE WIKI, EA TO CHIEF EXECUTIVE OFFICER, URBAN LAND DEVELOPMENT AUTHORITY
MICHELLE SPADINA-WATSON, EA TO GROUP EXECUTIVE, COMMERCIAL & TRANSPORT, PARSONS BRINKERHOFF

4.25pm Keynote closing address
   Having purpose and meaning in your life and in everything you do
   Can you imagine having purpose in everything in your life, experiencing every moment, not just the important ones,
   developing the courage to face your fears instead of avoiding them, breaking free of those doubts and worries that hold you back and discovering your true potential. Can you imagine truly feeling success in all areas of your personal and professional life, and ultimately being true to who you are and who you want to be. Tania de Jong AM will show you how to:

   • Engage all of yourself in what you do
   • Embrace challenge rather than avoid it
   • Unlock your creativity and improve your innovation and problem solving capabilities
   • Enhance your self esteem and your connection to all those around you
   • Make a difference to the community you live and work in

TANIA DE JONG, FOUNDER AND CEO, CREATIVE UNIVERSE AND CREATIVITY AUSTRALIA

5.15pm Chairperson’s closing remarks and close of congress

“I’d like to congratulate you on doing such a fabulous job of planning, setting up & executing this conference. We all look forward to next year’s conference!”

DENA WHITEHOUSE, PA TO MANAGER IT SERVICES, MBF AUSTRALIA

“The EAN Team are truly fantastic. It transcends other EA events.”
VIVE BLACK, EA TO MD, HITACHI DATA SYSTEMS

“It was by far the best conference targeted at our profession I have been to.”
KAREN TAYLOR, EA TO CHIEF EXECUTIVE, ZURICH FINANCIAL SERVICES AUSTRALIA LTD

“Loved the whole conference and will definitely be recommending it to my work colleagues for next year!”
HAILEY NAPPER, EA TO PARTNER, PRICEWATERHOUSECOOPERS
Speaker Biographies: Our corporate executives

**PETER BOETTCHER**
**CHIEF EXECUTIVE OFFICER, SUNWATER**
Peter is recognised as a leading authority on water infrastructure management in Queensland. Throughout his career, he has gained extensive experience in senior management roles at a strategic and operational level. As a respected industry professional, Peter is experienced in all aspects of commercial water business management. He is focused on ensuring that SunWater delivers dependable and reliable infrastructure services to all its customers, whether they are local governments, commercial industries, or irrigation water users. Peter commenced his role as CEO SunWater in April 2008, having held previous positions in the organisation including COO and General Manager of the Water Supply Services Division.

**RACHEL HUNTER**
**CHAIR, Q-COMP**
Prior to her appointment as Q-COMP Chair, Rachel served as Director-General of the Department of Justice and Attorney-General and also for the Department of Education, Training and the Arts. She has also served as Queensland’s Public Service Commissioner. Rachel has extensive experience in the vocational, education and training sector, initially as a teacher and then in a variety of management roles including Institute Director positions. Rachel was the Director of the Southbank Institute of TAFE and concurrently, the Chair of TAFE Queensland.

**DEREK BERG**
**CHIEF EXECUTIVE OFFICER, BERG ENGINEERING**
Derek Berg is the CEO of Berg Engineering. Berg Engineering has been in operation for 38 years and is a family owned Australian business. Berg Engineering supplies the mining, energy, sugar and many other industries with products such as Valves, Gearboxes and Pumps. Our main exports are to Indonesia, New Caledonia and PNG. Derek Berg is an MIT graduate, with memberships in Australian Institute of Company Directors and Young Presidents Organisation.

**JAMES FERGUSON**
**GENERAL MANAGER, MARRIOTT HOTEL, BRISBANE**
James Ferguson was appointed the General Manager of the Brisbane Marriott Hotel in September 2006, and previously General Manager of the Melbourne Marriott Hotel. With more than 27 years in the hotel and hospitality industries, James first worked for Marriott in 1992 as part of the opening team of the Surfers Paradise Marriott Resort, and was later General Manager of the Courtyard by Marriott Great Barrier Reef. He has also served as General Manager of the Sebel of Melbourne and Calypso Plaza Coolangatta. Mr Ferguson is the President of the Queensland Hotels Association – Accommodation Division and a member of Brisbane Marketing’s Conventions Advisory Committee.

**PHIL MUMFORD**
**CHIEF EXECUTIVE OFFICER, QUEENSLAND MOTORWAYS**
Phil joined Queensland Motorways as Chief Executive Officer in July 2004. He plays a pivotal role in providing strategic direction on Queensland Motorways’ landmark projects, including the $1.88 billion Gateway Upgrade Project and the introduction of free-flow tolling. Phil leads the Company’s commitment to delivering the highest level of customer service to the users of Queensland Motorways’ road network and drives high level stakeholder relations and management initiatives. Phil has a strong financial background, extensive experience in consolidating organisations and has held a number of senior positions in the private and public sectors.

**JOANNE CONRADI**
**GROUP PEOPLE EXECUTIVE CORPORATE & CHANGE, PARSONS BRINKHOFF**
With experience in the Infrastructure, Engineering, Constructions and Finance sector, Joanne has a proven track record in Change Management, Organisational Development, Human Resource Management and building people capability in a professional services environment. Joanne possesses a strong commercial acumen, a focus on building and aligning key organisational functions to enable the achievement of strategy and a pragmatic approach to strategic people practice and operational performance.

**ANGELA GAMBELL**
**DIRECTOR SALES & MARKETING, STOCKWELL INTERNATIONAL**
Angela is a senior sales and marketing professional with more than 15 years experience. She has successfully managed a number of high profile marketing campaigns for global logistics company Stockwell International and has increased web traffic to the organisation’s website and online ordering/quoteing system by more than 300 percent in the last 3 years. As an experienced logistics professional, Angela’s expertise spans all facets of the business – from local warehousing through to international freight and pick’n’ pack. Angela is also a member of the USA Chamber of Commerce & Logistics Association of Australia.

**DR MONIQUE BEEDLES**
**MANAGING DIRECTOR, TEAK YEW AND BOARD EXECUTIVE**
Dr Monique Beedles has successfully run her Strategy consulting practice, Teak Yew, for the past seven years, and works with some of Australia’s leading organisations as they think ahead to the future. With a PhD in Strategy, Monique took on her first board role over 10 years ago and has consistently developed her portfolio to include private companies, a statutory authority, a university board and not-for-profit organisations. Monique was recently appointed as Vice Chair of St Peters Lutheran College, which is Queensland’s largest independent school, and was the winner of the Women in Technology Executive Award for 2010.

**CHRIS ROSE**
**CHIEF EXECUTIVE OFFICER, LOGAN CITY COUNCIL**
Chris has over 36 years experience in Local Government, having worked in seven Councils in both New South Wales and Queensland during his career. He is currently the CEO of Logan City Council, the 6th largest and one of the fastest growing Councils in Australia. Chris holds qualifications in Local Government and Finance. He is a Fellow of Local Government Managers Australia and a Fellow of the Australian Institute of Company Directors. Chris was honoured to receive the Public Service Medal (PSM) in the Australia Day’s Honours list in 2010.

**JONATHAN MCLILROY**
**DIRECTOR, EXECUTIVE ASSISTANT NETWORK**
Jonathan McLilroy is a founder and one of the Directors of Executive Assistant Network. Prior to establishing EAN in 2005 he had an 11 year career in industry working first within the finance sector in the UK and then in managing companies developing educational programs for the finance and investment sector across the globe. From 2002 to 2005 he was the General Manager of Tribeca Communications in Australia and also had previous stints as the General Manager of Tribeca Communications in Australia and as the Joint Managing Director of Finance & Investment Research in the UK.
**EVE ASH**  
**MANAGING DIRECTOR, SEVEN DIMENSIONS**  
1999 Australian Winner of Westpac Business Owner Award, Telstra Businesswoman of the Year. Eve Ash trained and worked as a psychologist and trainer for the Australian Government, and began producing films and videos to motivate people to change behaviors. Eve, founder of SEVEN DIMENSIONS, has produced over 500 business training, health and educational films, videos and television episodes and 40 assessment tools. Topics cover all areas of management, communication, service, relationships, change, best practice and personal motivation and success.

**SHIVANI GUPTA**  
**FOUNDER, PASSION@PEOPLE**  
Shivani specialises in leadership, career and relationship management. She has worked with high-profile companies including six of Australia’s top 10 companies. She has won several awards including “Telstra Young Business Woman of the Year” and is an honorary member of the Golden Key which has other honorary members such as Bill Clinton and Ian Thorpe. She is the author of Passion@Work and Business GPS. She was the presenter of SBS’s TV series, ‘Rising It All.’

**RICHARD HILL**  
**EXECUTIVE COACH, MIND SCIENCE INSTITUTE**  
Richard Hill is internationally acknowledged in the neuroscience of human behaviour. After 20 years as a professional actor he has reinvented himself, recently achieving a Masters degree in Social Ecology. He is a member of the NeuroLeadership Institute, the Global Association of Interpersonal Neurobiology Studies and the International Psychosocial Genomics Research Group. The combination of these 2 careers produces a truly knowledgeable and highly entertaining speaker. If your company has people who have brains, then Richard can definitely help you create change for the better!

**JASON JAY**  
**EXECUTIVE COACH, SERVICE WITH FLAIR**  
Jason Jay is a motivational speaker who believes we all have flair. Starting in his father’s bar before he was legally old enough to drink, Jason went on to blaze a trail through the Australian liquor industry, becoming a champion flair bartender (think Tom Cruise in Cocktail) before starting his successful training practice in 1997. In 2002, Jason partnered with Drago and headed up one of the countries largest industry training initiatives. In 2007 he was awarded with the prestigious Contribution to the Industry Award at the Australian Bar Awards.

**DON HOLLEY**  
**MANAGING DIRECTOR, MINDSET GROUP**  
Don works closely with business managers, providing high-level support and clarity on obtaining the right people, aligning people to a corporate strategy, and providing the right environment for successful strategy execution. After completing his MBA at the AGSM, Don began consulting in areas of organisational development. He has experience at all levels and in all functions of recruitment and selection, and has worked across industries such as pharmaceutical, information technology, telecommunications, media, engineering, manufacturing, financial services and FMCG.

**TANIA de JONG AM**  
**FOUNDER AND CEO, CREATIVE UNIVERSE AND CREATIVITY AUSTRALIA**  
Tania de Jong AM is a leading Australian soprano and social entrepreneur. She founded Creativity Australia and Creative Universe to improve wellbeing, engagement and innovation in organisations and communities. She has a Bachelor of Law (Hons) from the University of Melbourne and is a graduate of Victorian College of the Arts. Her numerous awards include Ernst and Young Australian Social Entrepreneur of the Year as Founder of The Song Room. She was appointed a Member of the Order of Australia in 2008 and named Brainlink Woman of Achievement in 2009. Tania consults to multinational organisations on creative leadership and innovation, works with a range of migrants and disadvantaged communities to build social capital and performs nationally and internationally with her group Pot-Pourri and event production company Music Theatre Australia. She presents keynote speeches in Australia and internationally for a diverse range of conferences and events. She is Founder and Executive Producer of Creative Innovation 2010.

**ANDRÈA WESTWOOD**  
**ASSOCIATE, KONA GROUP**  
Andrèa has a strong strategic and analytical business background, gained during 15 years in a variety of roles in different industries. After graduating with a Science degree and spending five years in research, she moved into commercial roles in management positions. These roles spanned Sales, Marketing, Customer Service, Change Management, Project Management and Learning and Development. Her experience in delivering best-practice to multinational companies in these diverse roles has given her a sound understanding of strategic corporate drivers, inter-departmental dynamics and reconciling the operational imperatives of different departments. Her background has been in the Pharmaceutical/Medical industries and more recently in Finance. Andrèa also holds a financial services qualification in General Financial Advice.

**RACHEL NIVEN**  
**DIRECTOR EDUCATION, PMI QUEENSLAND**  
Rachel has more than 25 years experience working across a range of industries including travel and tourism, law, government and engineering. Her focus over the last 9 years has been I-related in a variety of roles A-PMI member since 2006. Rachel is also an active volunteer with the Queensland Chapter. She has been coaching PMP and CAPM candidates through the Certification Program and was appointed to the position of Education Director at the end of 2009. Rachel is a certified Project Management Professional (PMP) and has a Bachelor of Science (BSc) degree from Massey University in New Zealand.

“‘There is so much more to an EA than people can see or know. Executive Assistant Network is pure genius and I will be sharing my knowledge gained from them.”

**MEGAN MULCAHY, EA TO DIRECTORS, CARDINAL PROJECT SERVICES**
Executive Assistant Network Annual Congress...
More than just a conference!

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

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

What better possible way is there to let your mind unwind ahead of another day of intensive education and, of course, to do more networking and meet even more of your senior industry peers.

Exhibition and sponsorship opportunities

If you would like to have the opportunity to showcase your services or products to attendees at this significant industry event, or to sponsor the entire event, please contact Daniel Evans on 02 9431 8681.

Delegate registrations are now open and with a high quality, exciting and dynamic program attracting Executive and Personal Assistants across all of Queensland and Northern NSW be quick to confirm your involvement!

Exhibition spaces are EXTREMELY limited for this inaugural event so act now, don’t miss out!

“The most relevant training for our profession I have ever had the pleasure of attending.”

PAMELA WASTELL
EA TO MD
INSTITUTIONAL BANKING
NATIONAL AUSTRALIA BANK

“The EAN Conference for 2010…was truly an outstanding two days. My recommendations to all work colleagues and networking groups…. looking forward to next years’ conference.”

PAM CLERICI
PA TO OPERATIONS MANAGER
PALOMAR MEDICAL

“EAN offers excellence and delivers excellence beyond expectation always!”

RONIECE DAWSON-BRUCE
EA TO CEO
LEADING EDGE GROUP

“Well done….a Congress well worth attending. I will be encouraging the PA’s in our office to attend the next one!”

BONNIE-RAE ANGLISH
EA TO CEO
NESTLE AUSTRALIA

“The 2010 Congress was very inspirational…I will definitely be recommending it to my colleagues.”

LINDSAY BERGER
EA TO HEAD OF MANAGED ACCOUNTS
BT FINANCIAL GROUP
Registration Form
Venue: Marriott Hotel, Brisbane
29 & 30 November 2010

Event Logistics and Registration Support are being provided by Conference Action. For any registration, travel, hotel or venue detail enquiries please contact Conference Action as detailed below.

Accommodation: Conference Action can assist in recommending accommodation bookings at a number of CBD hotels all with easy access to the Marriott Hotel. Contact by phone on: +61 (0) 2 9431 8699 or by email to: ean@conferenceaction.com.au

Travel: For assistance with your travel arrangements please contact ean@conferenceaction.com.au and our preferred corporate travel specialists will be in touch.

Register Now
Five easy ways to register

Online: ExecAssist.com.au
Fax: Completed Registration form to: +61 (0) 2 9431 8677
Phone: Contact Conference Action on +61 (0) 2 9431 8681
Email: Completed Registration form to ean@conferenceaction.com.au
Mail: Your completed Registration form together with payment to:
Executive Assistant Network,
C/O Conference Action,
PO Box 576, Crows Nest NSW 1585

Three Easy Ways to Pay

Cheque
Enclosed is our cheque for $__________ made payable to Executive Assistant Network. (Please ensure your Full Name or Membership ID is written on the reverse side of the cheque).

Electronic Funds Transfer
Remitting to EAN Conferences, ANZ Bank, BSB 012 222, Account No. 9052 31591
Expected date of transfer ____________, (Please use your Full Name or Membership ID as the EFT Reference prefixed by EAN).

Credit Card
Payments using Credit Card via a secure online gateway can be made at our website ExecAssist.com.au. Please note that only American Express, Mastercard and VISA are accepted.

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 EAN 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 5 November 2010 and payment received within 7 days of issuance of an invoice. In the event of the Congress booking out, we will not be able to reserve places outside of the 7 day invoice payment period.

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

Cancellation Policy: If you are unable to attend, a substitute delegate will be accepted at no additional cost. Alternatively, a full refund, less a $250 plus GST administration fee, will be made for cancellations received by EAN or Conference Action in writing (letter, fax, email) by close of business on the 12 November 2010. 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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Program Highlights

Our 2010 Annual Congress in Brisbane will feature:

10 senior corporate executives representing: SunWater, Q-COMP, Berg Engineering, Marriott Hotel Brisbane, Queensland Motorways, Parsons Brinkerhoff, Stockwell International, Teak Yew, Logan City Council, Executive Assistant Network

15 leading EAs and PAs representing: ANZ, Queensland Rail, Queensland Motorways, Mincom, Boral, Gold Coast Tourism, Queensland Health, SunWater, Berg Engineering, CSIRO, Parsons Brinkerhoff, Hindmarsh Construction, Q-COMP, Urban Land Development Authority, Santos Queensland

12 leading business consultants, executive coaches and commentators representing: Seven Dimensions, BSI Learning, Performance Thinking, Keystone de Jong Associates, Creative Universe and Creativity Australia, Passion@People, Kona Group, DC Strategy, Mindset Group, Panache Training & Consulting, Mind Science Institute, Service With Flair, PMI Queensland

See inside for full details of this leading industry event and all the reasons why you should attend