

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 -
October 14th & 15th - Crown Melbourne Conference Centre

14th 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 are 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:

Suzana Bishop

General Manager Commercial & Public Engagement, Federation Square

Nicole Bradshaw

Business Manager, Mentone Grammar

Parker Brigg

Assistant Commissioner, Australian Taxation Office

Claire Brown

National Director AVID Australia, Victoria University

Emma Dawson

Executive Director, Per Capita

Stephanie Edwards

Managing Director – RPO & Professional Search, Australia and New Zealand, Korn Ferry

Dr Jo Jenson

Head of Teaching and Learning, Royal Australian College of Medical Administrators

Paul McDonald

Chief Executive Officer, Anglicare Victoria

Maria Oddo

Principal and Senior Manager, Department of Education Victoria

Matthew Pringle

Partner/Executive Director - Strategic Board and Governance Advisory, Pitcher Partners

Mark Unwin

Chief Executive Officer, Australian Sports Turf Managers Association

Professor Sherman Young

Associate Deputy Vice-Chancellor Education, RMIT

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

Kate Brownscombe

Team Leader/Executive Assistant, Advisory, Ernst & Young

Cathie Cattunar

Executive Assistant to Deputy Secretary, Justice Policy and Data Reform and Executive Assistant to Acting Secretary, Family Violence, Justice and Social Services Coordination and Workplace, Department of Justice and Community Safety

Jo Galati

Executive Assistant to Group Executive, Institutional, ANZ

Nick Ginsburg

Executive Assistant to the Provost and Senior Vice-President, Monash University

Mina Italiano

Executive Administration Manager Asia-Pacific, Itron Networked Solutions Inc.

Monica Kim

Executive Assistant, Commercial and Legal

Phoebe Van Leuvan

Personal Assistant to Manager Property Services, The City of Greater Bendigo

Natalie Maggio

Executive Assistant, ICT Strategic Planning, Victoria Police

Abilene Roscoe

Executive Assistant to General Manager Corporate Services, Victoria Managed Insurance Authority

Jo-Anne Salgado

Executive Assistant to Chief Executive Officer, Mercer (Pacific)

Benita Sharland

Business Support Executive, Carman's

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

Dr Brock Bastian

Researcher, Author & Speaker

Sally Dooley

Professional Facilitator, Speaker, Executive Coach

Sally Foley-Lewis

Productivity & Self Leadership-Expert

Andrew Griffiths

International Bestselling Business Author - Global Speaker

Karen Hollenbach

LinkedIn Lady & Founding Director, Think Bespoke

Joanne Love

International High Performance Expert

Jonathan McIlroy

Executive Director, Education and Training, Executive Assistant Academy

Beck Melville

Wellbeing Keynote Speaker, Coach and Trainer

Craig Rispin

Internationally Renowned Futurist and Keynote Speaker, The Future Trends Group

Steuart Snooks

Chief Executive Officer, Solutions for Success

Robert Taylor

Senior Consultant, Executive Assistant Academy

David Thomson

Manager, Education & Training, Executive Assistant Academy

Sponsor



[Crown Conference Centre is a unique purpose built facility that specialises in catering for residential conferences, meetings, seminars, product launches, exhibitions, and many other events in Melbourne. With two main plenary rooms, the centre allows for up to 840 delegates, 16 breakout rooms, a dedicated exhibition space, exclusive group registration areas and four barista style cafés. The sleek and modern design provides the ideal backdrop and a flexible layout, along with the latest in audiovisual technology to ensure your event runs smoothly.](#)



Program at a glance

Day 1

Monday 14th October

- 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
- 2.45pm** Executive Panel Session
The perceptive, responsive, nimble and innovative EA
- 3.35pm** Afternoon Tea
- 4.05pm** Keynote Wellness Speaker
Mental health and wellness in the workplace – and how this impacts EAs
- 4.45pm** Keynote Collaboration Speaker
Collaborating to Win
- 5.30pm** Close of Day One – Cocktail Reception
Within Exhibition Area
- 7.00pm** Gala Dinner

Day 2

Tuesday 15th October

- 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 October 14th

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

- His "lightbulb" moment – and what the motivations or catalysts for this were
- How he 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

Andrew Griffiths

International Bestselling Business Author - Global Speaker

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 October 14th

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

Monica Kim

Executive Assistant

Commercial and Legal

Cathie Cattunar

Executive Assistant to Deputy Secretary, Justice Policy and Data Reform and Executive Assistant to Acting Secretary, Family Violence, Justice and Social Services Coordination and Workplace

Department of Justice and

Community Safety

Nick Ginsburg

Executive Assistant to the Provost and Senior Vice-President

Monash University

Natalie Maggio

Executive Assistant, ICT Strategic Planning

Victoria Police

Abilene Roscoe

Executive Assistant to General Manager Corporate Services

Victoria Managed Insurance Authority

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 is 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 October 14th

- 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

Sally Foley-Lewis

Productivity & Self-Leadership Expert

2.45pm 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 – focusing 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

Parker Brigg

Assistant Commissioner

Australian Taxation Office

Nicole Bradshaw

Business Manager

Mentone Grammar

Matthew Pringle

Partner/Executive Director - Strategic

Board and Governance Advisory

Pitcher Partners

Suzana Bishop

General Manager Commercial & Public

Engagement

Federation Square

Claire Brown

National Director AVID Australia

Victoria University

Paul McDonald

Chief Executive Officer

Anglicare Victoria

3.35pm Afternoon Tea

4.05pm 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

Beck Melville

Wellbeing Keynote Speaker, Coach and Trainer

4.45pm 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 October 15th

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

Jo Galati

Executive Assistant to Group Executive,
Institutional
ANZ

Phoebe Van Leuvan

Personal Assistant to Manager
Property Services
The City of Greater Bendigo

Jo-Anne Salgado

Executive Assistant to Chief Executive
Officer
Mercer (Pacific)

Kate Brownscombe

Team Leader/Executive Assistant,
Advisory
Ernst & Young

Benita Sharland

Business Support Executive
Carman's

Mina Italiano

Executive Administration Manager
Asia-Pacific
Itron Networked Solutions Inc.



Day 2 October 15th

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

Professor Sherman Young
Associate Deputy Vice-Chancellor
Education
RMIT

Dr Jo Jenson
Head of Teaching and Learning
Royal Australian College of Medical Administrators

Maria Oddo
Principal and Senior Manager
Department of Education Victoria

Stephanie Edwards
Managing Director – RPO & Professional Search, Australia and New Zealand
Korn Ferry

Emma Dawson
Executive Director
Per Capita

Mark Unwin
Chief Executive Officer
Australian Sports Turf Managers Association

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 October 15th

- 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?

Karen Hollenbach

LinkedIn Lady & Founding Director
Think Bespoke

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

Joanne Love

International High Performance expert

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

Thanks so much for a sensational conference in Melbourne – I loved every bit of it. The speakers and the panels were terrific. The topics were great too. I have even contacted one of the speakers in the hope that he can do a keynote address here at my workplace.

Kathryn Lawlor

Mentone Grammar



Senior Executives

confirmed as participating at this event include:



Suzana Bishop

General Manager Commercial & Public Engagement, Federation Square

Suzana has over 20 years' experience in the events industry. Suzana's experience includes senior leadership roles with some of Melbourne's most esteemed organisations including the Melbourne Convention and Exhibition Centre (MCEC), The Australian Grand Prix and The Royal Agriculture Society (Royal Melbourne Show).



Nicole Bradshaw

Business Manager, Mentone Grammar

Nicole Bradshaw is a Business Manager with over 17 years' experience in leadership. Nicole's career spans the health and education sectors, and a variety of not-for-profit boards. In addition to her current CFO role at Mentone Grammar, Nicole was elected Vice President of the Association of School Business Administrators (Vic).



Parker Brigg

Assistant Commissioner, Australian Taxation Office

Parker Brigg, Assistant Commissioner Strategic Procurement and Contracts in ATO Finance, had over 20 years' experience in the senior ranks of the Department of Defence prior to joining the ATO. Parker's extensive experience in procurement and project management is backed by a Master's degree in Business Administration and Management and a Postgraduate Diploma in Accounting and Finance.



Claire Brown

National Director AVID Australia, Victoria University

Claire has worked as an education policy advisor in two states, researcher and academic. She feels privileged to be the National Director, AVID Australia. AVID works across Australia to improve the quality of teaching and learning for students and teachers regardless of their postcodes or circumstances. Current research interests are teacher professional learning, improving the status and quality of teaching and learning, and education policy.



Emma Dawson

Executive Director, Per Capita

Emma Dawson is the Executive Director of Per Capita. Formerly, she was a senior advisor on Digital Inclusion at Telstra, Executive Director of the Institute for a Broadband Enabled Society at the University of Melbourne, and a senior policy advisor in the Rudd and Gillard governments. Emma has published reports, articles and opinion pieces on a wide range of public policy issues, which have appeared in the Sydney Morning Herald, The Age, the Guardian, The Australian, and a number of online publications. She is a regular panelist on The Drum on ABC TV.



Stephanie Edwards

Managing Director – RPO & Professional Search, Australia and New Zealand, Korn Ferry

Stephanie Edwards is the Managing Director for RPO and Professional Search for Australia and New Zealand at Korn Ferry. In her role, she is responsible for the strategic direction and operational delivery of the RPO and Professional Search business lines.



Dr Jo Jenson

Head of Teaching and Learning, Royal Australian College of Medical Administrators

Dr Jenson commenced her career as a medical receptionist and built a successful EA career working directly with Chairmen and entrepreneurs such as Lindsay Fox, and the former Victorian State Treasurer, Hon Alan Stockdale. Jo is currently the Director of Education at the Royal Australasian College of Medical Administrators.



Paul McDonald

Chief Executive Officer, Anglicare Victoria

Paul is currently CEO of Anglicare Victoria, the State's largest provider of foster care, family welfare and youth support services. Paul has been Chair of a range of nationally significant Committees on behalf of the Australian Government and founding Chair of the national 'Home Stretch' campaign, extending foster care to 21.



Maria Oddo

Principal and Senior Manager, Department of Education Victoria

Maria Oddo has over 30 years' experience in Education and is a recognized leader and Senior Executive in her field. Maria is both a Principal and Senior Manager for the Professional Practice Leadership Division of the Department of Education, Victoria. Currently based at the Department of Education central leading a state-wide initiative in collaboration with International partners, Maria has extensive experience influencing programs and outcomes that impact Education across the State.



Matthew Pringle

Partner/Executive Director - Strategic Board and Governance Advisory, Pitcher Partners

Matthew is a partner/executive director of Pitcher Partners Melbourne and is responsible for leading the Corporate Governance Advisory service offering. He has been with Pitcher Partners and predecessor firms since 1982 and was admitted to the partnership in 1994. Throughout his career, Matthew has acquired extensive knowledge and experience in providing sound commercial advice together with assistance with corporate and transaction services and has developed specialist knowledge of public company and large private business requirements having previously led the Corporate Finance division nationally.



Mark Unwin

Chief Executive Officer, Australian Sports Turf Managers Association

Mark is the Chief Executive Officer of the Australian Sports Turf Managers Association, the peak-body for the education, advocacy, professional development and research for Sports Turf Management professionals in Australia. Mark has an extensive background in Executive and Senior Management positions for over 15 years, working across Operations, Customer Experience and Sales, in industries including Advertising and Multimedia, Conferences & Events.



Professor Sherman Young

Associate Deputy Vice-Chancellor Education, RMIT

Professor Sherman Young is the Associate Deputy Vice-Chancellor Education at RMIT University. Sherman has a BSc in Design (UNSW), an MA in Media, Technology and Law (Macquarie) and a PhD in Media and Cultural Studies (UQ). Prior to becoming an academic, Sherman ran a multimedia production company building interactive media for a range of corporate and publishing clients.



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.



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 impacts 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 having lived in Germany, the UAE and outback Australia.



Andrew Griffiths

International Bestselling Business Author - Global Speaker

Andrew Griffiths is an international author with 13 bestselling business books sold in over 65 countries. He shares his ideas, strategies and observations about doing business better all over the world, having delivered over 500 presentations in 25 countries. Andrew's clients include the European Union, Hewlett Packard, CBS, INC.com and many more.



Karen Hollenbach

LinkedIn Lady & Founding Director, Think Bespoke

Karen Hollenbach has built a reputation as an educator and content marketer who helps individuals and organisations unlock the power of LinkedIn to help achieve their career and business goals. With a warm, friendly and down to earth approach, Karen provides a fresh perspective on how to find your voice and tell your story. She shows you how to use LinkedIn to raise your professional profile within and beyond your industry and build your personal and organisational brand.



Joanne Love

International High Performance Expert

Joanne knows what it takes to make dreams a reality. As a high-performance expert, she has led Olympic potentials to success whilst nurturing their wellbeing. Now, she devotes her time to the growth and success of those in the corporate space. Working around the globe, Joanne has been instrumental in helping hundreds of clients achieve big results.



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.



Beck Melville

Wellbeing Keynote Speaker, Coach and Trainer

Beck Melville specializes in workplace wellbeing and is passionate about affecting positive change and inspiring people to unlock their human potential. Executive roles in structured finance, leadership development, telecommunications and not for profits both in Australia and internationally, means she has practical experience in helping teams to navigate and embrace change. With undergraduate qualifications in Commerce and Finance and post graduate studies in Applied Positive Psychology at Melbourne university, Beck draws on a unique blend of business acumen and the latest research from the fields of positive psychology and neuroscience to support individuals and organisations to flourish.



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.



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!



Robert Taylor

Senior Consultant, Executive Assistant Academy

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



David 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.



Senior EAs & PAs

confirmed as participating at this event include:



Kate Brownscombe

Team Leader/Executive Assistant, Advisory, Ernst & Young
Kate is a Team Leader as well as an experienced Executive Assistant at Ernst & Young (EY). As Team Leader Kate is building EY's Executive capability through managing a team of Executive Assistants to deliver invaluable service and helping to define the future for EAs in EY. In her Executive Assistant role, she supports two Partners to build a better working world.



Cathie Cattunar

Executive Assistant to Deputy Secretary, Justice Policy and Data Reform and Executive Assistant to Acting Secretary, Family Violence, Justice and Social Services Coordination and Workplace, Department of Justice and Community Safety

Cathie has an outstanding record of successfully providing high level/senior executive administrative services in a variety of state government departments. She is highly experienced in working in collaborative and embracing environments as well as challenging and demanding environments, whilst providing excellent strong work ethics of confidentiality, problem solving and understanding of the roles performed within an organisation.



Jo Galati

Executive Assistant to Group Executive, Institutional, ANZ

Jo is an experienced Executive Assistant with more than 10 years business experience. In addition to executive support in her current role Jo contributes to internal communications and staff engagement activities and works closely with marketing to support client events. Jo enjoys the strategic element of her role that ensures an effective balance of governance, staff and client interactions.



Nick Ginsburg

Executive Assistant to the Provost and Senior Vice-President, Monash University

Nick Ginsburg is the Executive Assistant to the Provost and Senior Vice-President at Monash University. In April 2018, Nick launched the Monash University Executive Assistant Network to establish a forum for knowledge-sharing and professional development, through tailored training, programs and social events.



Mina Italiano

Executive Administration Manager Asia-Pacific, Itron Networked Solutions Inc.

Mina is a resourceful, dynamic and pro-active professional with extensive experience in a variety of industries including public relations, communications, mining and smart cities. Mina provides EA support to the VP/GM, APAC. She is also responsible for office support, facilities management, events and marketing for the APAC region. Mina is a champion of networking and raising the EA profile.



Monica Kim

Executive Assistant, Commercial and Legal

Monica Kim is a professional Executive Assistant with over 20 years' experience in all administrative tasks. In her current role, she supports the two Managing Partners of one of Adelaide's fastest growing accounting practices who provide a range of personalised consulting, tax, accounting software and bookkeeping solutions for a diverse array of clients. Although she is new to the business, she is motivated to make a significant contribution to the culture, provide insight for the managing partners on operational matters, assist with the businesses strategic plan and maintain key stakeholder relationships.



Phoebe Van Leuvan

Personal Assistant to Manager Property Services, The City of Greater Bendigo

Roles in the Hospitality and Retail Management sectors proved to be great preparation for Phoebe's move into Local Government, leading to a rewarding career and family balance. Phoebe currently works part-time, job sharing two assistant roles supporting the Manager, Property Services and the Mayor of the City of Greater Bendigo.



Natalie Maggio

Executive Assistant, ICT Strategic Planning, Victoria Police

Natalie is currently the Deputy CIO's Executive Assistant, prior to that she was the Executive Assistant to the Assistant Commissioner of Information, Systems and Security Command. She has worked at Victoria Police for 9 years starting in the Chief Commissioners office as a senior receptionist. With over 15 years of experience in the executive support space, Natalie has worked in various commands supporting multiple executives. Natalie has two beautiful little children that keep her very busy when she is not at work.



Abilene Roscoe

Executive Assistant to General Manager Corporate Services, Victoria Managed Insurance Authority

Since 1996 Abilene has been a Senior Executive Assistant in the Public Sector, starting her career in DPC and then becoming EA to a Former State Minister of Victoria. Abilene has also had some experience working in a not for profit organisation and the private sector. Abilene is currently the EA to General Manager of Corporate Services | Risk Enterprise and also supports the Executive Manager of People and Culture and the Chief Information Officer. Abilene strongly believes that EA's should constantly challenge themselves professionally to help advance their career and that there is always room for growth.



Jo-Anne Salgado

Executive Assistant to Chief Executive Officer, Mercer (Pacific)

Jo is passionate about keeping Executives organised, focused and productive whilst thoughtfully managing life balance. A seasoned partner to C-suite executives with over 20 years' experience across the Mining, IT and Finance sectors, her capabilities include brand and profile guidance, project management and strategic support.



Benita Sharland

Business Support Executive, Carman's

Entrepreneurial thinking and an advocate for workplace wellness, Benita is Business Support Executive at Carman's. Benita's role combines that of Senior Executive Assistant to the Leadership Team and coordinator of all things People & Culture. Drawing upon two decades of providing executive business support across various industries, Benita has a passion for creating the ultimate employee experience and has firsthand experience on how a role can evolve by remaining nimble, curious and resourceful.



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 Monday 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 Crown Melbourne Conference Centre
- Held within one of Melbourne's favourite 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 plus GST

Our biggest
ever
Melbourne
Congress

EAN Exhibition Melbourne

*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.

14 & 15 October 2019

Monday	10.30am-5.00pm
Tuesday	10.30am-1.50pm

Our 2019 exhibition will feature over 50 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

Melbourne 2019 Congress Registration Form

Crown Melbourne Conference Centre, October 14th & 15th 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

SECTION B - REGISTRATION FEES

	By Friday 20th September	After Friday 20th September	
EAN Member	A \$1,295 + GST (\$1,424.50)	A \$1,695 + GST (\$1,864.50)	\$
Non-Member	A \$1,695 + GST (\$1,864.50)	A \$2,095 + GST (\$2,304.50)	\$

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

SECTION C - SOCIAL EVENTS

Date	Event	Cost	No. of tickets	Payment
14th October	Gala Dinner Full Delegate	N/A	Please tick box if you will be attending	Yes <input type="checkbox"/> No <input type="checkbox"/>
	- Guest Ticket	A \$150.00	\$
TOTAL SOCIAL EVENTS				\$

SECTION D - TOTAL PAYMENT

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

FORMS OF PAYMENT

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

CHEQUE

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

Executive Assistant Network
PO Box 628
Avalon NSW 2107
Australia

EFT

Please direct deposit funds to: Bank ANZ Bank
BSB 012 222
Account No. 4835 35447

Please insert your name as the reference on any EFT payments

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

CREDIT CARD

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

Cardholders Name Expiry Date /

Card Number

Security Code

Signature Date

Terms and Conditions

Your place is automatically reserved once your booking is received. Payment is required to confirm your booking. You will be sent a tax invoice within 5 working days of your registration permitting you 7 days to forward payment to Executive Assistant Network, if payment is not made at the time of booking. To receive the Early Bird rate a booking must be received by close of business on 20th September 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 any event for any reason, a full refund will be payable.

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I agree to the terms and conditions

Executive Assistant Network

Signature

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