

# Executive Assistant Network's



## Sydney 2014 Congress Report

## Wrap Up

The 2014 Sydney Congress was held on 27 & 28 March 2014 within the Crystal Palace venues at Luna Park.

The theme for the Congress this year was 'New Perspectives on the Roles of EAs and PAs – Executive Office Management'.

After our Sydney conference in March, a group of EAs and PAs we were talking with described the conference as being the single most important forum ever held for EAs and PAs in Australia because of the focus of discussion. Specifically:

- high end debate around market forces impacting on the role
- new threats from within big business in relation to how EA and PA roles should function – the rationalisation argument
- steps EAs and PAs can take to counter arguments for rationalisation backed up with specifics establishing ROI and KPIs
- tools EAs and PAs can use for how to measure the intangible benefits delivered by EAs and PAs which the proponents of rationalisation either miss or conveniently ignore
- benefits to executives and their organisations when EAs and PAs adopt a model which sees them act as the manager of their executive's office

Here are just three of the quotes we received in writing after the event – all from people who had attended previous EAN conferences.

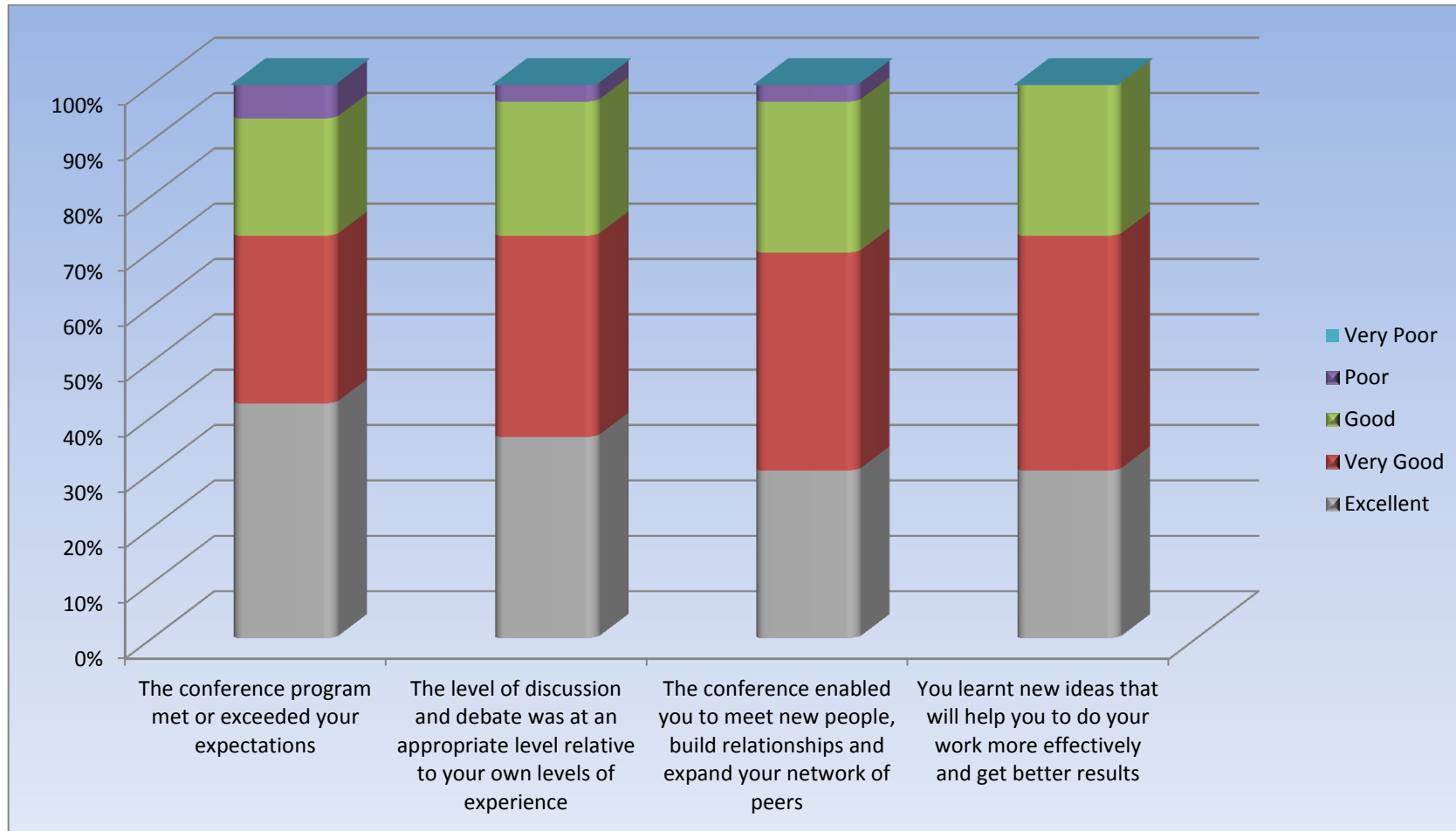
*I was really thrilled... I believe this to be your best yet. Well done EAN Team. I will definitely be back. This is my annual PD and it is well and truly worth it. Jo Feeney- Sydney Anglican Schools Corporation*

*This was the best EA Congress yet! I have attended a few and the calibre of EA's and Executive's on the panels was amazing. One of the speakers in particular made a life-changing impact on me that week! Nina Hoven- Inspired Adventures*

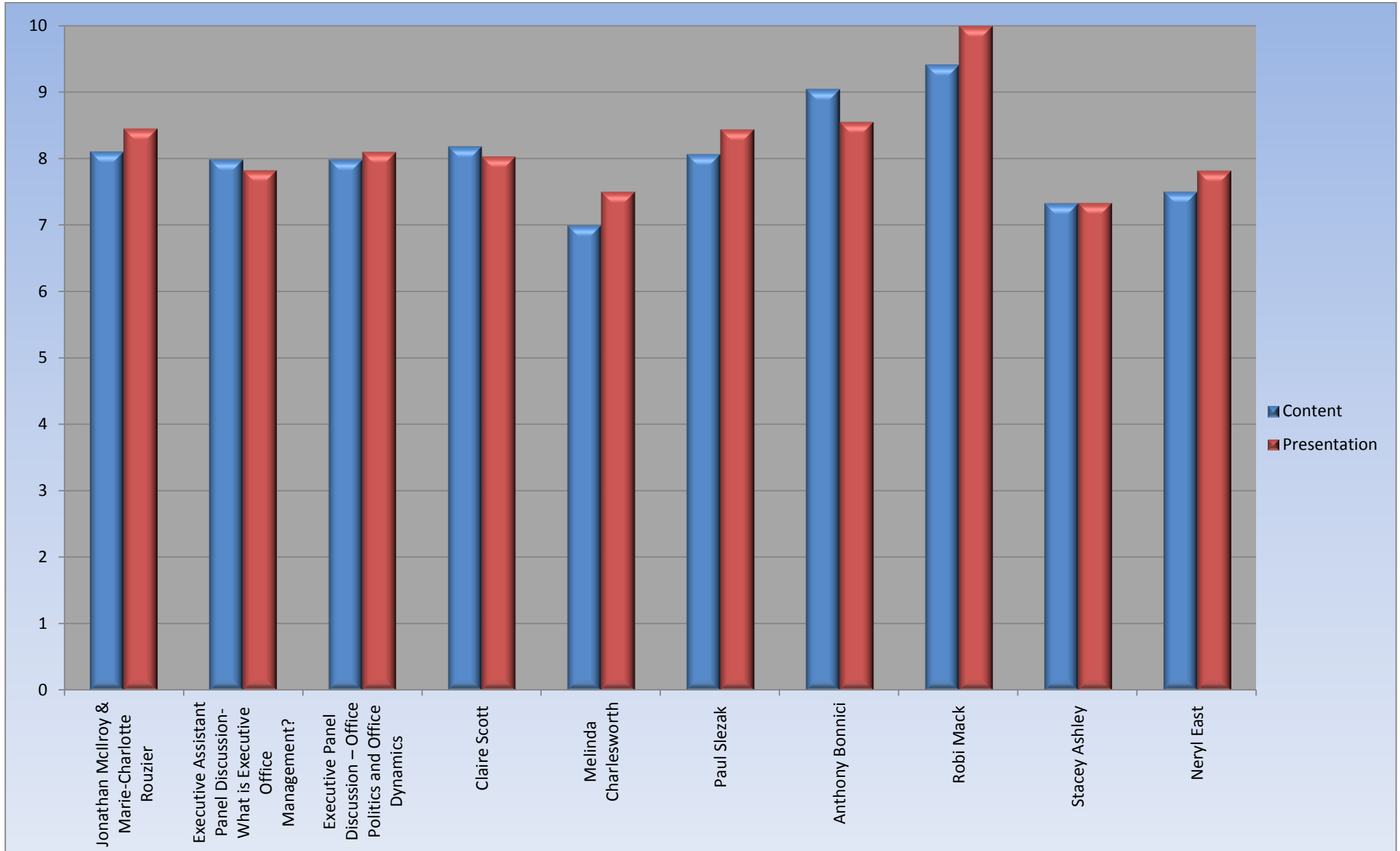
*I just wanted to say big THANK YOU to everyone at EAN for a highly successful conference last week. After going to my first one last year I was really looking forward to this years and it blew me away. I learnt a lot during the two days but I also met some wonderful people. It is not very often that you find a function that is so informative but great fun at the same time. Well done EAN Team!! Can't wait for next year. Anna Weinitz- Siemens*

Thank you to all of those who took part in the event over the two days. The feedback we received was incredible so we hoped you enjoyed being a part of the event and look forward to working with you again in the future.

## Overall Feedback



# Speaker Feedback Part 1



## Speaker Feedback Part 2

