



ANNUAL CONGRESS SERIES  
*now in its 7th year*

***THE EMPOWERED EA:***  
*The executive's new business partner*

**PERTH 2014**  
*Hyatt Regency Perth, 25 & 26 February*

*Ensuring greater efficiency  
and productivity for your Executive*

*For program or registration enquiries call  
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*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.

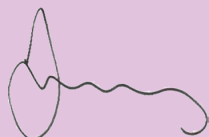
But as the manager of their executive's office, EAs and PAs are also a second face of that office and must ensure their brand and style are congruent with that of the executive as they network and interact with all key stakeholders in the business.

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 February.



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.



A Visual Productions began their business in 2008, vowing to become a leader in the audiovisual industry. To accomplish this, they deliver superior audiovisual services, technology, and coordination. In addition, they know it is not enough to simply sell goods and services to their clients. A Visual Productions' team is as equally versed in customer service issues as it is in audiovisual services. To achieve this, they implement four key service oriented components: value, performance, reliability and innovation. This combination of customer service, audiovisual equipment and dedicated teamwork are the cornerstones on which A Visual Productions company was founded. Today, four decades later, those core values are what separate them from the rest of their industry.



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### GOLD SPONSORS



Overlooking the picturesque Swan River, Hyatt Regency Perth's location, five-star service, well-appointed facilities and attention to detail make it the premier choice for weddings, corporate events and conferences. Superb ballrooms, various meeting facilities and a range of stylish function rooms, together with professional uncompromising service ensure your next event to be unforgettable, highlighting the philosophy of Hyatt Regency Perth that 'nothing is impossible'

### Senior Corporate and Government Executives

Confirmed as participating at this event include:

**MICHELLE ANDREWS**, Deputy Director General Strategic Policy, Department of Mines and Petroleum  
**SUZANNE ARDAGH**, WA Division Manager, Australian Institute of Company Directors  
**CHARLOTTE CARUSO**, Founder and Chief Executive Officer, PuggleFM  
**JODIE CHAMBERLAIN**, Director Of Strategic Issues, South Metropolitan Health Service  
**TONY FRIDAY**, Chief Executive Officer, Pilbara Regional Council  
**JODIE HATHERLY**, General Counsel, INPEX  
**RUTH JENKINS**, Director, Sina Safety Solutions  
**GERARD MOODY**, Chief Executive Officer, BDO  
**SANDRA MORRELL**, Principal, Aspire Academy of Learning & Leadership  
**TIM NETSCHER**, Managing Director, Gindalbie Metals  
**CATHERINE STODDART**, Chief Nurse and Midwifery Officer, Department of Health  
**DAVID TURNER**, Chief Executive Officer, Foresight Security

### Senior EAs and PAs

Confirmed as participating at this event include:

**RACHEAL BINNEY**, PA to Chief Executive Officer, Brightwater Care Group  
**AIMEE CAVANAGH**, EA to Managing Director and Executive Chairman, Cannings Purple  
**CHRISTIAN CROZIER**, EA to Dr Fiona Stanley AC, FAA, FASSA, The University of Western Australia  
**MARGARET EDWARDS**, EA to General Manager, Swan River Trust  
**KELLI FLOYD**, Assistant to Managing Director & Chief Operating Officer, CITIC Pacific Mining  
**JAN HORSMAN**, EA to Chairman & the Managing Director, Gindalbie Metals  
**GILLIAN INGRAM**, PA to Chief Executive, West Australian Football Commission  
**ANNA ITALIANO**, PA to Chief Executive Officer, Shire of Mundaring  
**TRUDY LAWRENCE**, EA to Managing Partner, Resource Capital Funds  
**JENNIFER LUMSDEN**, Project Officer-Executive Services, Bentley Health Service  
**SOPHIE MENEZES**, EA to Chief Nurse and Midwifery Officer WA, Department of Health WA  
**DEBORAH SIMMONDS**, EA to Vice President Business Development, Aurizon



## Program at a glance

### Tuesday 25 February 2014

- 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 Challenging you to be Brilliant  
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 From Conflict to Cooperation: Getting agreement without aggravation - Part 1  
4:45pm From Conflict to Cooperation: Getting agreement without aggravation - Part 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 First aid for EAs and PAs: more than just a technical skill

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

### Wednesday 26 February 2014

- 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 BULLSHIFT: How to get more honesty and straight talk in your key relationships  
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

Tuesday 25 February 2014

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?

EAN 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 Challenging you to be Brilliant

Self-Leaders are confident, competent, authentic and inspiring people who manage to inspire others to follow in their footsteps. Organisations that value self-leaders have higher employee retention, have exceptionally motivated employees and dynamic workplaces. As an EA do you strive for brilliance? Do you value brilliance in others around you? Knowing who you are, what your values are and how you fit into the organisation's culture is essential for personal and professional growth.

In this presentation Paula will share:

- Why the way you manage yourself and your emotions can build or compromise your personal brand
- Strategies to empower yourself to achieve
- Why it is your right to shine and be brilliant

Not everyone chooses to lead others however everyone can master being a Self Leader

**PAULA SMITH**, Speaker (CSP) and Director, Self Leadership Institute

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

**MICHELLE ANDREWS**, Deputy Director General Strategic Policy, Department of Mines and Petroleum

**SUZANNE ARDAGH**, WA Division Manager, Australian Institute of Company Directors

**JODIE CHAMBERLAIN**, Director Of Strategic Issues, South Metropolitan Health Service

**TONY FRIDAY**, Chief Executive Officer, Pilbara Regional Council

**RUTH JENKINS**, Director, Sina Safety Solutions

**DAVID TURNER**, Chief Executive Officer, Foresight Security

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 seven 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

**RACHEAL BINNEY**, PA to Chief Executive Officer, Brightwater Care Group

**CHRISTIAN CROZIER**, EA to Dr Fiona Stanley AC, FAA, FASSA, The University of Western Australia

**KELLI FLOYD**, Assistant to Managing Director & Chief Operating Officer, CITIC Pacific Mining

**GILLIAN INGRAM**, PA to Chief Executive, West Australian Football Commission

**ANNA ITALIANO**, PA to Chief Executive Officer, Shire of Mundaring

**TRUDY LAWRENCE**, EA to Managing Partner, Resource Capital Funds

**DEBORAH SIMMONDS**, EA to Vice President Business Development, Aurizon

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.

[CARMEL MURPHY](#), Director, The Communication Queen

3:30pm

Afternoon Tea

4:00pm

From Conflict to Cooperation: Getting agreement without aggravation

Being assertive and conflict resolution become essential whenever you realise a conflict is not going away and a solution must be found. Dealing with an emotionally charged and challenging situation can be tricky so naturally people feel reluctant. Yet empowered EAs know that this is something they can manage ... and manage well. Boost both your own and your executive's productivity by learning the easy approach to converting conflict to cooperation. In this engaging workshop, you will learn:

- how to be graciously assertive
- how to stay calm as you mediate and to negotiate
- how to speak up and balance your needs along with everyone else's
- how to resolve conflict comfortably
- how to create options and discuss solutions
- how to boost your ability to retain empathy and the desire to cooperate
- how to manage your emotions so you can focus on resolving the issue
- why the skills you already have make you ideally suited for this role

[TRACEY McGRATH](#), Managing Director, Tracey McGrath International

5:30pm

Close of Day 1

5:35pm

Drinks within the exhibition area

7:00pm

Gala dinner



*"Getting a group of EAs and PAs together in the same room is just like trying to arrange a meeting with three or more Managers; nearly impossible! Being an EA means that although you've got lots of connections, there usually aren't many in the company you work for. The conference gave me the opportunity to be in a room with so many fellow EA/PAs. It served to remind me that an EA role is definitely a career path to be proud of, and one that can be developed above and beyond. Given many admin roles are crucial yet invisible to the overall company process, it was great to have a day that's 'all about us.'"*

*Sandra Wright, Georgiou*



## Full program in detail

Tuesday 25 February 2014

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 Louise 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

[LOUISE KELLY, Principal, Louise Kelly Consulting](#)

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

3:30pm

executive's office and its relevance and importance

[MARIE-CHARLOTTE ROUZIER, Manager Training and Education, Executive Assistant Network](#)

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.

[KYLIE CUTTEN, Owner, Cutten Edge](#)

4:45pm

First aid for EAs and PAs: more than just a technical skill

Holistic First Aid is acknowledging the fact that humans are more than physical beings. So in any given situation a first aider can provide support to the total person. The aim is to build on people's experiences & skills so they can provide support for their friends, family and work colleagues in all realms – mentally, physically & emotionally. And become the Complete First Aider. Everyone can be a first responder to someone. In this session, Jackie will show you how first aid is more than just a technical skill.

[JACKIE McRAY, Training Consultant & Founder, Holistic First Aid](#)

5:30pm

Close of Day 1

5:35pm

Drinks within the exhibition area

7:00pm

Gala dinner

*"The EAN congress worked wonders for my network! It was the perfect opportunity to spend time with my peers, clients and colleagues, discussing the issues that are unique to our roles, and learning from the presenters and each other."*

*Rebecca Moon, Bain Company*

*"Keep them coming. EAN is certainly setting the bar in relation to comparable conferences offered to EAs and PAs in Perth, and potentially Australia-wide."*

*Jenni Lumsden, Bentley Health Service*

*"The conference was a great way to catch up with acquaintances and meet new ones and reaffirm what we do effectively to get a better result."*

*Christine Stewart, INPEX*





## Full program in detail

Wednesday 26 February 2014

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

GILL SKEER, *The Change Agent, Creative Coaching Solutions*

9:30am BULLSHIFT: How to get more honesty and straight talk in your key relationships

What is being communicated in body language, tone and "subtext" and how do we shift it into the text so we can be more open, honest and direct? Professional speaker, facilitator, author and comedian Andrew Horabin will help us explore a few of the blocks to honest communication and how we can shift the bull.

ANDREW HORABIN, *Keynote Speaker, Trainer and Facilitator, Comedian, Author, Award-Winning Singer/Songwriter*

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

JAN HORSMAN, *EA to Chairman & the Managing Director, Gindalbie Metals*

12:30pm Lunch

AIMEE CAVANAGH, *EA to Managing Director and Executive Chairman, Cannings Purple*  
MARGARET EDWARDS, *EA to General Manager, Swan River Trust*  
JENNIFER LUMSDEN, *Project Officer-Executive Services, Bentley Health Service*  
SOPHIE MENEZES, *EA to Chief Nurse and Midwifery Officer WA, Department of Health WA*



*"Yet again, EAN have come through with the goods. Thank you for a highly motivating conference where the true passion of the EA/PA was celebrated, valuable networks were formed and many new ways of dealing with our day to day were explored."*

Kirsten Larkin, *CSIRO*



## Full program in detail

Wednesday 26 February 2014

### 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 six 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

CHARLOTTE CARUSO, Founder and Chief Executive Officer, PuggleFM

JODIE HATHERLY, General Counsel, INPEX

GERARD MOODY, Chief Executive Officer, BDO

SANDRA MORRELL, Principal, Aspire Academy of Learning & Leadership

TIM NETSCHER, Managing Director, Gindalbie Metals

CATHERINE STODDART, Chief Nurse and Midwifery Officer, Department of Health

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



**SUZANNE ARDAGH**

*WA Division Manager, Australian Institute of Company Directors*

A graduate of UWA, Suzanne joined the Department of Foreign Affairs in the late 80s and was posted to Embassies in Vienna and Mexico City. Returning to Perth in the early 90s, she joined the WA-based conglomerate, Wesfarmers to work for the newly appointed CEO, Michael Chaney. After ten years in the role, Suzanne relocated overseas to take up the position of Director, Marketing and Communications at the Royal Melbourne Institute of Technology's (RMIT) campus in Ho Chi Minh City, Vietnam. Whilst there, Suzanne held the honorary role of Vice President of the Australian Chamber of Commerce and Chair of the Charitable Committee. Returning to WA in 2007, she was appointed to the position of State Manager for the Australian Institute of Company Directors and took over responsibility for the International Division in 2009. Suzanne is on the board of the Perth International Arts Festival and "Opportunity International", an international NGO providing micro-finance loans in Indonesia, India and the Philippines.



**MICHELLE ANDREWS**

*Deputy Director General Strategic Policy, Department of Mines and Petroleum*

Michelle has over 20 years experience working in the public sector, including Executive Director of the Browse project in the Kimberley at the Department of State Development, General Manager of the Office of the Environmental Protection Authority and policy advisor to several State Government Ministers. Michelle's team in the Department of Mines and Petroleum provides policy, legal, communications and investigation support across the Department, manages resource royalties on behalf of the State Government, and works across government and with stakeholders on emerging issues for the resources sector.



**CHARLOTTE CARUSO**

*Founder and Chief Executive Officer, PuggleFM*

Charlie Caruso is the founder and CEO of PuggleFM, an online radio and podcasting station created especially for parents and children. Charlie, 26, is the 2013 winner of the Australian Excellence Awards Women in Business category; was awarded the Inspiration Recognition award by WAIITTA for her contribution to ICT in Western Australia, was a finalist in New Business and Young Small Business categories in the Small Business Champion Awards 2013.



**JODIE CHAMBERLAIN**

*Director Of Strategic Issues, South Metropolitan Health Service*

Jodie Chamberlain is the Director of Strategic Issues for the South Metropolitan Health Service. In this role she oversees the portfolios and resources of the Office of the Chief Executive. Jodie has worked in health for 20 years first as a Registered Nurse and then in a variety of management and project roles, including Nursing Director at Royal Perth Hospital and Area Manager Workforce. Jodie has a Masters in Health Service Management and juggles work with being Mum to four beautiful children.



**TONY FRIDAY**

*Chief Executive Officer, Pilbara Regional Council*

Tony has a diverse range of interests and experiences. He serves as a government CEO, and has a portfolio of directorships spanning international consulting, property investment, disability services and contemporary theatre. An avid motorcycle adventure traveller and adrenalin junkie; Tony has raced jet boats, surfed a volcano in Nicaragua, barreled down an Olympic bobsled track in Latvia, stayed as the guest of an African king, and visited more than sixty countries over the past few decades.

**JODIE HATHERLY**

*General Counsel, INPEX*

Jodie Hatherly is the General Counsel and General Manager Commercial at INPEX Australia. Jodie has been practising as a lawyer for almost 20 years. Prior to commencing with INPEX, Jodie worked for the South Australian Crown Solicitor's Office, in private practice in the UK and Australia, and with Santos Ltd. Jodie's specialises in all areas of oil and gas legal work and has worked on numerous major oil and gas development projects around the world. Jodie has worked for INPEX since 2010 and manages a team of 28, including lawyers, commercial, insurance, economics and administration professionals.



**RUTH JENKINS**

*Director, Sina Safety Solutions*

Ruth Jenkins established SINA (Safety is No Accident) in 2009 in response to what she perceived as a pressing need in the marketplace. In her extensive career over the past 20 years, Ruth has worked in the warehouse and on the shop floor in engineering facilities and was the third woman on the surface to become a shot firer in South Africa. She has extensive minesite experience in Africa and Australia. Ruth studied NLP and has experience of 18001 Risk Management. She holds a Diploma in OHS, a Cert IV in Training and Assessment and a Cert IV in Open Cut Mining.



**GERARD MOODY**

*Chief Executive Officer, BDO*

Gerard joined BDO Perth as CEO in 2011. He was previously the General Manager of Business Development of Southern Cross Electrical Engineering Limited and prior to that a Director in Mainsheet Corporate, a national Strategy and Corporate Advisory firm. Gerard brings 20 years of senior management and leadership experience in the professional services and resources industries as well as his military career in the Australian Army. More recently he has been accountable for strategy and business development roles in industries that deliver services to mining, Oil and Gas in Australia and offshore.



## Speaker biographies

### Our Senior Corporate and Government Executives



**SANDRA MORRELL**

**Principal, Aspire Academy of Learning & Leadership**

Sandra Morrell is a professional Presenter, Mentor and Educator engaged on a full-time basis at events Nationally & Internationally. Sandra has been a presenter for Channel 9 Education and Training Program and regularly presents at International Business schools in Fiji and Bali - educating individuals and businesses from across Australia & New Zealand. Sandra's clients range from home based business owners to international corporations. Her passion is helping people achieve their full potential and her true talent is her ability to encourage and inspire others to make positive changes to their lives.



**TIM NETSCHER**

**Managing Director, Gindalbie Metals**

Tim Netscher was appointed the Managing Director/CEO of Gindalbie Metals Ltd in June 2011. Tim is also a director of Deep Yellow Ltd and has been appointed the Chairman of this company with effect from 1 September 2013. Prior to joining Gindalbie Metals, Tim was the Senior Vice President of Newmont Asia Pacific. Tim holds a BSc in chemical engineering, Bachelor of Commerce and an MBA.



**CATHERINE STODDART**

**Chief Nurse and Midwifery Officer, Department of Health**

Catherine is an experienced Executive in the health sector with an excellent understanding of system wide contemporary health issues as Chief Nurse and Midwifery Officer WA. She has a diverse range of health service administration experience in complex tertiary organisations as the Clinical Director, the Executive Director of Nursing, WA Country Health Service and the Regional Director for the Kimberley. She has extensive experience in leading major change across the WA health system to improve patient quality whilst maximising efficiency with new workforce models. Catherine has demonstrated commitment to social justice, caring for the most vulnerable in the community using innovative strategies and making a difference through promotion of community contribution.

**DAVID TURNER**

**Chief Executive Officer, Foresight Security**

David Turner has over 17 years experience in the security risk management industry including the Australian Army. David advised Perth corporate & resource companies on all risk and security measures leading up to and throughout CHOGM 2011, while working alongside Senior Police and associated authorities. David's company also teaches security managers of oil and gas facilities from Qatar Petroleum, and the Police support staff of Western Australia.

### Our Senior EAs and PAs



**RACHEAL BINNEY**

**PA to the Chief Executive Officer, Brightwater Care Group**

Racheal has 12 years of experience working as an Executive & Personal Assistant. She has worked in the not for profit, community service sector throughout her career. She is presently Personal Assistant to the Chief Executive Officer of Brightwater Care Group. Her experience ranges from office management and general secretarial skills, Board & Governance matters to event planning and coordination and everything in between.



**AIMEE CAVANAGH**

**EA Managing Director and Executive Chairman, Cannings Purple**

Aimee has 10 years experience gained from working in various advertising, marketing and public relations environments for prominent international entertainment companies. Notably, Aimee worked with Baz Luhrmann as an Executive Assistant through the pre-production, production and release of the major film Australia and for international theatre production company Global Creatures. Aimee is currently Executive Assistant for the Executive Chairman and Managing Director at strategic communications company Cannings Purple.



**CHRISTIAN CROZIER**

**EA to Dr Fiona Stanley AC, FAA, FASSA, The University of Western Australia**

Christian's current role is as Executive Assistant to Professor Fiona Stanley AC, FAA, FASSA in her positions at The University of Western Australia, The University of Melbourne and as a member of the Board of the Australian Broadcasting Corporation. Christian has worked in Edinburgh, London, Perth and Melbourne in both public and private sectors in resources, precious metals marketing, education and research. She is passionate about her work as an office professional, and on-going professional development. She was a finalist in the 2013 Office Professional of the Year Awards.

**MARGARET EDWARDS,**

**EA to General Manager, Swan River Trust**

Margaret is EA to the General Manager at the Swan River Trust and has been in this role for 6 years. She has worked in the Public Service since 1994 and has a wealth of experience. She has held various Executive Assistant roles during this time including the setting up of an environmental regional office in Denmark W.A. and has also worked for Directors in the health portfolio.



**KELLI FLOYD**

**Assistant to Managing Director & Chief Operating Officer, CITIC Pacific Mining**

Kelli Floyd started her career in fine art and boutique jewellery before working in middle management for three years. From sparkling diamonds to raw minerals, Kelli is currently Assistant to the Managing Director and Chief Operating Officer of CITIC Pacific Mining, working on the Sino Iron Project; the largest magnetite mining and processing operation under construction in Australia. With over 11 years experience as an Executive Assistant working in the private sector, Oil & Gas and Mining industries; Kelli enjoys the daily challenges that come with such a diverse role.



## Speaker biographies

### Our Senior EAs and PAs



#### JAN HORSMAN

##### EA Chairman & the Managing Director, Gindalbie Metals

Jan Horsman has been a senior Executive Assistant for over 15 years and has worked predominantly within the mining industry. In August 2010 Jan commenced with Gindalbie Metals where she is the Executive Assistant to both the Chairman and the Managing Director. Jan commenced her career as a Junior Secretary with BHP Iron Ore in the Pilbara region of WA before relocating to BHP's head office in Perth. After 8 years with BHP Jan sought new challenges and roles with organisations such as Bond Gold, RFC Corporate Finance and Australasian Resources.



#### GILLIAN INGRAM

##### PA to Chief Executive, West Australian Football Commission

Gill has over 40 years experience in administrative and PA roles. She worked in various industries in England including insurance, engineering, medical, scientific and telecommunications. She moved to Perth in 1988 where she was administrator/PA to MD in a private psychiatric unit for 3 years. She then became the PA to the Chief Executive of the West Australian Football Commission has kept this role since 1991. She is currently training her 3rd CEO since she started there and still loves the job!



#### ANNA ITALIANO

##### PA to Chief Executive Officer, Shire of Mundaring

Anna has nearly 30 years of administrative support experience, most of which has been at an executive level supporting Managing Directors, Board Chairpersons and CEOs. Anna has been fortunate to have worked across a wide range of sectors including private enterprise organisations, not-for-profit community organisations to her current role in local government, where for the past 8 years, Anna has been Personal Assistant to the Chief Executive Officer.



#### TRUDY LAWRENCE

##### EA to Managing Partner, Resource Capital Funds

Trudy has 24 years of experience in the mining industry, starting as a clerical trainee with Associated Minerals Consolidated ("AMC" now Iluka Resources) at the Narngulu mine office in Geraldton and presently with Resource Capital Funds ("RCF") as Executive Assistant to Managing Partner and Global Head of HR. Trudy has a Graduate Certificate of Business (Executive Administration) with Swinburne University of Technology in Melbourne. Outside of work Trudy enjoys helping family and friends arrange special functions plus entertaining in her new home with her handsome bengal house cat Harry.



#### JENNIFER LUMSDEN

##### Project Officer - Executive Services, Bentley Health Service

Jenni has many years of experience working in secretarial, administrative and managerial positions within both the public, private and tertiary sectors. For almost twenty-three years, she has worked in Western Australian State Government agencies. She has also completed two tertiary qualifications during this period, as well as participating in numerous seminars, conferences and training workshops. Jenni's contacts are wide ranging and include people Australia-wide as well as overseas. Jenni has been a member of EAN since its inception. Her extensive knowledge and experience will be of enormous benefit to EAN as she serves on the EAN WA Board of Advisors.



#### SOPHIE MENEZES

##### EA to Chief Nurse and Midwifery Officer WA, Department of Health WA

Sophie is currently the EA to the Chief Nurse and Midwifery Officer, WA. She has held high-level EA/PA positions in Australia, India and New Zealand. The support that she extended to the Management Team and Immigration Officers earned her the Certificate of Appreciation presented by the Associate Immigration Minister at the NZIS's Annual National Conference in March 2005 in Rotorua. Sophie is passionate about the EA/PA role; her contribution as the Membership Coordinator of the Association of Administrative Professionals New Zealand (AAPNZ)'s North Shore Group-Auckland speaks for itself. She held this position for five consecutive years before she relocated to Perth in October 2010. Sophie holds a Diploma in Business Administration and has scored a distinction in each of the nine papers.



#### DEBORAH SIMMONDS

##### EA to Vice President Business Development, Aurizon

Deborah is Executive Assistant to the Executive Vice President Business Development for Aurizon (formerly QR National) one of Australia's largest freight carriers and a leader in freight logistics (rail & road). She has over 20 years experience as a senior EA in both the public and private sectors. Although she enjoyed her foray into life outside the EA world, Deb believes that it settled her into realising that she is a career EA and working for "the best boss ever" for the last 6 years has put the icing on the cake. Deb's life philosophy is that you never stop learning and she takes a special interest in mentoring junior EA's.

*"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 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.



**KYLIE CUTTEN**  
Owner, Cutten Edge

Kylie is an outcome-driven facilitator with exceptional communication skills. She has delivered keynote speeches, personalised training, and carried out community consultations in settings ranging from boardroom to outback; experiences that demonstrate her adaptability and gift for communicating to people from all backgrounds and levels of business. She is an exceptional listener, a skill she believes enables her to accurately absorb, break down and paraphrase information ensuring she quickly and correctly understands client needs. She is quick to interpret participant mood and swiftly adapt her presentation of information to optimise audience interest and engagement.



**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.



**ANDREW HORABIN**  
Keynote Speaker, Trainer and Facilitator, Comedian, Author, Award-Winning Singer/Songwriter

Andrew Horabin is a professional speaker, facilitator, author, comedian and award-winning singer / songwriter. Over 20 years he has worked with a diverse range of clients including: Australian Federal Police, ASIO, Woodside, Bankwest, Curtin University, BHP Billiton, BP, Webb & Brown-Neaves, Mallesons, KPMG, the Department of the Premier and Cabinet, ten local councils, 110 schools and five of Australia's state orchestras - often dealing with the EA's who have become event managers and conference organisers! He has written three corporate books including BULLSHIFT - helping people to get more honesty and straight talk at work.



**JASON JELICICH**  
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.



**LOUISE KELLY**  
Principal, Louise Kelly Consulting

Louise works as a corporate trainer, facilitator and executive coach in Perth and is passionate about sharing knowledge and helping people be the best they can be. She has a Masters in Training & Development and is an advocate of whole brain thinking. Louise works with many industries and her style is enthusiastic and empowering.



**TRACEY MCGRATH**  
Managing Director, Tracey McGrath International

Engaging and with a deep-seated understanding of human behaviour, nationally renowned corporate psychologist, Tracey McGrath has designed and delivered over 500 development projects aimed at improving workplace relationships. With a highly credible list of blue chip clients, Tracey is a long-standing governing councillor for Polytechnic West (the largest provider of apprenticeship and traineeship services in Western Australia) and is the first individual worldwide to win a UK Wow! Award for excellence in Customer Service.



**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.



**JACKIE MCRAE**  
Training Consultant & Founder, Holistic First Aid

Jackie's philosophy is working with people who share the same values. That is, to provide support in a variety of forms to empower others in helping themselves in a very healthy manner. That's why she loves learning & helping other people gain more knowledge & skills. Her focus has moved over the years from focusing on the physical realm to more in the mental & emotional health area. Her studies in Transactional Analysis has helped her both personally & professionally. Thus the idea of Holistic First Aid was born, with a dream that individuals can become "Complete First Aiders" by looking after the whole person; mentally, physically & emotionally.



**CARMEL MURPHY**  
Director, The Communication Queen

Carmel Murphy is the founder and director of The Communication Queen, Carmel is passionate about facilitating better and more effective communication in the workplace. Carmel moved to Australia from Ireland in 1989 and discovered that although she spoke the same language, things could often mean something totally different here to the understanding she had given them. Carmel found that by making things fun and personable, and understanding others peoples map of the world, she could often very effectively turn situations around and that in turn would lead others to do the same. This has become her way of life...



**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.



**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.



**GILL SKEER**  
The Change Agent, Creative Coaching Solutions

Gillian Skeer is 'The Change Agent'. She connects people's inherent abilities and strengths to bring about incredible results. Gillian is a professional Life & Success Coach, a Master Coach NLP (Neuro Linguistic Programming), a professional speaker, co-author of "Millionaire Coach" book, media columnist, instructor and motivator. Inspirational and results-driven, Gillian supports the success of individuals, groups and corporate clients nationally and internationally.



**PAULA SMITH**  
Speaker (CSP) and Director, Self Leadership Institute

Director of the Self Leadership Institute, Paula's passion is challenging individuals to be the brilliant self leaders they were born to be. Author of the highly successful books Speaking in the Shower-Presentation Skills Exposed and Powerful Presentation Principles, Paula is a leading authority on standing up and speaking out and over the past 25 years has worked closely with individuals and organisations to ensure their messages and values matter.





## 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

Hyatt Regency Perth  
Tuesday 25 February 2014



All attendees at the 2014 Annual Congress in Perth are invited to join us for a beautiful evening at one of Perth'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.



# EXPO2014

Hyatt Regency Perth  
Tuesday 25 & Wednesday 26 February 2014

## FREE ENTRY

Also open to visitors not attending  
the Annual Congress

Tuesday 10:00am to 5:30pm  
Wednesday 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 2014 exhibition will feature over 26 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](http://ExecAssist.com.au) to PRE-REGISTER TO ATTEND



# PERTH 2014 Congress Registration Form

Hyatt Regency Perth 25 & 26 February 2014

## 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 31 January 2014	After 31 January 2014	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 Feb	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 31 January 2014 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 31 January 2014. 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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