



Creating Invaluable Partnerships

2016 Sydney Conference Program

Own your relationship **Own your value**

Own your development

10th Anniversary

*of the Most Highly-Acclaimed Forum
for EAs and PAs in Australia*

16-17 March 2016 Luna Park Sydney

Program
Highlights
Include

16 Senior Corporate Executives

8 Senior Corporate EAs and PAs

10 Influential Consultants,
Coaches or Trainers

more info www.ExecutiveAssistant.com

Dear Colleague,

The ultimate expression of how your role can evolve, and the relationship you can develop with your executive, is for it to evolve into a true business partnership. This conference will help you uncover what you and your executive need to do to facilitate that evolution, and how you can create a truly invaluable partnership.

At the partnership stage, you act as the manager of your executive's office, managing relationships, time, priorities, and even, at times, the agenda. Within the relationship itself, at times you will take on the role of confidant, at others enabler, protector or even leader. It is a fully two-way relationship which relies on mutual trust, respect and belief. But the important thing to remember is that, like any relationship, it will develop in its own way, and with its own idiosyncrasies. You will be on a journey along a spectrum with no defined destination.

We have developed the EAN EA Partnership Model to aide EAs and their executives on their journey, a model we believe can truly assist you, not only in your understanding of the relationship aspect of the partnership, but also the other technical knowledge, skills, business acumen and soft skills spectrums you will find yourself on.

The first part of what we will share with you is about your role in the evolution of your career and any relationship you develop and forge with an executive and their team. You can sit around and hope that your career evolves the way you want, that the relationship you have with your executive evolves the way you want, or you can take control, own responsibility for making that happen and own the rest of your career.

Few senior executives get to where they are in life through luck or chance. Fewer still continue to thrive and succeed through luck or chance. They are the architects, the designers, and the implementers in their success and their own destinies. You have to do the same when evolving your career. That's not to say that our model doesn't include aspects for your executives. It does. But there are processes and steps we believe you can take back to them that they will welcome and benefit from too. From here we will look at technical and management skills, business acumen and industry knowledge, how to think like an executive and approach everything you do, from corporate governance to event management, with a strategic and executive oriented viewpoint.

Your journey in your career will not always be simple. We have mapped the evolution of literally thousands of EAs and PAs over the years and believe there are clear things that you can do to ensure you remain on the best possible career trajectory. This conference is a major step forward in helping any EA or PA succeed at the highest levels with any executive.

We look forward to having you join us.



JONATHAN MCILROY
Co-founder and Joint
Managing Director
Executive Assistant Network

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Compelling Reasons to Attend

- **Unlock the keys to developing invaluable partnerships between EAs/PAs and senior executives**
- **Build honest, confident, two-way communication**
- **Leverage EAN's EA Partnership Model**
- **Find your true, authentic and most confident voice**
- **Beyond job descriptions: how to assess your own value and worth**
- **Take control of your own destiny – stop being a passenger and shape your own life**
- **Refine the art of reasoning and critical thinking & think like a business person**
- **Develop your breadth of corporate knowledge & business acumen**
- **Think strategically and identify the critical areas of knowledge and business acumen**
- **Leverage the Rubik's Cube of creative thinking**
- **Plan & manage resources and multiple projects**
- **Build your corporate governance awareness and understanding**

Senior corporate and government executives

confirmed as participating
at this event include:

Richard Breatnach

Managing Director, WE Workshops

Simon Brown-Greaves

Director, FBG Group
(Formerly National Leadership Institute)

Rev Dr Keith Garner AM

Chief Executive Officer, The Wesley Mission

Peter Hartnett

Head of People and Culture, Sanitarium

Dr Caroline Hong, FAICD

Chief Executive Officer, CH Asia Australia &
Advisory Board, CEO World - From CEO to CEO

Robyn Johnson

General Manager of Event Delivery at Business
Events Sydney

Glenn King

Chief Executive Officer, Service NSW

Jonathan McIlroy

Joint Managing Director, Executive Assistant Network

Albert Olley

Executive Director Business Services, Department
of Family and Community Services (NSW)

Dr David Schmidtchen

Executive Director, Ernst and Young

Simone Shugg

Executive Director - People and Culture, Foxtel

Margaret Stolmack

Chief Executive Officer, Exceptional Talent

Elizabeth Tydd

Information Commissioner & Chief Executive
Officer, Information and Privacy Commission NSW

Mary Anne Waldren

Chief Executive Officer, MAW Action Pty Ltd

Joan Warner

Chief Executive Officer, Commercial Radio Australia

Adrian West

Head of Human Resources, Cisco Australia and NZ

For program or registration enquiries

CALL 61 2 8402 5000 or VISIT ExecutiveAssistant.com

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

Larissa Auditore

Executive Assistant to CEO Daniel Fogarty, General Insurance, Zurich Financial Services Australia

Donna Heaton

EA to CEO Stephen Purcell & Benjamin Pollack, Head of Strategy & Clients, PPB Advisory

Beverley Carl

Executive Assistant to Linda Brown, CEO, Laureate Australia & CEO, Think Education Group & President Torrens University

Jessica Dalton

Executive Assistant to CEO Glenn King, Service NSW

Danica Zegarac

Electorate Officer & Executive Assistant, Officer of The Hon Dominic Perrottet MP, Minister for Finance, Services and Property & Member for Hawkesbury

Margaret Rae

Executive Assistant to CEO Rev Dr Keith Garner AM, The Wesley Mission

Emma Stein

Executive Assistant, Enterprise Support Services, Ernst and Young

Kimberly Cullen

Personal Assistant to Allan Parker, Founder, Peak Performance Development

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

Jane Jackson

Career Management Coach

Sonia McDonald

Chief Executive Officer, LeadershipHQ

Michelle Bowden

Director, Michelle Bowden Enterprises & Best Selling Author of "How to Present (Wiley)"

Andrèa Westwood

Executive Coach, Kona Group

Genevieve Matthews

Director, Zaphod & Author/Creator, The Art of Extraordinary

Vanessa Fudge

Director & Professional Coach, AltusQ

Nigel Collin

Business Facilitator & Coach

Shane Garrott

Manager, Education and Training, Executive Assistant Network

Judith Fox

National Director, Policy & Publishing, Governance Institute of Australia

James Bawtree

NSW Chapter President, Australian Institute of Project Management

Sponsored by



AVISUAL PRODUCTIONS

Avisual 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. Avisual 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 Avisual Productions company was founded. Today, four decades later, those core values are what separate them from the rest of their industry.



CRYSTAL PALACE, LUNA PARK

Situated on the majestic harbour foreshore, Luna Park's versatile venues are recognised as Sydney's premier events facilities and are ideal for any occasion. With an unmatched vista capturing the iconic Harbour Bridge, Opera House and city lights, the heritage-listed 'Crystal Palace', the purpose-built 'Big Top' auditorium or our latest venue the elegant 'Palais', will exceed expectations and have your guests talking about your event for years to come.

Program at a glance

Day 1

Wed March 16th

- 7.45 am** Registration opens
- 8.30** Chairperson's Opening Remarks
- 8.35** The EA Partnership Model and how to leverage it
- 9.15** Keynote Address:
Partners on a collective journey:
strategies for successful relationship-
building
- 10.00** Align your moral compass toward a
trusted business environment
- 10.45** Morning coffee
- 11.15** Executive Panel Discussion
Forging a true working partnership
- 12.15 pm** Honest, confident, two-way
communication is a vital component of
the EA/PA Executive partnership model
- 12.55** Lunch
- 2.15** EA and PA Workshop Panel
- 3.30** Afternoon tea
- 4.00** Finding your true, authentic and most
confident voice
- 4.45** Beyond job descriptions and pointless
measurement tools – how to really
know your own value and worth
- 5.30** Close of day 1
Cocktail Reception Within Exhibition Area
- 7.00 pm** Gala Dinner

“ The EAN Congress was an amazing and inspiring event. This was my first time attending and I will be coming every year from now on. Met some fabulous likeminded people and the guest speakers were truly inspirational.

Louise McDonald
KinCare

Program at a glance

Day 2

Thurs March 17th

8.30am

Chairperson's Opening Day Two
Remarks

3.55

Afternoon tea

8.40

Keynote Address: Take control of your
own destiny – stop being a passenger
and shape your own life

4.25

Event management and travel:
Spotlight on the business
outcomes

9.25

Executive and EA Keynote: Working
with rather than for the Executive: why
partnerships matter

5.25pm

Chairperson's closing remarks
and close of conference

10.10

Refining the art of reasoning and
critical thinking: how to think like a
business person

10.55

Morning coffee

11.25

Executive Panel Discussion: How far
do you need to go in developing your
breadth of corporate knowledge and
business acumen?

“

What a fantastic two days. I was blown away at the calibre of the speakers and really did take away something from every single session. The dinner was great fun and I really enjoyed the opportunity to meet with other EAs from different industries. Apart from being highly skilled professionals, we all seem to know how to have a good laugh as well. Absolutely worth the investment and I have been telling all of my people leaders to send their PA's / EA's next year. Thank you!

12.25pm

Integrate your problem-solving and
creative thinking abilities

1.10

Lunch

2.25

Tips for effective resource management
and planning

3.10

Primer on corporate governance and
legal awareness

Natalie O'Brien

CBA

Day 1 March 16th

7.45am Registration opens

8.30am Chairperson's Opening Remarks

Jonathan McIlroy,
Joint Managing Director,
Executive Assistant Network

8.35am The EA Partnership Model and how to leverage it

Forging a relationship between an EA and executive that can evolve into a true working partnership is not easy, which is why so often they fail to deliver on their potential. Much of this relates to unspoken expectations, confused perceptions of boundaries, no shared beliefs around trust, respect and honesty, or even a lack of planning or thought around how the partnership should evolve. In this opening session you will examine the 5 stages involved in building and maintaining a true partnership with your executive included within EAN's EA Partnership Model.

The relationship development stage – the 5 steps from developing mutual expectations about the purpose of the partnership through to your personal communications frameworks; everything you need to get right from the outset.

- **Identifying the skills and traits needed to meet the partnership objectives**
- **The delivery phase – mastering the management of the executive office**
- **The assessment stage – performance measurement to ensure the partnership is delivering on expectations**
- **The final stage – perpetual evolution and reassessment of opportunities**
- **Bonus section – emulating the traits of successful business people – the 15 traits that are vital for successful EAs**

Jonathan McIlroy,
Joint Managing Director,
Executive Assistant Network

9.15am Keynote Address

Partners on a collective journey: strategies for successful relationship-building.

In a corporate environment, it helps to unlock the secrets of great relationships. What are the ingredients of dynamic relationship-building, and how do you make these integral to your working life? Explore the dynamics of executive relationships and ones that mature over time.

- **The best chemistry around executive relationships**
- **Solid relationships that survive the wear and tear**
- **Why lasting and trusted connections matter**
- **Making the magic ingredients work for a team of two**

Jane Jackson,
Career Management Coach Building
Executive Trust

10.00am Align your moral compass toward a trusted business environment

For executives, trust is the critical ingredient for a harmonious, efficient and collegiate working environment. Organisations built on trust between managers, assistants, teams and staff reach the finishing line first. Trust is the established currency in any business (or personal) relationship. The pillars of trust are: reliability, authenticity, honesty, transparency and teamwork

- **How to nurture and build executive trust**
- **Why invest in being a trusted gate-keeper**
- **What it takes to build confidence in your ability to deliver**
- **Where to practice reciprocity in a give-and-take setting**
- **Working in a team as a fully-invested co-traveller**

Sonia McDonald,
Chief Executive Officer, LeadershipHQ

10.45am Morning coffee

Day 1 March 16th

continued

11.15am Executive Panel Discussion

Forging a true working partnership – an executive assessment of the EA Partnership Model and relationship building

In this panel our executives will assess different aspects of EAN's Executive Partnership Model and discuss the practical realities for use in the workplace as well as provide insights into other things EAs and PAs should be doing to help develop better working relationships with their own executives.

- **Mutual understanding and expectations plus shared approaches and communication frameworks – how these can be achieved in practice**
- **How to achieve the personal evolution from being reactive and directed to being proactive and directing**
- **Mastering the basics and advanced aspects in managing the office of an executive**
- **An assessment of EAN's assertion that some kind of performance assessment is vital**
- **Dealing with the future – anticipating growth opportunities**

Moderated by

Shane Garrott, Manager, Education and Training, Executive Assistant Network

Panellists

Elizabeth Tydd, Information Commissioner & Chief Executive Officer, Information and Privacy Commission NSW

Glenn King, Chief Executive Officer, Service NSW

Joan Warner, Chief Executive Officer, Commercial Radio Australia

Dr David Schmidtchen, Executive Director, Ernst and Young Australia

Albert Olley, Executive Director Business Services, Department of Family and Community Services (NSW)

12.15pm Honest, confident, two-way communication is a vital component of any EA/PA Executive partnership model

Your choice of words and the way you deliver them helps your stakeholder decide whether you are credible or not and this determines their level of overall trust and respect for you. We know that effective communication is critical for professional success – at the executive, interpersonal, inter-group, intra-group, organisational, or external level so how do you master the art of being a skilled communicator?

In this session you will learn how to:

- **Say what you mean, and mean what you say**
- **Get the tone and inference right**
- **Stay attuned to the “executive speak”**
- **Improve listening and observational skills**
- **Cut to the chase and hit the high points**
- **Know when to dial it up, dial it down, and dial it off**
- **Convey credibility in your subject matter**

Michelle Bowden,
Director, Michelle Bowden Enterprises & Best Selling Author of “How to Present (Wiley)”

12.55pm Lunch

2.15pm EA and PA Workshop Panel

Putting frameworks around the relationship development stages in the EA Partnership Model

Drawing on aspects of our in-house corporate training solution that focusses on developing invaluable partnerships between assistants and their executives that work, and enable the EA to effectively run the office of their executive. This session will use our team of EA panelists to help workshop aspects of the EA Partnership Model with delegates so attendees can examine their own situations in the workplace.

- **What is the partnership trying to achieve?**
- **Setting clear boundaries and work parameters for the role**
- **Assessing the elements necessary for both parties so a relationship can evolve into a partnership**
- **Establishing the communications frameworks both parties require for the partnership to work**
- **Providing a framework for dealing with problems that arise within the partnership**

Moderated by

Shane Garrott,
Manager, Education and Training
Executive Assistant Network

Panellists

Larissa Auditore,
Executive Assistant to CEO Daniel Fogarty,
General Insurance, Zurich Financial
Services Australia

Beverley Carl,
Executive Assistant to Linda Brown, CEO,
Laureate Australia & CEO, Think Education
Group & President Torrens University



Day 1 March 16th

continued

Jessica Dalton,
Executive Assistant to CEO Glenn King,
Service NSW

Danica Zegarac,
Electorate Officer & Executive Assistant,
Office of The Hon Dominic Perrottet MP,
Minister for Finance, Services and Property
& Member for Hawkesbury

Margaret Rae,
Executive Assistant to CEO Rev Dr Keith
Garner AM, The Wesley Mission

3.30pm Afternoon tea

4.00pm Finding your true, authentic and most confident voice

The challenge for EAs and PAs is going past the perception of “just being... something or the other.” Your role is integral to the success of the business and executives ability to shine, in partnership with you. Self-confidence comes in different guises. The easiest way to sound confident is to actually be confident.

- **Don't let anyone rain on your parade**
- **Manage your reactions to a boss or colleagues**
- **Develop an emotionally-attuned radar**
- **Stay authentic and true to yourself**
- **Dress and project for business success**
- **Maintain an upbeat and positive outlook**

Andrèa Westwood,
Executive Coach, Kona Group

4.45pm Beyond job descriptions and pointless measurement tools – how to really know your own value and worth

An essential component of taking charge of your own life is being able to know, unequivocally, the value you deliver in your role. You should never let your worth be undervalued, and to do that you need to take control of your role description and your performance measurement criterion.

In our 2015 series of conferences, EAs and PAs from our two EA/PA panels assisted us in running workshops that examined how to develop performance management frameworks around the obvious aspects of the EA and PA role. In this vital session we will share the results from those 10 workshops, plus provide additional insights to help you focus and examine your role in a completely different way.

- **Why continual assessment is a vital part of the EA Partnership Model**
- **KPIs and measurements for the obvious and not so obvious aspects of your role**
- **Setting out job descriptions that reflect the reality of the role and the expectations developed between EA and executive**
- **Why recruiters and HR professionals need to be made aware of, and understand, the evolution in your role through your career**
- **This presentation features latest survey results around job descriptions**

Speaker TBC

5.30pm Close Of Day 1 Cocktail Reception Within Exhibition Area

7.00pm Gala Dinner

“ Oh My God. The value of the content we received and the calibre of the facilitators / panel members, would ensure that I never miss another conference. Well Done to the team at EAN!

Amanda Argent
NSW Amulance

Day 2 March 17th

8.30am Chairperson's Opening Day Two Remarks

Shane Garrott,
Manager, Education and Training,
Executive Assistant Network

8.40am Keynote Address

Take control of your own destiny: stop being a passenger and shape your own life

One saying goes that you're the master of your own destiny. You influence, direct and control your environment, and those you invite into your circle. You make your life what you want it to be. But being a master of your own destiny carries its risks. Some people find this hard work and often-times uncertain. They worry when you set out on any journey, they may not arrive at the intended destination. The downside is to let others decide your destination and make your decisions or life choices. The first step to being empowered is to take ownership of your journey.

- **You're in the driver's seat: navigate the bends and steep curves**
- **Take ownership of your decisions**
- **Make the changes you want, when you want**
- **Decide how to manage these changes**
- **Plan for the vagrancies of life and respond intelligently**
- **Take charge of your physical and mental well-being**

Genevieve Matthews,
Director, Zaphod & Author/Creator,
The Art of Extraordinary

9.25am Executive and EA Keynote: Working with rather than for the Executive: why partnerships matter

An astute EA/PA comes to the role with requisite business knowledge and problem-solving abilities. This knowledge stems from appreciating the business dynamics, current affairs, or social and political developments for that business. You need the breadth of knowledge of your executives and managers, even if not the depth, to join the conversation. Stay sharp to the opportunities, offer insights and become a true partner in the business.

- **Capture the essence of successful executive partnerships**
- **Be a co-traveller in your executive's journey**
- **Gain a better understanding of overall operations**
- **Anticipate business challenges, threats or opportunities**
- **Appreciate the strategic or operational plans**
- **Understand executive insomnia and what keeps them awake at night**

Rev Dr Keith Garner AM,
Chief Executive Officer, The Wesley Mission

Margaret Rae,
Executive Assistant to CEO Rev Dr Keith Garner AM, The Wesley Mission

10.10am Refining the art of reasoning and critical thinking: how to think like a business person

Too many people put knowledge ahead of reasoning. To get to that next level of working alongside your executive, it helps to appreciate the art of reasoning and critical thinking. You don't need to be an expert across all lines of business. But it's important to develop critical thinking, and being able to reason in any setting, development, or issue. Ask the why before the when, or how. Approaching assignments with a "why" places the outcomes first and foremost in your mind.

- **Build your knowledge base around critical thinking**
- **Avoid getting bogged down in the minutia of information**
- **Use your knowledge wisely, as and where needed**
- **Come clean about what you don't know**
- **Demonstrate insights as a business partner**
- **Invest in upskilling, education and training**

Vanessa Fudge,
Director & Professional Coach, AltusQ

10.55am Morning coffee

“
Very worthwhile in attending as it was a great opportunity to network with other like-minded people. I found the speakers and panellists inspiring and helped me to understand areas of improvement and what it takes to become a great EA. Laura Kon- Hassad Australia.

Laura Kon
Hassad Australia

Day 2 March 17th

continued

11.25am Executive Panel Discussion

How far do you need to go in developing your breadth of corporate knowledge and business acumen?

In order to know what's keeping your executive awake at night, to be able to anticipate their needs and see problems around the corner, or spot opportunities for the business that will help achieve strategic goals and objectives, you must understand the business inside and out. But just how far do you need to take this? You need a huge breadth of knowledge, but just how detailed should you go? In this panel our executives will help you examine this in more detail.

- **Working out what knowledge you must have today versus what they might need in the future**
- **Thinking strategically – identifying the most important areas of knowledge and business acumen for your role with your current executives, in your current business**
- **Internal corporate knowledge – knowing the best places to direct traffic or enquiries and the best places to find answers**
- **Identifying the best places to acquire technical knowledge and business understanding**

Moderated by

Shane Garrott,
Manager, Education and Training,
Executive Assistant Network

Panellists

*Dr Caroline Hong, FAICD,
Chief Executive Officer, CH Asia Australia
& Advisory Board, CEO World
From CEO to CEO*

*Margaret Stelmack,
Chief Executive Officer, Exceptional Talent*

*Simone Shugg,
Executive Director
People and Culture, Foxtel*

*Adrian West, Head of Human Resources,
Cisco Australia and NZ*

*Peter Hartnett,
Head of People and Culture, Sanitarium*

*Simon Brown-Greaves, Director, FBG Group
(Formerly National Leadership Institute)*

12.25pm Integrate your problem-solving and creative thinking abilities

Beyond pure questioning and reasoning, you need to explore creative ways to solve problems or make the right decisions. It helps to have an analytical mind to rationalise problems. But creativity helps you think outside the box. The answer often comes from left field. An analytical mind is also creative, at a subterranean level, as shown by entrepreneurs. So, how do you hone your analytical and creative thinking skills?

- **Move beyond the realm of possibilities**
- **View the world as an adventure (and not obstacles or roadblocks)**
- **Tap into your imagination, intuition or gut feeling**
- **Throw out the rule books and take a break from established norms**
- **Avoid the "it's-not-invented-here" syndrome**
- **Stay open to risk and detours to fire up the neurons**

Nigel Collin,
Business Facilitator & Coach

1.10pm Lunch

2.25pm Tips for effective resource management and planning

Managing multiple projects can be cumbersome and chaotic. As an EA or PA, your role overlaps with project management. Successful projects rely on managing resources more efficiently, while avoiding waste, duplication or costly over-runs. Beyond the scheduling and workflow management, you need to ensure that everyone is in sync with the timelines and pre and post project delivery.

- **Integrate forward planning with resource management**
- **Deploy organisational resources as and where needed**
- **Ensure resources are not over-allocated across multiple projects**
- **Plan to execute and monitor a project successfully**

James Bawtree,
NSW Chapter President,
Australian Institute of Project Management

Day 2 March 17th

continued

3.10pm Primer on corporate governance and legal awareness

A strong corporate governance culture improves internal controls, risk assessment and identification systems. This ensures accurate, reliable and timely financial information. Effective governance complements ethical governance. Illegal or unethical practices damage the brand or compromise investor trust. Moreover, financial failure in one country undermines overall global operations.

- **Trends around corporate governance and accountability**
- **How governance discourages fraud or mismanagement**
- **Current policy issues and corporate law: domestic and international**
- **Financial accountability and disclosure of financial information**
- **Directors' duties and share-holder responsibilities**

Judith Fox,
National Director, Policy & Publishing,
Governance Institute of Australia

3.55pm Afternoon tea

4.25pm Event management and travel: Spotlight on the business outcomes

EAs and PAs invest much of their time planning corporate meetings and events and organising event-related travel. This is likely to remain true of even those who emerge as strategic managers of their executive's office. Key strategic thinking and reasoning and creative prowess is required to ensure business outcomes are timely and goals achieved. Our two EAs and two industry representatives in this panel will help illuminate the key issues you need to consider.

This session will cover:

- **What is needed? Identify the outcomes of any project or assignment by taking a brief or gaining an understanding in other ways of what your executive or management team really want to achieve**
- **How much? Understand budget constraints and parameters related to essential outcomes**
- **Save money: Discover how to make savings and achieve better outcomes**
- **Your toolbox: Use new technologies and tools**
- **Cooperate: Maintain strong relationships with key industry service providers**

Moderated by

Mary Anne Waldren,
Chief Executive Officer, MAW Action Pty Ltd

Panellists

Emma Stein,
Executive Assistant, Enterprise Support Services, Ernst and Young

Donna Heaton,
EA to CEO Stephen Purcell & Director, Strategy & Clients, Ben Pollack, PPB Advisory

Kimberly Cullen,
Personal Assistant to Allan Parker, Founder, Peak Performance Development

Richard Breatnach
Managing Director, WE Workshops

Robyn Johnson
General Manager Event Delivery,
Business Events Sydney

5.25pm Chairpersons closing remarks and close of conference

“ Fourth year at the EAN congress and still I am taking notes after 15 years in the job for a mid-tier firm. Not bad EAN - keep up the excellent work.

Lynne Lee
PKF Lawler

Senior corporate and government executives confirmed as participating at this event include:



Richard Breatnach,
Managing Director, WE Workshops

Hands on and highly creative Richard takes a personal interest in every client that walks through Workshop Events doors. "I'm passionate about gaining an understanding of each project in order to develop the best possible outcomes for our clients". With over 15 years experience in the events industry, Richard has worked on just about every type of event from activations and experiential to conferences and product launches. "We work in an environment that can change very quickly and our clients rely on our expertise to facilitate these changes in the smoothest possible way". Workshop Events client list is extremely diverse and includes construction, pharmaceutical, tourism, government and finance industries. "I never know what type of client is going to come through the door next and that's one of the things I love most about the events business". "One minute we're working on a product launch for Tattler in the middle of the city and the next we're flying to the remote Pilbara region of Australia to produce a community festival".



Rev Dr Keith Garner AM,
Chief Executive Officer, The Wesley Mission

Keith was appointed CEO of the Wesley Mission in January 2006 after a successful 25 year ministry in the Methodist Church in Britain. When he joined the mission, he faced the challenge of moving the organisation's model of engagement into a 21st century not-for-profit charity. Wesley Mission's integrated services are a distinctive mark of the work delivered by more than 2,000 staff. Among recent roles, Keith was re-appointed and given an extended role as co-chair of the NSW Premier's Council on Homelessness. He's also a Board Member of the Community Council of Australia.



Simon Brown-Greaves,
Director, FBG Group (Formerly National Leadership Institute)

As a senior executive manager, Simon adds additional skills as an organisational psychologist. He's clocked up more than 20 years' involvement in helping businesses and public sector organisations align people and performance. He offers expertise in managing multi-disciplinary teams and delivering human capital projects and services. He's also worked closely with the executive teams of leading public and private organisations.



Peter Hartnett,
Head of People and Culture, Sanitarium

With over 25 years working in the human resources field, Peter has been with Sanitarium for the last 5 years. He's a key driver in creating a culture that aims to sustain Sanitarium in a competitive FMCG industry that faces major challenges. He believes that creating a positive culture is everyone's responsibility, but no one plays a more important role than the frontline leaders.



Dr Caroline Hong, FAICD,
*Chief Executive Officer, CH Asia Australia & Advisory Board,
CEO World - From CEO to CEO*

Over 30 years, Caroline has built networks and connections across government, business and finance. Among her roles, she worked for seven years with the South Australian government in the healthcare sector. She's the founding CEO of the SME Association of Australia, and a fellow of the Institute of Company Directors. She's an Ambassador for the high-profile Vinnies "CEO Sleepout," and sits on the advisory board of the international coalition, CEO WORLD - From CEO to CEO.

Senior corporate and government executives confirmed as participating at this event include:



Robyn Johnson

General Manager Event Delivery, Business Events Sydney

Robyn's earlier professional life, as the founder and managing director of an event management company, provided her with excellent experience for her role at BESydney, which she commenced in 2011. As GM Event Delivery, Robyn oversees the team charged with the successful delivery of events won for the city, including post-win strategies to ensure maximum value for the client and Sydney, such as delegate-boosting plans and opportunities to engage with government, business and the community.



Glenn King,

Chief Executive Officer, Service NSW

Glenn is an experienced senior executive, having worked in finance, banking and not-for-profit sectors domestically and internationally. Since November 2012, he was instrumental in developing leadership programs at Service NSW, the frontline service deliver organisation. He's delivered award-winning results around customer service, employee engagement and financial performance.



Jonathan McIlroy,

*Joint Managing Director,
Executive Assistant Network*

Jonathan has over 17 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.



Albert Olley,

*Executive Director Business Services,
Department of Family and Community Services (FACS)*

Albert has significant experience in the business sector and a deep understanding of shared services and outsourcing. He led the company that provided outsourced information technology, business process and property & facilities management to both government and private sector clients. He was a winner of Asiapac awards for Excellence in Culture Creation, Excellence in People and Communication within shared services. He was also awarded the People's Choice Award for Personal Contribution to the shared services and outsourcing industry. He's also a winner of the best Customer Oriented Business Model in a global Enterprise Architecture Award



Dr David Schmidtchen,

Executive Director, Ernst and Young

After serving 17 years in the Australian Army, David has spent 10 years as a senior executive in the public and private sector. He's worked in a wide variety of roles including leading innovation in the private sector and implementing workforce reform. David is a published author, a registered psychologist and a Visiting Fellow at the University of New South Wales. He's written three books on the need for organisations to adapt to changes in the nature of work and organisation.

Senior corporate and government executives confirmed as participating at this event include:



Simone Shugg,

Executive Director - People and Culture, Foxtel

Simone joined Foxtel in August 2015. Before that, she was the VP for people and performance at Carnival Australia, a role she held since 2008. Her oversight was planning, directing and coordinating human resource management activities. She has previously held senior HR roles with the Halifax Bank of Scotland Australia, across a number of its brands including St Andrews Australia, Bankwest Corporate and Business Banking and most recently Bankwest Retail Banking. She also worked for the Water Corporation in Western Australia.



Margaret Stolmack,

Chief Executive Officer, Exceptional Talent

Margaret leads in the field of coaching, mentoring and leadership development. She's a pioneer in executive coaching and brings 35 years' experience to her role. She's consulted to major banks, legal firms, telecommunications companies, manufacturers, conglomerates and public sector organisations in Australia and Asia. She was one of the first to produce a training program around coaching skills for line managers. The "Coaching Skills for Managers Training Kit" was published by CCH Australia.



Elizabeth Tydd,

Information Commissioner & Chief Executive Officer, Information and Privacy Commission NSW

Elizabeth was appointed NSW Information Commissioner and head of the Information and Privacy Commission on 23 December 2013. She was formerly executive director at the Office of Liquor Gaming and Racing where she instituted a contemporary risk-based approach to regulation and managed a major strategic policy environment. She's held various board and committee appointments including Trustee of the Responsible Gambling Fund. At the NSW Office of Fair Trading, she was the Assistant Commissioner of the Compliance and Legal Group. In this capacity, she was responsible for regulating significant industries including real estate, the motor industry, and general consumer transactions.



Mary Anne Waldren,

Chief Executive Officer, MAW Action Pty Ltd.

Mary-Anne headed up Canberra's Australian Science Festival for two decades and kick-started National Science Week around Australia. She has helped ABC Radio National and supporters produce almost one hundred outside broadcasts and is a renowned trainer, event creator and business mentor. Mary-Anne, who raised more than 1.5 million a year in sponsorship during her festival years, is also well-known as a master networker.



Joan Warner,

Chief Executive Officer, Commercial Radio Australia

Joan has worked at senior executive levels in the private and government sectors and holds four degrees including a Master of Business Administration and a Master of Education. She's responsible for negotiations across a range of regulatory and legislative issues with regulators and directly with government ministers. In her role, she oversees the whole-of-industry marketing & brand campaign, the co-regulatory Radio Codes of Practice, audience measurement survey contracts and industry copyright agreements.



Adrian West,

Head of Human Resources, Cisco Australia & New Zealand

Adrian has the overall responsibility for the 1700 employees, while setting Cisco's "People Strategy" across both countries. He re-joined Cisco in 2015 after completing seven years with the organisation, earlier in his career. Before re-joining Cisco, Adrian worked at Optus where he led the HR function for Wholesale and Satellite along with Virgin Mobile. He was responsible for setting the people management strategy across these businesses in line with the broader Optus-wide initiatives.

Consultants confirmed as participating at this event include:



James Bawtree MAIPM,
*NSW Chapter President,
Australian Institute of Project Management (AIPM)*

James has had over 17 years' experience across all facets of strategy implementation and program management. These have included roles as portfolio advisor, program director and project manager. He's also trained, coached and mentored over 1000 portfolio, program, PMO, change, benefit and project managers. He's been independently assessed by APMG, through the world's most rigorous process as a Registered Consultant and Approved Trainer in project portfolio and program management.



Michelle Bowden,
*Director, Michelle Bowden Enterprises
& Best Selling Author of "How to Present (Wiley)"*

Michelle is an authority on presentation and persuasion in business. She's a CSP (the highest designation for speakers in the world), co-creator of the PRSI (a world-first psychometric indicator that tests your persuasiveness at work), best-selling internationally published author (Wiley), editor of How to Present magazine, producer of Michelle Bowden TV, and a regular commentator in print, radio and online media.



Nigel Collin,
Business Facilitator & Coach

Over a 20 year career, Nigel has advised Ministers of Parliament, C-Suite executives and entrepreneurs. He's also consulted to wide-ranging organisations across IT, franchise, finance, pharmaceuticals, government and telecommunications. He was an ambassador of Start-up Australia, where he interviewed over 50 of Australia's top entrepreneurs and business leaders. This research offered unique insights into profitable growth and achievable outcomes involving day-to-day innovation and improvement.



Judith Fox,
*National Director, Policy & Publishing,
Governance Institute of Australia*

In 2014, Judith gained recognition for her work in public policy from the Australian Financial Review and Westpac 100 Women of Influence Awards. She specialises in thought leadership and research into governance and risk management practice. Since 2005, she's represented the Governance Institute on the ASX Corporate Governance Council. Judith is also a member of Standards Australia's Risk Management and Governance Committees, the Business Reporting Leaders Forum and ASIC's Business Advisory Committee.



Vanessa Fudge,
Director & Professional Coach, AltusQ

As a psychologist and leadership coach, Vanessa has spent nearly 15 years coaching leaders and directly training coaches and mentors. Her clients include Lend Lease, CBA, BankWest, Baulderstone, the ATO, Lloyds International, CBA and the NSW Institute of Sport. She was recently an author and lecturer at the Sydney Business School 'Applied Coaching Skills' module for the Masters of Business Coaching degree offered by Wollongong University. She's designed a successful AltusQ corporate leadership program. This is a 20 module leadership program for 4 tiers of leadership in large enterprises.

“Wow, what a great conference with so many fantastic speakers. I'll be encouraging our staff to attend. Keep it up EAN!

Sue McGrath
Australian Veterinary Association

Consultants confirmed as participating at this event include:



Shane Garrott,
*Manager, Education and Training,
Executive Assistant Network*

Bringing 12 years of training and management experience (8 years within RTOs), Shane is an engager who champions the 2000 year old art of rational thinking in the workplace. As a presenter, he challenges your preconceptions on service, finance and management. As EAN's Education & Training Manager, he supports your development and future career path with a vigour and passion unmatched.



Jane Jackson,
Career Management Coach

Jane specialises in career management coaching. She's also a blogger for the influential US Huffington Post and Author of #1 Amazon Australia (Careers) Best Seller, "Navigating Career Crossroads." Her corporate clients include Westpac, BT Financial, Credit Suisse, Rio Tinto, Lee Hecht Harrison, Australian Graduate School of Management and Chicago Booth Graduate School of Management. Her articles have featured in the Sydney Morning Herald, Australian Women's Weekly, and CareerOne.



Genevieve Matthews,
*Director, Zaphod & Author/Creator,
The Art of Extraordinary*

For nearly 7 years, Genevieve mentored and coached business owners, leaders and teams across varied industries. These include tourism, hospitality, travel, mining, architecture, engineering, design, fitness, childcare, hair & beauty, IT, floristry, recruitment and amateur and elite sports. She's an experienced 1-1 coach as well as trainer and facilitator. Her expertise covers all areas of business, with a particular flair for sales and marketing, customer service and creating culture.



Sonia McDonald,
Chief Executive Officer, LeadershipHQ

Sonia is internationally-recognised as an expert in leadership, organisational development and neuroscience. She focuses on the strategies behind successful business and leadership. Taking a neuroscience approach, she shows how the power of the human brain can become the driver for business and team success. She's been published in The Australian, HRD Magazine, Smart Healthy Women and Women's Business Media.



Andrèa Westwood,
Executive Coach, Kona Group

Andrea has spent more than 10 years helping organisations change and grow their businesses through transforming their people. She has worked extensively in Australia, Singapore, India and HK where she honed her cultural diversity coaching skills. Her roles within pharmaceutical companies remain instrumental in organisations receiving the Australian Quality Award.

“ This is my first EA Congress and I didn't know what to expect. The event ran smoothly and on time. Great to hear and learn about other EAs' lives in a different organisation and relate to their challenges. We learned from each other's experiences. I left the event feeling inspired and want to be the best that I can be in my career.

Tammy Thomas
Fuji Xerox Australia

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



Larissa Auditore,

*Executive Assistant to CEO Daniel Fogarty,
General Insurance, Zurich Financial Services Australia*

Larissa is an accomplished executive assistant with 15 years' experience in the financial services and legal industries. She believes EAs that see their role as a partnership are often best-placed to broaden skills and grow their career. She is proactive at anticipating the needs of the Chief Executive Officer and utilises her analytical skills and broad understanding of the business to better interpret these. Larissa has an awareness of fundamental business principles and a deep understanding of the insurance industry.



Beverley Carl,

*Executive Assistant to Linda Brown, CEO, Laureate Australia &
CEO, Think Education Group & President Torrens University*

Beverley has worked with major organisations, directly reporting to senior executives in banking, finance and more recently education. She joined Laureate Australia in June 2015. This organisation encompasses Torrens University Australia, Think Education and Blue Mountains International Hotel Management School. It is part of Laureate International Universities. Previously, Beverley was EA to the CEO at Think Education. She has also worked as an EA to the CIO at Suncorp Group. Her other roles involved assignments at GE, Clemenger BBDO and the National Australia Bank.



Kimberly Cullen,

*Personal Assistant to Allan Parker,
Founder, Peak Performance Development*

Kimberly has a background in science and science communication and her path to the PA/EA arena has been an unconventional one. She holds a Bachelor of Science (Honours) in Physics/Astronomy/Astrophysics and a Master of Science Communication. Her training as a scientist offers a heightened level of attention to detail, the ability to follow process and procedure with precision and well above average analytical skills.



Jessica Dalton,

Executive Assistant to CEO Glenn King, Service NSW

Jess started in her current role in October 2012 and remains pivotal to organisational efficiency. She began at Service NSW when this organisation was in its infancy with just 30 team members. This has grown to 1000 across the network. She's successfully developed strong relationships with internal and external stakeholders, including Ministers, the Departmental Secretary and Service NSW teams. Before Service NSW, she held roles within Ministerial offices and in tourism.

“

I was able to bring back the conference in a single package to my General Manager. It covered everything and more than my expectations. I got tips and tricks on how to manage the General Manager's day-to-day more efficiently.

Loreana Cipri

Drug Health Services

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



Donna Heaton,

*EA to CEO Stephen Purcell & Benjamin Pollack,
Head of Strategy & Clients, PPB Advisory (PPBA)*

Donna provides support to Stephen and Benjamin and works closely with the executive leadership team, board, non-executive directors and risk committee. She joined PPB Advisory in 2009. Her role includes organising national meetings and functions, as well as national partner and director conferences. Before the PPBA, she worked as a legal secretary at Henry Davis York, firstly in the banking litigation section and then as personal assistant to then managing partner.



Margaret Rae,

*Executive Assistant to CEO Rev Dr Keith Garner AM,
The Wesley Mission*

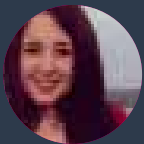
Margaret started her career in the legal field and has been an EA for more than 25 years. Before joining Wesley Mission in April 2015, she was EA to the CEO and CFO of Downer EDI Rail for 6 years. Previously, she worked in the education industry for about 12 years. She's also managed contract assignments with PwC, WorkCover and William Clarke College, among other firms.



Emma Stein,

Executive Assistant, Enterprise Support Services, Ernst and Young

Emma currently supports the Oceania human services leader and four directors working across four different EY service lines. Before joining EY, she clocked extensive experience in the private legal industry as an executive assistant and paralegal to a range of legal practitioners in Commercial Law practices. She was also executive assistant to the General Counsel at the Australian Government Solicitor. While gaining valuable experience in public and private sector, Emma also completed her Bachelor of Laws from the University of New England.



Danica Zegarac,

*Electorate Officer and Executive Assistant, Officer of the Hon. Dominic Perrottet MP,
Minister for Finance, Services and Property, Member for Hawkesbury*

Danica maintains a busy schedule as an electorate officer and advisor for the Hon. Dominic Perrottet MP, NSW Minister for Finance, Services and Property and Member for Hawkesbury. She was formerly an executive assistant to Minister Perrottet, apart from managing office administration. She's also held campaign executive roles during state and federal elections. She previously worked as a research assistant to a variety of paediatric and senior surgeons.

“

I left the conference feeling a renewed sense of purpose and enthusiasm for my chosen career as an Executive Assistant. We hold the power to inspire, to influence and to shape the organisation in which we work. I have never felt more empowered!

Carmen Ellard

Grand Pacific Health

Dinner & Networking drinks

More than Just a Conference A Networking Imperative!

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 and the cocktail drinks are hosted within the EAN Expo area. 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. Remember – Networking is essential for effective Executive Office Managers, not just Executives

Gala Dinner and Cocktails Crystal Palace, Luna Park Sydney

Wednesday 16 March 2016

- All delegates at the 2016 Annual Congress are invited to join us for an astonishing evening at our Gala Dinner!
- Enjoy Amazing Entertainment at the iconic Hyatt Regency
- Held within one of Sydney's finest venues with great food, fine wines, amazing company and a stellar show are all the ingredients we deem necessary to help ensure relaxation ahead of a second great day in the conference
- Networking is Easy and Effortless!
- Attendance at the dinner is included within the registration fee for each delegate and additional guests can attend at a cost of \$150 inc GST

FOR MORE INFORMATION,
OR TO PRE-REGISTER
FOR THE EVENT VISIT :
EXECUTIVEASSISTANT.COM



Executive Assistant Network Exhibition Sydney

The only Expo Designed purely for Senior EAs and PAs

Even if you can't attend the full conference, come along and experience the Exhibition with Suppliers Who Care About You And What You Do! Held alongside the #1 conference for EAs and PAs in Australia, this is the Exhibition to visit if you want to save time and meet a range of suppliers in one location at one time, all of whom have products or services targeted at the needs of EAs and their companies. It's a key aspect of your job, so why not do it the convenient way!

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

16-17 March 2016

Wednesday 10.00am-5.30pm

Thursday 9.30am-4.00pm

Our 2016 exhibition will feature over 70 amazing businesses with services and products as diverse as:

Accommodation (Hotels & Apartments), Event Venues, Team Building, Corporate Gifting, Training Venues, Recruitment, Convention & Visitors Bureaus, Gift Companies, Venue Finding Services, Travel, Transport, Event Organisation, Corporate & Event Catering, Corporate Photography, Audio Visuals, Office Consumables and Stationery, Corporate Entertainment, Office and Business Technology and much, much more

FOR MORE INFORMATION,
OR TO PRE-REGISTER
FOR THE EVENT VISIT :

EXECUTIVEASSISTANT.COM



SYDNEY 2016 Congress Registration Form

Crystal Palace, Luna Park 16-17 March 2016

SECTION A - DELEGATE

Surname Title Given Name

Organisation

Position

Organisation Address

Suburb State Country Postcode

Telephone () Facsimile ()

Email

(required for your emailed confirmation details)

Dietary Requirements

(this is not dietary preferences but specific food allergies or vegetarian / vegan)

I have no special dietary requirements

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@ExecutiveAssistant.com

CREDIT CARD

MasterCard Visa American Express

(Note - Diners is NOT accepted)

Cardholders Name

Expiry Date /

Card Number

Security Code

Signature

Date

SECTION B - REGISTRATION FEES

	By Friday 26 Feb 2016	After Friday 26 Feb 2016	Payment
EAN Member	A\$1,295 + GST (\$1,424.50)	A\$1,695 + GST (\$1,864.50)	\$
Non-Member	A\$1,695 + GST (\$1,864.50)	A\$2,095 + GST (\$2,304.50)	\$

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

SECTION C - SOCIAL EVENTS

Date	Event	Cost	No. of tickets	Payment
16 Mar	Gala Dinner Full Delegate	N/A		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	\$

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 26 February 2016. 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.

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 26 February 2016 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.

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