



Executive Assistant
NETWORK

ANNUAL CONGRESS SERIES
now in its 7th year

THE EMPOWERED EA:
The executive's new business partner

MELBOURNE 2013

25 & 26 November, Sofitel Melbourne on Collins

*Ensuring greater efficiency
and productivity for your Executive*

*For program or registration enquiries call
02 8402 5000 or visit ExecAssist.com.au*

Australia's most highly acclaimed educational event for EAs and PAs



Dear Professional Colleagues,

Empowerment has become something of a buzz word in business, but the reality is, that within the evolving role of EAs and PAs, empowerment is an absolutely essential trait for those wishing to succeed.

Over the past 8 years we have had over 150 senior executives speak at our conferences, and we have held in-depth discussions with at least 150 more. A key concept that many of them have put to us is the notion of their working in partnership with their EAs and PAs, rather than in an out-dated, delegatory manner with little proactivity on the part of the assistant.

The evolution to this kind of working relationship can only occur when EAs feel empowered to become the managers of their executives office and embrace the challenges modern executives are advancing.

Modern executives now expect a lot from their EAs. They want to be able to rely on someone strong, trustworthy and totally dependable. They need to have someone who understands their short, medium and long term goals, their challenges and opportunities and who can assess changes within priorities based on issues as they arise.

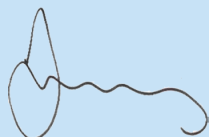
But as the manager of their executive's office, EAs and PAs are also a second face of that office and must ensure their brand and style are congruent with that of the executive as they network and interact with all key stakeholders in the business.

This conference will examine all the above and more, ensuring that your personal development is understood within the context of all the necessary technical, and social skills required as well as the knowledge and experience you must gain.

In this cycle of conferences, we want to offer you the opportunity to define what you expect from your career and life and learn all that is necessary to achieve these goals. Empowered and strong, we want you to be the great success you have always dreamt of being.

Because an empowered EA is the best EA an executive can get.

We hope to have you join us in November.



Jonathan McIlroy

Joint Managing Director of
Executive Assistant Network

PLATINUM SPONSORS



Your Australian Travel Partner for Excellent Service, Savings and Systems. If you are looking for a Travel Management Company to manage your corporate travel, we offer the perfect solution. Our experience has taught us that - like people - every client and organization is unique. That's why we always tailor a travel management solution accordingly. With the right mixture of service, savings and systems to make your corporate travel as effective and efficient as possible. As part of the ATP Group, our international network spans 52 offices, offering you a combination of global reach and local expertise.



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Premium Spirits & Wine has been established to service the Spirit & Wine needs of Australian Business. With the support of Pernod Ricard Australia, we bring you market leading brands, including Jacob's Creek, G.H. Mumm, Chivas Regal, Absolut and many more. Whether looking for exceptional spirits & wine for your client gifts, company events or staff drinks, Premium Spirits & Wine will have a product to meet your needs.

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SOFITEL
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MELBOURNE
ON COLLINS

Located at the prestigious 'Paris end' of Collins Street, providing a central address surrounded by galleries, gardens, architectural masterpieces and the city's finest attractions. The hotel's luxurious rooms and suites begin from level 36 offering floor-to-ceiling views that stretch across the city skyline, bay and beyond. Each room is complemented by modern furnishings, high speed wireless or cable internet, executive desk and integrated 'touch' technology for ambient lighting modes. Complement your stay with the contemporary dining of No35 headed by Restaurant Chef, Martin Horsley. The restaurant offers contemporary artworks, breathtaking views and serves modern cuisine that's matched to hand selected wines. Alternatively, enjoy the cosmopolitan cocktails in The Atrium Bar On 35 or sumptuous high teas and social occasions in Sofi's Lounge on the first floor level.



Voxy Lady is Australia's only Professional Women's Speaker Bureau promoting the most outstanding keynote speakers, TV and sporting personalities, performers, emcees, mentors and facilitators. The bureau has a wide variety of professional woman speakers and educators, to help busy Executive Assistants who have trouble finding women speakers and corporate trainers for their events.

Senior Corporate and Government Executives

Confirmed as participating at this event include:

RAPHAEL ARNDT, Head of Infrastructure & Timberlands, Future Fund
BEN BESSELL, GM Broker & Agency, CGU Insurance
PAUL BRODERICK, Commissioner of State Revenue, Commission of State Revenue
CHRIS BUCKINGHAM, Chief Executive Officer, Destination Melbourne
KATE CARNELL, Chief Executive Officer, Beyondblue
SHAUN COX, Managing Director, Melbourne Water
DR ELIZABETH DEVENY, Chief Executive Officer, Bayside Medicare Local
JANET DORE, Chief Executive Officer, Transport Accident Commission
PETER KING, Chief Executive, MCEC
NATASHA MANDIE, Managing Director, Mandie Consulting
GAVIN SMITH, President, Robert Bosch Australia
MARK STONE, Chief Executive, VECCI
THERESE TIERNEY, Chief Executive Officer, Bairnsdale Regional Health Service

Senior EAs and PAs

Confirmed as participating at this event include:

RACQUEL BUCHANAN, EA to Managing Director and Chief Executive Officer, Oz Minerals
CARISSA ELLIOTT, EA to Chief Operation Officer, VicRoads
JO FARELLO, EA to the Victorian Government Solicitor, Victorian Government Solicitor's Offices
KAREN FOGAS, EA to Managing Director and Chairman, Dairy Australia
JAYNE GILLESPIE, Executive Support Manager, Flinders Christian Community College
TERESA LOMBARDO, EA to Chief Executive Officer, Bairnsdale Regional Health Service
CHRISTINE MARTINEZ, EA to Managing Director, BMW Group Australia
JENNIFER ROBSON, EA to Managing Director - ViT, AECOM
DELIA SYMONS, EA to Global Marketing and Research Director, WorleyParsons
SHARLEEN TASSONE, EA to Head of Infrastructure & Timberlands, Future Fund
KATHY UHLIK, EA to Managing Director, Melbourne Water

Program at a glance

Monday 25th November 2013

- 7:45am Congress Registration opens
8:30am Chairperson's Opening Remarks

PERSONAL SKILLS – Career, goal setting and goal sticking: the essential pre-requisite to being empowered

- 8:45am The EA in the 21st century: mapping your career to fit a rapidly evolving role
9:30am Achieving business and personal goals: the art of implementing projects that matter
10:15am Morning Coffee
10:45am The EA as a Diplomat: make your executive's goals yours and become the Ambassador of your executive
11:45am The EA at the intersection of business and personal life: defining your role and asserting your position in the office
12:45pm Lunch

STREAM 1

RELATIONSHIP MANAGEMENT - The White Tiger in the office: relationship management for the empowered

- 2:00pm Dealing with reputation and image management across generations
2:45pm Be the one people want to know: reverse psychology in networking
3:30pm Afternoon Tea
4:00pm Finding your voice in the face of positive and negative criticism - or how to be assertive in a work environment (Conflict management session 1)
4:45pm Bracing for impact: knowing how to mediate, negotiate and fight back (Conflict management session 2)

STREAM 2

TECHNICAL SKILLS - Using the right tools at the right moment: empowerment through combining wisdom and technical knowledge

- 2:00pm Decision-making and innovation: How to use your creativity to solve problems in the workplace
2:45pm Information Management in the 21st century: an essential tool for EAs
3:30pm Afternoon Tea
4:00pm Strategic planning in the modern era: latest theories and types of strategic plans
4:45pm The EA one step ahead: mastering the technology that can help you to effectively manage your executive's office

- 5:30pm Close of Day 1
5:35pm Drinks within the exhibition area
7:00pm Gala dinner

Tuesday 26th November 2013

- 8:30am Chairperson's Opening Remarks

COMMUNICATION SKILLS - Make your voice heard without shouting: communication skills essential

- 8:45am Speak up! How to articulate ideas and hit your target in a few words
9:30am Stress, body language and peaceful communication
10:15am Morning Coffee
10:45am Communication for motivation – how to structure your communication to inspire progress and maintain momentum
11:30am The importance of having strategies for your communications with all stakeholders
12:30pm Lunch

BUSINESS SKILLS - Lessons from the market: the importance of corporate and business acumen for empowered EAs

- 1:45pm The EA as a corporate fortune teller: how to understand your business environment to foresee internal movements
2:45pm The business from the outside: external elements vital to the company
3:15pm Afternoon Tea
3:45pm The business from the inside: internal elements critical to the company
4:15pm Closing keynote: The Present - realise the power of your dreams and be the hero of your destiny

- 5:00pm Chairperson's Closing Remarks & Close of Congress

Full program in detail

Monday 25th November 2013

7:45am Congress Registration opens

8:30am Chairperson's Opening Remarks

PERSONAL SKILLS – Career, goal setting and goal sticking: the essential pre-requisite to being empowered

8:45am The EA in the 21st century: mapping your career to fit a rapidly evolving role

According to Thales: "The most difficult thing in life is to know yourself". And we are asking you, where do you stand in respect to your career?

EA has been working for and with EAs and PAs for eight years and from this knowledge we have built a clear road map of the career of EAs.

We have identified what might be described as three key grades, levels or stages in the career of an EA, where each grade is based on a very specific set of skills and where skills are cumulative and not alternative.

We believe it is essential for EAs to know what's expected so they can see where they might be lacking. This presentation is designed to provide a gap analysis in terms of skills to EAs. You will be offered the opportunity to assess where you stand and where you can aim towards. What are your weaknesses and your strengths and what is it you need to acquire to become more efficient and proficient in your job and evolve in your career.

JONATHAN MCILROY, Joint Managing Director, Executive Assistant Network

MARIE-CHARLOTTE ROUZIER, Manager Training and Education, Executive Assistant Network

9:30am Achieving business and personal goals: the art of implementing projects that matter

Projects are defined by several aspects: they are temporary, defined by a beginning and an end, involve financial constraints, and are by definition unsettling as not replicable. As an empowered EA, you will be required to oversee and manage projects from start to finish with varying degrees of independence and often with very little guidance.

Project management skills also apply to your own personal projects, opening wide the door to being fully empowered in all aspects of your life!

In this presentation, you will learn how to:

- develop a proper methodology and mind frame to tackle projects
- define the necessary steps to complete a project
- use the available resources and knowledge to achieve what is expected

PETER COOK, Speaker, Author, Mentor, Peter Cook Enterprises Pty Ltd

10:15am Morning Coffee

10:45am The EA as a Diplomat: make your executive's goals yours and become the Ambassador of your executive

At one of our conferences last year, a senior executive described his EA as the "Great ambassador of my office", and to us this is no overstatement! EAs are the first deputy for their executives and, as such, have a significant degree of influence over an executives' strategy and priorities. Executives rely on their EAs to keep them abreast of what is going on in the office. As one executive earlier this year succinctly put it, he needs his EA to be his "corporate thermometer". Moreover, EAs have access to a very substantial amount of very sensitive information, both personal and business. In this panel discussion, our six senior executives will define and shed light on these expectations and will help you to:

- act as an Ambassador: understand and convey the corporate culture and personal brand of your executive
- act as a Reporter: be the objective and reliable witness for your executive
- act as a Lawyer: be bound by confidentiality and discretion

PAUL BRODERICK, Commissioner of State Revenue, Commission of State Revenue

CHRIS BUCKINGHAM, Chief Executive Officer, Destination Melbourne

KATE CARNELL, Chief Executive Officer, Beyondblue

SHAUN COX, Managing Director, Melbourne Water

DR ELIZABETH DEVÉNY, Chief Executive Officer, Bayside Medicare Local

JANET DORE, Chief Executive Officer, Transport Accident Commission

MARK STONE, Chief Executive, VECCI

11:45am The EA at the intersection of business and personal life: defining your role and asserting your position in the office

Empowered EAs are pro-active in their task and project management, knowing exactly what they need input, guidance or approval for. However, executives may sometimes be tempted to request from EAs the performance of tasks linked to their personal life. As one senior executive put it last year: my EA is my "Fashion consultant, priest, relationship adviser". So there is a definite cross over between a strictly arms-length professional relationship. And sometimes, EAs may act for other stakeholders in the company, presenting a definite advantage in terms of strategic evolution in the company, but adding yet more complexity to the issue of managing different relationships. In this panel discussion, our six senior EAs will provide guidance on:

- creating and conveying the image of yourself as a partner in business, not just an aid
- keeping abreast of news and current affairs in relation to your company and industry to enable you to anticipate and proactively manage changes to your executive schedule and priorities
- defining the boundaries: establishing limits to your involvement in your executive's personal life and understanding how the interplay of this part of the relationship can impact the professional evolution of the EA in the long term
- dealing with other internal stakeholders and defining the boundaries of your involvement with them

RACQUEL BUCHANAN, EA to Managing Director and Chief Executive Officer, Oz Minerals

KAREN FOGAS, EA to Managing Director and Chairman, Dairy Australia

CHRISTINE MARTINEZ, EA to Managing Director, BMW Group Australia

DELIA SYMONS, EA to Global Marketing and Research Director, WorleyParsons

SHARLEEN TASSONE, EA to Head of Infrastructure & Timberlands Future Fund

KATHY UHLIK, EA to Managing Director, Melbourne Water

12:45pm Lunch

Day One Afternoon **STREAM 1**

RELATIONSHIP MANAGEMENT - The White Tiger in the office:
relationship management for the empowered

2:00pm Dealing with reputation and image management across generations

People's perception of each other is usually crystallised in a matter of seconds. Representing your executive and yourself in and out of the office, your image is a precious asset that can become a huge liability. Empowered EAs must have a total control of their image and the values they display in all their interactions. Yet stakeholders all come from various backgrounds, belong to different social and age groups, and have diverse modalities of understanding human interactions. In this presentation, you will learn:

- how to identify the values you want to convey
- how to adopt them as a code of conduct
- how to make them visible to all

COSIMINA NESCI, Personal Branding and Corporate Branding Expert

2:45pm Be the one people want to know: reverse psychology in networking

It's Not Who You Know, It's Who Knows You. Empowered EAs know how to identify all stakeholders in a business and their roles and importance in all different aspects. Creating connections within the company and the industry is crucial for EAs. Networking is not a luxury but a necessity and is vital in becoming an indispensable EA. Reverse networking teaches you to promote others rather than yourself. In this presentation, our specialist will teach you how to make yourself visible to all and get the benefit of their efforts to network with you.

MAREE HAMILTON, Business Keynote Speaker & Author, Network Events Melbourne

3:30pm Afternoon Tea

4:00pm

Finding your voice in the face of positive and negative criticism - or how to be assertive in a work environment (Conflict management session1)

Defining your role and place in the office entails that people in the office hear, and more importantly listen to, what you have to say! Empowered EAs know how to give direct feedback in such a way so as to avoid hurting people's feelings, get their point across and generate positive outcomes. More globally, EAs must also be able to stand for themselves and their executive's office when confronted by stakeholders who may not share their view. In this case study, our specialist will help you develop this crucial set of skills:

- be assertive
- give feedback
- stay focused on your and your executive's goals
- build your perceived authority in the minds of others

CHRIS WALTER, Principal, Qimota ®

Bracing for impact: knowing how to mediate, negotiate and fight back (Conflict management session 2)

Conflict resolution strategies become essential whenever you realise that conflict is no longer avoidable and a solution must be devised by and for the people at stake. No one likes to confront someone else and deal with an emotionally charged and challenging situation, yet empowered EAs know exactly what to do and how to act to get the situation back to normal and resolve the conflict in a matter suitable for all stakeholders. In this highly-interactive workshop, you will learn the various ways to solve a conflict in a timely and effective manner via:

- creating options and developing creative win-win solutions
- developing your ability to sympathise and your cooperative power
- managing your emotions so you can focus on resolving the issue
- mapping the conflict and adopt a birds-eye view of the issue

- up-skilling your ability to mediate and to negotiate

HELEN EDWARDS, Creator, Innovator, Motivator, SAP WM Trainer & Coach

5:30pm

Close of Day 1

5:35pm

Drinks within the exhibition area

7:00pm

Gala dinner



"I almost backed out in attending the full two days (due to work commitments). I am so glad that I didn't as it was a conference not to miss! Thank you."

Connie Theodosiou, Dept Industry, Innovation, Science, Research & TE

Full program in detail

Monday 25th November 2013

Day One Afternoon **STREAM 2**

TECHNICAL SKILLS - Using the right tools at the right moment: empowerment through combining wisdom and technical knowledge

2:00pm Decision-making and innovation: How to use your creativity to solve problems in the workplace

EAs and PAs constantly have to tackle unforeseen circumstances and challenges in an increasingly complex workplace so that everything runs smoothly and everyone keeps their sanity. Good problem-solving skills are innate for many EAs and PAs but these skills can easily be extended and enhanced. In this session Irena shows you how to use some simple techniques that will enable you to be creative and innovative in the work place so you can achieve better results, faster. Learn how to:

- Create innovative solutions quickly to lift productivity
- Improve decision-making for higher quality outcomes
- Have confidence in your creative problem-solving skills

CAROLINE CAMERON, Master Coach & Director, Possibility to Reality (P2R)

2:45pm Information Management in the 21st century: an essential tool for EAs

In this DNAge, information is the key to success and failure. EAs are responsible and accountable to capture, manage, store, share, preserve and deliver information appropriately and responsibly. However, like any staff in any company, EAs face a wide range of flaws linked to information management: variety of systems; lack of coordination between systems; absence of strategic direction; dearth of training; poor quality of information; disparity of business elements impacted by IM and much more. In this case-study, our consultant will:

- help you understand the importance of IM
- give you guidance on how to establish and manage an appropriate IM system for your executive office
- help you acknowledge and classify, for your own use and

your executive's use, the information that transits through the executive's office and its relevance and importance

MARIE-CHARLOTTE ROUZIER, Manager Training and Education, Executive Assistant Network

3:30pm Afternoon Tea

4:00pm Strategic planning in the modern era: latest theories and types of strategic plans

Strategic planning is how an organisation or an individual defines its objectives, values, missions and the way to achieve these, including the allocation of resources. EAs and PAs must think strategically, understand how their business operates and how their executives arrive at the decisions they make. This requires understanding of how strategic plans and business plans are developed. In this advanced session, our specialist will present you the latest trends in strategic planning analysis.

JEANETTE KAVANAGH, Speaker, Author, Counsellor and Consultant, Strategic solutions - our solutions

4:45pm The EA one step ahead: mastering the technology that can help you to effectively manage your executive's office

If you want to become an effective manager of your executive's office, being adept with technology and knowing the systems, infrastructure, software and tools that can assist you to do so is essential. Not an easy task considering how quickly IT evolves. Whether you have the skills to become technically competent is less important than whether you know how essential it is for you to keep abreast of whatever it is that can help you and have sufficient knowledge or the relationships within your network to know how to resource it and implement it.

In this session, you will learn:

- how to handle new forms of communication
- to develop proper methodologies to apprehend and understand quickly any new piece of technology

- to understand the tenets of social media, their benefits as well as their risks and pitfalls in relation to your management of your executive's office

SPEAKER TBC

Close of Day 1

Drinks within the exhibition area

Gala dinner

"The EAN Melbourne Congress was brilliant. My first time attending and I will definitely be back next year. Well done to all the organisers, speakers and attendees in making this a worthwhile event!"

Danielle Gray, Port of Melbourne Corporation

"Professionally planned with unbelievable attention to detail, this well organized conference offered the unique experience of great networking, excellent speakers with the added bonus of inspirational panel sessions. All of this was delivered by supportive and motivational presenters – such empowerment and quality is rare..."

Kelly Keritz, GS1 Australia

"It was so uplifting to have such successful business people on the panels reinforcing their expectations of an EA and exchanging such valuable information."

Sharon Camm, Haileybury

Full program in detail

Tuesday 26th November 2013

8:30am Chairperson's Opening Remarks

COMMUNICATION SKILLS - Make your voice heard without shouting: communication skills essential

8:45am Speak up! How to articulate ideas and hit your target in a few words

Verbal communication is the first form of communication we think of when we talk about communication. It seems simple yet you will discover the extent to which we typically don't understand each other, even on simple matters or concepts. The brain has so many filters and verbal communication encompasses so many variables that effective verbal communication is an art that needs to be learned in order to be mastered. In this session, our mesmerising speaker will take you on a journey through the essentials of true verbal communication:

- speak with authenticity and empathy
- love your voice
- master your voice tone
- focus your attention



NERYL EAST, Communication specialist, writer, trainer, speaker, voice-over artist, Neryl East Communications

9:30am Stress, body language and peaceful communication

Stress alters our perceptions, creating hurdles in communication in the workplace. In this workshop, Liz will teach you how to adopt a no-stress attitude that will allow you to respond instead of reacting, allowing you to develop peaceful and effective work relationships.

LIZ O'BRIEN, Principal, Health Management Enhancement

10:15am Morning Coffee

10:45am Communication for motivation – how to structure your communication to inspire progress and maintain momentum

Have you ever wondered why motivation declines after the initial excitement of a new idea, or when projects get stuck? Or have you ever felt the frustration of having your most important work displaced by urgent but far less important tasks? The visibility you have on the stuff that matters, and the structure you use to communicate progress, are critical to maintaining motivation and momentum. In this insightful session, motivation design expert Dr Jason Fox will share some of the simple, low-tech structures and methods you can use to communicate and drive progress.

DR JASON FOX, Gameful Motivation, Making clever happen

11:30am The importance of having strategies for your communications with all stakeholders

For EAs, a strategic approach to communicating with their executive can be the key to ensuring the sound development of a true partnership. The success of this strategy relies mainly on the establishment of frequent meetings and the allocation of specific goals to each meeting. These meetings also enable empowered EAs to not only receive feedback from their executives, but also to give feedback. Finally, these meetings constitute the greatest opportunity for EAs to have their executives aware of their personal and career goals. Our panel of senior EAs will:

- share their experiences and provide various ideas on how to set up and implement an effective strategic approach to managing communication channels with your executive as well as ideas on the different types and opportunities for communication that might exist
- examine ways to systematise different diverse feedback systems and demonstrate their importance
- design and present the several ways EAs can share their business and personal goals with their executives

CARISSA ELLIOTT, EA to Chief Operation Officer, VicRoads
JO FARELLO, EA to the Victorian Government Solicitor, Victorian Government Solicitor's Offices
JAYNE GILLESPIE, Executive Support Manager, Flinders Christian Community College
TERESA LOMBARDO, EA to Chief Executive Officer, Bairnsdale Regional Health Service
JENNIFER ROBSON, EA to Managing Director – VicT, AECOM

12:30pm Lunch



"I felt spoiled to be part of a network which truly meets the needs of its stakeholders in the form of such a brilliant conference."

Sharon Lukua, Centre for Health Economics, Monash Uni

Full program in detail

Tuesday 26th November 2013

BUSINESS SKILLS - Lessons from the market: the importance of corporate and business acumen for empowered EAs

1:45pm

The EA as a corporate fortune teller: how to understand your business environment to foresee internal movements

Industry knowledge is a crucial element to becoming a true business partner with your executive. It covers a wide range of various issues linked to the products or services marketed by the company and requires a specific set of skills in terms of uncovering, updating and managing the relevant information. Empowered EAs will use this role and knowledge of the industry to guide all stakeholders around the executive's office. In this panel discussion, our five senior executives will:

- stress the importance of EAs being well aware and on top of all information concerning the industry they belong to
- provide guidance on the types and extent of information they believe EAs should be aware of
- develop how to use this knowledge to the benefit of the executive's office and other stakeholders
- help EAs understand and interpret the various data – technical and fundamental – on a daily basis
- provide a methodology for systematisation of the relevant information and memorisation of the latter

RAPHAEL ARNDT, Head of Infrastructure & Timberlands, Future Fund

BEN BESSELL, GM Broker & Agency, CGU Insurance

PETER KING, Chief Executive, MCEC

NATASHA MANDIE, Managing Director, Mandie Consulting

GAVIN SMITH, President, Robert Bosch Australia

THERESE TIERNEY, Chief Executive Officer, Bairnsdale Regional Health Service

2:45pm

The business from the outside: external elements vital to the company

For EAs, business acumen is key to understand the functioning of the business and hence the tasks assigned to their executive. Following the session on how to understand the industry you work in, this presentation will help you understand the

environment your company evolves in and how this environment impacts the conduct of the business. Four main elements will be identified and studied in detail:

- media
- consumers and clients
- competitors
- regulator

AMANDA BURRELL, Principal, Captivus

3:15pm

Afternoon Tea

3:45pm

The business from the inside: internal elements critical to the company

Following the presentation on the external elements influencing the politic of the company, and after a well-deserved tea, our business consultant will now focus on the internal elements that must be dealt with on a daily basis and that will keep your executive busy. Five main elements will be addressed:

- human resources
- finance and accounting
- administration
- shareholders
- group (mother company)

AMANDA BURRELL, Principal, Captivus

4:15pm

Closing keynote: The Present - realise the power of your dreams and be the hero of your destiny

In today's tumultuous world it's easy to sometimes feel like you are simply existing rather than truly living. A battle for your attention is being fought every second; you are constantly bombarded by a myriad of conflicting messages - not to mention the constant background buzz of your own internal dialogue. With your mind full to overflowing, your energy levels soon diminish and with it, so does your quality of life. But how do you escape this vicious cycle? The Present is an insightful and uplifting theatre-like experience using an elegant and inspiring marriage of voice, sound, music & visual imagery that will lift you out of your day-to-day concerns and return you deeply into the present moment – where your joy and true power resides. Jason Jay will be your guide, providing you

with a welcome reprieve from the 'click and whirring' of your mind and gently pointing you towards a more connected and joyful way of being and working. 3 take home values:

- learn how to focus more on your human being – and less on your human having!
- learn how to recognise the existing gateways in your life that get you out of your head and back to the present moment
- how to use a 'Rampage of Appreciation' to create true peace of mind

JASON JELICICH, Inspirational Speaker, BePresent Enterprises

5:00pm

Chairperson's Closing Remarks & Close of Congress



"I also gained invaluable information from the speakers and information content of the congress. Thank you to all who played a part in the organising of this fabulous event and of course, it goes without saying how spectacular the gala night was as well."

Cathy Geier,
National Health & Medical Research Council

Speaker biographies

Our Senior Corporate and Government Executives



RAPHAEL ARNDT

Head of Infrastructure & Timberlands, Future Fund

Raphael joined the Future Fund in early 2008 as Head of Infrastructure and Timberland. Raphael was previously an Investment Director with Hastings Funds Management where he was responsible for managing infrastructure and timberland portfolios and leading transactions. He holds engineering and economics degrees and a PhD from the University of Melbourne.



BEN BESSELL

GM Broker & Agency, CGU Insurance

Ben Bessell is the General Manager, Broker & Agency for CGU Insurance. In this role he is responsible for sales and distribution of general insurance and workers compensation products via insurance brokers and agents across Australia. Ben has over 20 years experience in the general insurance and workers compensation industries. Ben is an ANZIIF Senior Associate, an Alumni of the London Business School and is a Director on 3 Boards.



PAUL BRODERICK

Commissioner of State Revenue, Commission of State Revenue

Paul Broderick was appointed Chief Executive Officer and Commissioner of State Revenue in June 2002. He joined the SRO as Executive Director of Operations in 1998 after holding senior positions with ASIC. Paul has an MBA from the University of New England, is a Fellow of the Australian Institute of Management, is a CEDA Trustee, is a Fellow of IPAA and was awarded the 2006 Symantec IT Visionary of the year award for the Asia/Pacific region.



CHRIS BUCKINGHAM

Chief Executive Officer, Destination Melbourne

Chris has more than a decade's experience as leader in regional Victoria and Melbourne. Chris is widely credited for rebuilding Destination Melbourne and reinvigorating the Gippsland tourism industry. He is an active member of Vecchi's Executive Council, the Victoria Tourism Industry Council and of the Victoria University's School of International Business - Industry Advisory Board. He is also a Graduate member of the Australian Institute of Company Directors.



KATE CARNELL

Chief Executive Officer, Beyondblue

Kate Carnell was appointed Chief Executive Officer at Beyondblue in 2012. Ms Carnell has been a Director of Beyondblue since 2008 and Deputy Chair since 2010. Previously, Ms Carnell was the Chief Executive Officer of the Australian Food and Grocery Council. She is also the former Chief Executive Officer of Australian General Practice Network is a pharmacist by profession and was the first female to become the National Vice-President of the Pharmacy Guild of Australia. Ms Carnell was elected to the ACT Legislative Assembly in 1992, and became leader of the ACT Liberal Party in 1993. She was elected Chief Minister, ACT in March 1995, and re-elected in 1998 becoming the first Liberal woman to be elected as Chief Minister or Premier in Australian political history.



SHAUN COX

Managing Director, Melbourne Water

Shaun Cox was appointed Managing Director of Melbourne Water in March 2011 and is currently a Board Member (and former Chair) of both the Smart Water Fund and the Water Services Association of Australia (WSAA). Shaun also sits on the Board of the Centre for Water Sensitive Cities – in association with Monash University and is Chairman of the WSAA Customer & Industry Policy Committee. Prior to joining Melbourne Water, Mr Cox has held the position of Managing Director of South East Water and Chief Executive Officer of Gold Coast Water.



DR ELIZABETH DEVENY

Chief Executive Officer, Bayside Medicare Local

Elizabeth Deveny is the Chief Executive of the Bayside Medicare Local, whose key focus is improving the health and wellbeing of its local communities, addressing health equity and sustainability. Elizabeth has a strong background in health management and academic research. Elizabeth currently sits on the Medicare Local national eHealth program advisory group and the Monash University Telehealth project advisory committee.



JANET DORE

Chief Executive Officer, Transport Accident Commission

Janet Dore was appointed Chief Executive Officer of Victoria's Transport Accident Commission (TAC) in October 2008. She was appointed to the Victorian Planning Appeals Tribunal whilst holding academic appointments at (then) RMIT and FIT. In 1994 Janet was appointed the first CEO of the newly amalgamated City of Ballarat. In 1999 she was appointed General Manager (CEO) of Newcastle City Council where she served until her appointment as Chief Claims Officer of the TAC in 2007. She holds an MBA from Deakin University and is a Fellow of both the Australian Institute of Management and the Australian Institute of Company Directors.

Speaker biographies

Our Senior Corporate and Government Executives



PETER KING

Chief Executive, MCEC

Peter joined the Melbourne Convention and Exhibition Centre (MCEC) as Chief Executive in February 2012. Peter has previously worked in a number of senior sales and marketing roles in the sporting goods industry. Following this, he became President of Asia Pacific Sunbeam/Coleman organisation. More recently, Peter was the Chief Executive of the Royal Agricultural Society (RAS) of NSW based at Sydney Olympic Park. Growing up in Melbourne, Peter graduated from the Royal Melbourne Institute of Technology with a Bachelor of Business (Economics).



NATASHA MANDIE

Managing Director, Mandie Consulting

Natasha Mandie is the Managing Director of Mandie Consulting, a boutique corporate advisory firm servicing small to mid-market companies and has over 15 years' experience. Natasha sits on various Boards, is Vice Chair of the Juvenile Diabetes Research Foundation and has a Bachelor of Commerce (Honours) and LLB (Honours) from The University of Melbourne and she is also a Graduate of the Australian Institute of Company Directors and a Fellow of FINSIA.



GAVIN SMITH

President, Robert Bosch Australia

Gavin joined Bosch Australia in 1990, and was appointed President of the local subsidiary in October 2011. Since 1997 Gavin has held numerous positions within Bosch's Automotive Original Equipment business both locally and in Germany. Gavin is a director of the joint venture companies FMP and BSH Home Appliances, as well as a director or chairman for each of the Bosch wholly owned subsidiaries. Gavin holds a bachelor of commerce degree from the University of Otago, New Zealand and an MBA from Monash University in Melbourne, Australia.



MARK STONE

Chief executive, VECCI

Mark Stone is the Chief Executive of VECCI, Victoria's most influential business organisation. Mark is a Director on the Board of Tourism Australia, a Director on the Board of the Australian Chamber of Commerce and Industry (ACCI), an Australia Day Ambassador and Fellow of the Williamson Leadership program. Prior to joining VECCI, Mark was the Chief Executive of Tourism Victoria. This followed a 12 year period as Chief Executive of Parks Victoria, which manages one fifth of Victoria's land area, employs 1200 staff and has a \$4 billion asset base.



THERESE TIERNEY

Chief Executive Officer, Bairnsdale Regional Health Service

Therese Tierney has worked in the health sector for over 30 years and has been in CEO and executive roles since the mid 1990's. Prior to coming to Bairnsdale Regional Health she was the CEO of Orbost Regional Health for five years and during that period they won the Premiers Award two years in a row and other National and State awards for excellence in quality care innovation and people management. Therese was also appointed by the Minister for Health to the Health Innovation and Reform Council last year and is on the East Gippsland Marketing Board.

"A critical component to professional and personal development for all EA's and PA's. I look forward to it each year."

Emily Osborne,
Ducon Pty Ltd

"Although we all know that Executive Assistants are far more than support staff, they still need to feel valued and appreciated. This need was genuinely fulfilled through the testimonies of the Executives present – if only all bosses could be so forthcoming with their praise."

Helen Johnston,
Gunnedah Shire Council



Speaker biographies

Our Senior EAs and PAs

**RACQUEL BUCHANAN**

EA to Managing Director and Chief Executive Officer, OZ MINERALS

Racquel has had over 11 years experience working for C-Level Executives in Australia. Prior to that Racquel lived in Vienna, Austria and worked for the Metro AG Group for seven years where she was the Executive Assistant to the General Manager, before she moved into the role as the Group Translator. Racquel currently works for the Managing Director, Chief Financial Officer and the Company Secretary at the ASX Listed Company OZ Minerals where she has been for 3.5 years.

**CARISSA ELLIOTT**

EA to Chief Operation Officer, VicRoads

Carissa Elliott is a highly professional administrator with over 20 years of experience in a range of senior administrative management and executive assistant roles across the private and public sectors. She has experience in the private construction and utilities sectors as well as the state government health, education and transport portfolios. Carissa thrives on change and enjoys leading people through it. She is often sought out as a mentor by less experienced Executive Assistants and takes pride in assisting in their development by sharing her own life and career experiences and learning.

**JO FARELLO**

EA to the Victorian Government Solicitor, Victorian Government Solicitor's Offices

Jo is a highly motivated EA with a wealth of experience in law firms. She lived in Canada and worked over 5 years in top tier firms in Vancouver, before returning to Australia where she has worked for Government and private firms. For the past 6 years, Jo has been EA to Victoria's Crown Solicitor and his Deputy at the Victorian Government Solicitor's Office.

**KAREN FOGAS**

EA to Managing Director and Chairman, Dairy Australia

Karen has over 20 years of experience working with senior executives in the private and public sectors. Starting as a Personal Assistant in a legal firm working her way to an Executive Assistant to a Partner then onto a Practice Manager role. Karen moved to Dairy Australia to take on the role of Office Manager. In 2009, Karen moved into her current role of Executive Assistant to the Managing Director and the Chairman of the Board of Dairy Australia.

**JAYNE GILLESPIE**

Executive Support Manager, Flinders Christian Community College

Jayne Gillespie has worked in the corporate finance, health and education sectors. She has fulfilled the role of Executive Assistant at a multi-campus Independent School with over 2,000 students for the last 4 years and recently has been promoted to the role of Executive Support Manager. Jayne is a member of the Executive Assistant Network, Australian Institute of Management and Australian Human Resources Institute and her passion is to see PA's fulfilled and developed in their integral roles in their organisation.

**TERESA LOMBARDO**

EA to Chief Executive Officer, Bairnsdale Regional Health Service

Teresa has been the EA to the CEO at Bairnsdale Regional Health Service (Public Health) since January 2011. In 2012, she received the AIOF Victoria Office Professional of the Year award. She has been involved in a number of Professional Network groups including President of AIOF Bairnsdale Branch and Chair of Gippsland Executive Assistant Network. She is passionate about mentoring and coaching young admin professionals.

**CHRISTINE MARTINEZ**

EA to Managing Director, BMW Group Australia

For over 20 years Chris has delivered high level support to CEOs and MDs across various industries; FMCG, advertising and automotive. Her vast experience gives new meaning to 'diversity on the job' covering everything from CEO/MD support, car racing team management, horse racing aficionado to mentoring junior assistants! Chris has held the position of EA to the MD of BMW Group Australia for the last nine years and has always been passionate about her role and the company she works for – the key ingredient to a successful career!

**JENNIFER ROBSON**

EA to Managing Director – VicT, AECOM

Jennifer Robson joined AECOM in 2000 with a background in executive administration of international export trade, engineering, aged care and industry associations. Since then she has held a number of roles ranging from Personal Assistant to the Director Victoria, to Administration Manager and Risk Management Officer, including responsibility for Occupational Health & Safety. She also undertook a short secondment to the Al-Raha Beach Development Project in Abu Dhabi. An accredited internal auditor and member of the Australian Human Resources Institute, her qualifications include an Associate Diploma of Business (Office Administration).

**DELIA SYMONS**

EA to Global Marketing and Research Director, WorleyParsons

Jane inspires professionals to make conscious decisions in effectiveness, leading people Delia has worked as an EA for the past 4 years. Whilst a relative newcomer to the realm of Executive Assistant, she built her experience prior to this working closely with senior executives in administration, strategic marketing and project coordination roles within the Oil and Gas industry.

**SHARLEEN TASSONE**

EA to Head of Infrastructure & Timberlands, Future Fund

Sharleen joined the Future Fund in 2010 as Executive Assistant to the Head of Infrastructure and Timberlands team. Sharleen has over 15 years of experience as an EA and some of her past employers are Deloitte, HBF and Towers Watson. Sharleen relocated to Melbourne 3 years ago due to her husband's work and enjoys taking on new challengers. Away from the office Sharleen is a State Netball Umpire and needs to balance her time between work and training. Sharleen has a very supportive Executive and network outside of the office in order to succeed at her goals.

**KATHY UHLIK**

EA to Managing Director, Melbourne Water

Kathy has had 10 years' experience at the Executive Assistant level, supporting CEOs, MDs, and Chairs; predominantly in the public sector. To this role, she has brought with her the knowledge and skills of over eight years of working in the banking sector, and a degree in music.

Speaker biographies

Our Business Consultants, Executive Coaches and Commentators



AMANDA BURRELL
Principal, Captivus

Amanda coaches/trains in branding, copywriting, marcom skills, professional relationship management, executive presence, vocal clarity and accent reduction. In 2006 Amanda won the Vice Chancellor's Award for Excellence in Teaching and Learning. In 2007 she won a Carrick Institute Australian Award for University Teaching.



CAROLINE CAMERON
Master Coach & Director, Possibility to Reality (P2R)

Caroline is a master certified, award winning professional coach, facilitator, speaker and author who presents enlightening new insights into the life many of us are living today. As the owner of Possibility to Reality(P2R), Caroline is on a mission to help ordinary people achieve extraordinary things. She was awarded the Australian & New Zealand Institute of Coaching's 'Coach of the Year', 2011. As a former Executive Assistant - she's been there too!



PETER COOK

Speaker, Author, Mentor, Peter Cook Enterprises Pty Ltd
Peter is a thought leader who is passionate about helping people implement the projects that matter. He is a best-selling author, a warm and engaging presenter and a proud new dad.



HELEN EDWARDS

Creator, Innovator, Motivator, SAP WM Trainer & Coach
Helen has been influential in bringing about systems, process and cultural change within some of Australia's most iconic, publicly listed companies. Helen is passionate about providing community assistance to people with disabilities and over the course of the last four years has developed a world first funding model for providing mobility and assistive equipment to those most in need.



NERYL EAST

Communication specialist, writer, trainer, speaker, voice-over artist, Neryl East Communications

Neryl has been a professional communicator for 30 years, including more than a decade in the media. She's also spent many years managing high-profile issues in local government – including one of Australia's biggest corruption scandals. She has a PhD in Journalism and is a published author on communication and change management.



DR JASON FOX

Gameful Motivation, Making clever happen

Dr Jason Fox is a motivation design expert on a quest to liberate the world from poorly designed work. Using the best elements of motivation science and game design, Jason shows forward thinking leaders how to build for the future of work.



MAREE HAMILTON

Business Keynote Speaker & Author, Network Events Melbourne

Maree Hamilton is an expert in the field of Networking – the art of forming and developing business relationships. An engaging speaker, Maree provides the tools that you can use to network within your industry & develop your business contacts into business partners and referral advocates. Maree runs training workshops, one on one mentoring sessions & seminars for corporations and businesses wanting to increase customers and referrals and develop networks both online and face to face.



JASON JELICHICH

Inspirational Speaker, BePresent Enterprises

Jason Jelichich is a published author, entrepreneur and inspirational keynote speaker - as well as being the former General Manager of the Executive Assistant Network. His message to audiences is as simple as it is profound; the quality of your connection to the present moment determines your success in work & life.



JEANNETTE KAVANAGH

Speaker, Author, Counsellor and Consultant, Strategic solutions - our solutions

Dr Jeannette Kavanagh's experience in education includes teaching from Prep to University and advising Ministers of Education. One of the original architects of implementing RPL, Jeannette negotiated the first substantial credit transfer between TAFE and University. As deputy director Box Hill TAFE she also brought vocational education and training (VET) into secondary schools. Her consultancy Dr Jeannette Kavanagh & Daughter delivers bespoke training on team building, strategic planning and anti-bullying



JONATHAN MCILROY

Joint Managing Director, Executive Assistant Network

Jonathan has over 14 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.



COSIMINA NESCI

Personal Branding and Corporate Branding Expert

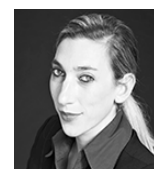
Cosimina is a results based image specialist whose passion is personal & professional development. She has co-authored two books on professional development and contributed to a book on looking fabulous at any age. Cosimina is a regular writer for several online business forums and magazines.



LIZ O'BRIEN

Principal, Health Enhancement

Liz O'Brien is a trained healthcare professional with clinical experience in stress and lifestyle management. She is also a tutor in wellbeing and stress at Monash University School of Medicine. Liz works with organisations that need their people to be at the top of their game and give their best. In order to help them achieve that, she shows people how to manage their mental and physical energy to achieve peak performance and maintain a healthy work/life balance. The Health Enhancement for Living Program is practical, engaging and experiential. It incorporates evidence-based stress reduction strategies, information and cognitive tools.



MARIE-CHARLOTTE ROUZIER

Manager Training and Education, Executive Assistant Network

After having completed a Master degree in European Law at La Sorbonne University, Marie-Charlotte worked for several years as a lawyer and found her passion in teaching law in Hungary. She joined EAN when she moved to Australia and is now Manager for Training and Education.



CHRIS WALTER

Principal, Qimota®

Chris draws upon nearly 20 years of direct leadership and management experience covering everything from Navy operations to management consulting to parenting. He is tertiary-qualified and professionally-accredited in several fields. He doesn't believe in 'fluff', just practical tips and tricks that ensure any relationship works as smoothly as possible.



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.

GALA DINNER & COCKTAILS

Sofitel Melbourne on Collins
Monday 25 November 2013



All attendees at the 2013 Annual Congress in Melbourne are invited to join us for a beautiful evening at one of Melbourne's most stunning venues. Relax and enjoy the evening with a sumptuous three course meal, fine wines and fantastic entertainment. Be a part of what has become renowned as a highlight of our social calendar; share your experiences of the day with your peers, guest speakers, sponsors and exhibitors.

What better way is there to ensure the perfect frame of mind for learning and networking. The opportunity to meet other senior EAs and PAs, new suppliers and service providers you may not be acquainted with and, of course, to experience incredible showcase-quality entertainment.

Attendance at the dinner is included within the registration fee for each delegate and additional guests can attend at a cost of \$150 inc GST.



EXPO2013

Sofitel Melbourne on Collins
Monday 25 & Tuesday 26 November 2013

FREE ENTRY

Also open to visitors not attending
the Annual Congress

Monday 10:00am to 5:30pm
Tuesday 9:30am to 4:00pm

Even if you can't attend the full conference, come along and experience the Exhibition with Suppliers Who Care About You And What You Do!!

Held alongside the leading 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.

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

Our 2013 exhibition will feature over 50 amazing companies with services and products as diverse as:

Accommodation (Hotels & Apartments), Event Venues, Team Building Venues, Team Building, Corporate Gifting, Training Venues, Recruitment, Convention & Visitors Bureaus, Gift Companies, Speakers Bureaus, Venue Finding Services, Travel, Transport, Corporate Liquor, Event Organisation, Corporate Interior Design, Corporate & Event Catering, Corporate Relocation, Corporate Photography, Audio Visuals, Office Consumables and Stationery, Information Technology, Corporate Hospitality, Corporate Entertainment, Massage & Beauty and much, much more.

Visit ExecAssist.com.au to PRE-REGISTER TO ATTEND

MELBOURNE 2013 Congress Registration Form

Sofitel, Melbourne 25 & 26 November 2013

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)

SECTION B - REGISTRATION FEES

	By 25 October 2013	After 25 October 2013	Payment
EAN Member	A\$1,200 + GST (\$1,320)	A\$1,600 + GST (\$1,760)	\$
Non-Member	A\$1,600 + GST (\$1,760)	A\$2,000 + GST (\$2,200)	\$

*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
25 Nov	Gala DinnerFull Delegate	N/A	Please tick box if you will / won't 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 in 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 Australia and New Zealand Bank
BSB 012 222
Account No. 4835 35447
Please insert your name as the reference on any EFT payments

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

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 25 October 2013 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 Executive Assistant Network in writing (letter, fax, email) by close of business on the 25 October 2013. 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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