

The Human Executive Assistant



Combining your head and heart with your skills and knowledge to deliver the key intangible benefits in the EA role

Australia's Leading Conference Series for EAs & PAs -
March 25th & 26th - Luna Park Sydney

15th Anniversary

of the most highly acclaimed
forum for EAs & PAs in Australia

Our most timely and relevant
conference ever – featuring 6
interactive sessions for EAs
grappling with the future of
their role and of work



Combining your head and heart with your skills and knowledge to deliver the key intangible benefits in the EA role

Dear Colleague,

Much is being made of Artificial Intelligence (AI) and machine learning and the impact this will have on many roles and the overall future of work around the globe. Many are heralding it as a potential Armageddon for the EA role, one that will see the nature of the role change dramatically and many EA positions disappear. We believe nothing could be farther from the truth, so long as people focus on the human aspects of what it takes to be a truly great EA.

From the OECD to the World Economic Forum, consultancies like Deloitte to McKinsey, reports are showing that success in future working practices will require some key things, primarily a commitment to lifelong learning so people can adapt to change, plus an emphasis on human skills that machines can't easily replace, like creativity and emotional intelligence.

All these points marry perfectly with what we have been promoting around the EA role for many years – the intangible elements of the role that make an amazing EA, that rarely feature in any EA position description, but which are vital for executive success.

In this conference we are going to examine the future for the EA role from a uniquely human perspective, the key head and heart aspects of the role and what you can do to enhance your strengths with these, as well as what you can do to ensure you are flexible and adaptable to change, and embrace continual learning and development to help you thrive.

The future isn't bleak. It is exciting. AI and Machine Learning will actually make your role more rewarding by removing many of the repetitive and mundane elements, but the areas it won't and can't replace are up to you to focus on. Upskill and develop in the areas that will matter most in the future.

I look forward to having you join us at the conference.

Kind regards

Jonathan McIlroy

Executive Director, Executive Assistant
Network and Executive Assistant
Academy

It was such a pleasure to attend this year's EAN Conference! Thank you so much EAN Team! Your Conferences always deliver with style & professionalism and are totally refreshing! Your speakers were truly superb, inspiring and empowering. The interactive sessions were a lot of fun. You will always leave the EAN Conference with a lasting impression of more knowledge and learnings gained from a full-on Conference. It is always worth sharing this kind of experience!

Rachel De Leon

Body Corporate Brokers



Key Benefits of Attending

- Examine why the future of work will centre on the human elements of head, heart and creativity
- Understand why technology should be embraced and utilised in the best possible way instead of feared
- Enhance your emotional intelligence – possibly the single greatest trait of a great EA
- Investigate the truly human areas of the EA role that you can focus on to expand and develop your role
- Agility, flexibility and being a lifelong learner – why these are essential traits in the workplace of the future
- Improve your judgement making and critical thinking capacities to flourish in a changing world
- Focus on the human skills of communication, negotiation and relationship building – key elements in the human based workplace that will never be replaced
- Discover the creative potential that resides in us all and don't be afraid of always thinking creatively
- Learn how leadership is not managing and draw from that to examine how to be an inspiration to all those around you
- Uncover how to be confident, assertive and manage conflict whilst still maintaining excellent relationships with all those around you
- Unearth and cultivate your innate characteristics that make you irreplaceable

Senior executives confirmed as participating at this event include:

Elizabeth Blatchford

Director of Business Management and Organisational Change, Microsoft Australia

Lindsay Brown

Vice President APAC, LogMeIn

David Buley

Chief Financial Officer, The Association of Independent Schools of NSW

Natasha Cannon

Co-Founder & Executive Director, Executive Assistant Network

Adrian Dwyer

Chief Executive Officer, Infrastructure Partnerships Australia

Caroline Hutchinson

Principal/Director, Coleman Greig Lawyers

Dr Sarah Jones

Chief Executive Officer, Sydney School of Entrepreneurship

Deborah Lockhart

Chief Executive Officer, Australian Disputes Centre

Tony Mestrov

Chief Executive Officer, Greyhound Racing New South Wales

Daniel O'Halloran

Commercial General Manager, COS

Karl Turner

Chief Operating Officer, Executive Director, Policy & Risk Management, Australian Finance Industry Association



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

Catherine Brown

Executive Assistant to Chief Executive Officer and
Managing Director, Inghams Group

Cristine Gamboa

Executive Assistant to Chief Executive Officer,
Aurora Education Foundation

Christie Hollis

Assistant to the Director/Business Development
Department, ICC Sydney

Monica Keith

Executive Assistant to Vice President Customer
Experience, Schneider Electric

Jodie Queenan

Executive Assistant to Head of Digital,
Transformation & Performance and Head of Risk
Transformation, Business Bank, Westpac

Lisa Shen

Executive Assistant, RSM Australia

Denise Simpson

Executive Assistant to the Chief Financial Officer,
InfraBuild

Yvette Simpson

Executive Assistant, GWA Group

Ashlee Tenberge

Executive Assistant to Vice President, APAC,
LogMeIn

Yasmin Williams

Executive Assistant to the Chief Executive Officer,
TransGrid

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

Sandra Bartlett

Author, Thought Leader and Confidence Coach

Rachel Burke

Master Trainer of Sales and Influence

Samantha Chambers

Speaker, Published Author, Coach & Mentor

Matt Church

Keynote Speaker

Yvonne Collier CSP

Speaker, Trainer, The Assertive Skills Expert

Dr Neryl East CSP

Professional Speaker and Facilitator

Dr Gaia Grant

Researcher and Keynote Speaker

Martin Grunstein

Professional Speaker on Customer Service

Colin James

Educator

John McDonald

Chief Executive Officer, ProActive ReSolutions

David Penglase

Conference Speaker and Corporate Educator

Rebecca Poulson

Author

Rob Pyne

Speaker, Trainer, Founder

Steve Semmens

Keynote Speaker

Amy Stewart

Keynote speaker, facilitator and Emotional
Intelligence practitioner

Robert Taylor

Senior Consultant, Executive Assistant Academy

David Thomson

Manager, Education & Training, Executive Assistant
Academy

Bryan Whitefield

Keynote Speaker

Sponsor



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

Wednesday 25th March

8.30am Chairperson's Opening

Remarks

8.35am Keynote Opening

Address

The path to prosperity: Why the future of work is human – A Deloitte report

9.15am Keynote Executive Assistant Academy (EAA) Address

Combining your head and heart with your skills and knowledge to deliver the key intangible benefits in the EA role

9.55am Keynote E.I Address
High Emotional Intelligence – Is this the single most important trait of great EAs?

10.35am Morning Coffee

11.05am EA Panel Discussion

Emotional intelligence, communication, relationships, persuasion and networking – what human traits define the best EAs?

11.55am Executive Panel

Discussion

The future of the EA role – examining the impact of Artificial Intelligence, Machine Learning, Soft Skills and an Agile Workplace

12.45pm Lunch

AFTERNOON STREAM 1

2:00pm Having a growth mindset and being a lifelong learner – the key to success in the future
2.40pm Adaptability and embracing change – the importance of flexibility and versatility in your life and work

3.20pm Afternoon Tea
3.50pm Understanding the role of judgement in decision making and how to enhance yours
4.30pm Interactive Session
Critical thinking (analytical thinking) – reflective and independent thinking
5.30pm Close of Day One –
Cocktail Reception Within Exhibition Area
7.00pm Gala Dinner

AFTERNOON STREAM 2

2:00pm Interpersonal skills and communication
2.40pm Sales and negotiations – the EA of the future is going to need to be a savvy, persuasive communicator
3.20pm Afternoon Tea
3.50pm Networking and managing relationships – make relationships a key priority in your development
4.30pm Interactive session
Creative thinking and ideas generation to help you become more proactive and deliver greater solutions for your executive
5.30pm Close of Day One –
Cocktail Reception Within Exhibition Area
7.00pm Gala Dinner

Day 2

Thursday 26th March

8.25am Chairperson's Opening

Remarks

8.30am Keynote Address

Leadership: Your best you

9.10am Keynote Customer Service Speaker

A customer service approach to the EA role – and everything else in life

9.50am Keynote Speaker

Inspiring and motivating others

10.20am Morning Coffee

10.50am EA Panel Discussion

Technology skills and embracing new technologies as an EA

11.40am Executive Panel Discussion

Managing internal relationships and dealing with stakeholders – enhancing the role of the EA

12.30pm Lunch

1.45pm Keynote Confidence Speaker

Self-confidence and self-esteem – removing limiting thoughts so you can achieve what you want and be seen the way you want

2.25pm Keynote Relationship Speaker

How to be assertive and still maintain positive relationships with all those around you

3.05pm Break

3.15pm Keynote Resilience Speaker

Becoming resilient so you can get knocked down, get back up and go on to succeed

3.55pm Keynote Conflict Speaker

Sometimes being confident, assertive, and communicating positively aren't enough – dealing with conflict

4.35pm Close of Conference



Day 1 March 25th

8:30am Chairperson's Opening Remarks

8.35am Keynote Opening Address

The path to prosperity: Why the future of work is human – A Deloitte report

"The myths that say robots will send unemployment soaring and job security will be much less certain aren't just wrong, they are potentially damaging if we allow them to take hold and this leads us to make wrong choices. People, and their unique interpersonal and creative skills, will be central to the future of work, and how we structure this future, and prepare our workers, will say a lot about us as a society. Our decisions now will be a key driver of our economic success. After all, for every problem there's a job, and the world isn't running out of problems." In this session presented by Deloitte you will look at:

- How technology will change and augment work, not replace it
- How technology will help make jobs more meaningful and productive
- Why the skills of the future will involve the hands less, and the head...and the heart, more
- Why human skills like creativity, customer service, care for others and collaboration are the hardest to automate and how this will lead to new skill requirements

9.15am Keynote Executive Assistant Academy (EAA) Address

Combining your head and heart with your skills and knowledge to deliver the key intangible benefits in the EA role

If the future of work is human, of the head and of the heart, then what does this mean for the EA role?

In this session you will examine the intangible elements of the EA role and how these deliver significant benefits to an executive and broader organisation, and then examine what this means from the perspective of the EA role. What is unlikely to be automated and what is likely to shape then as the future for what the EA role will look like? And what skills and knowledge should EAs focus on as their career evolves?

- EAA's model for the EA role and where EAs deliver the greatest benefits to executives
- What EAs need to know and do to deliver those benefits for their executives
- Why the ever-changing landscape of competing executive priorities and competing stakeholder and staff needs is impossible to automate but where EAs can thrive
- From emotional intelligence to communication skills, analytical thinking to creative problem solving, what EAs need to focus on now and into the future

Natasha Cannon

Co-Founder & Executive Director,
Executive Assistant Network

9.55am Keynote E.I Address High Emotional Intelligence – Is this the single most important trait of great EAs?

Emotional intelligence is the ability to identify and manage your own emotions and the emotions of others. In the context of leadership, it is said to encompass Self-awareness, Self-regulation, Motivation, Empathy and Social skills. In our research, high Emotional Intelligence consistently ranks as by far the greatest skill good EAs tell us they need to have. And in the context of managing the office of their executive, managing executive priorities, executive relationships and their energy and focus, it is the one skill we believe that EAs need to really focus on now, but even more so into the future.

- Self-awareness – knowing how you feel and how your actions affect others
- Self-regulation – staying in control and having a commitment to flexibility and personal accountability
- Motivation – constantly reassessing your goals and your commitment to standards
- Empathy – focussing on putting yourself in other people's shoes when assessing how to act and respond
- Social Skills – from communication to conflict resolution, you need to set good examples and take a lead in guiding and supporting others

Amy Stewart

Keynote speaker, facilitator and
Emotional Intelligence practitioner

10.35am Morning Coffee

11.05am EA Panel Discussion

Emotional intelligence, communi- cation, relationships, persuasion and networking – what human traits define the best EAs?

In this EA panel discussion, our panellists will focus on helping to identify the good and the bad in EA human traits and behaviours and give examples of how EAs can act and work in ways that help get the best results. And focussing on the intangible elements from the EAA role model, what EAs should be focussing on in their own development for the future.

- How have the panellists developed their own head and heart skills and what examples can they give of how important that has been?
- How do these fit into the EAA model in terms of managing executive focus, energy, mind-set, relationships and priorities?
- How do EAs build the relationships with executive team members to be seen as the facilitators of best outcomes for all?



Day 1 March 25th

- Where do the panellists see the role evolving and what will that mean for their own development goals, plus what can they recommend for others to focus on?

Moderator: **David Thomson**

Manager, Education & Training,
Executive Assistant Academy

Monica Keith

Executive Assistant to Vice President
Customer Experience,
Schneider Electric

Catherine Brown

Executive Assistant to Chief Executive
Officer and Managing Director,
Inghams Group

Yvette Simpson

Executive Assistant,
GWA Group

Yasmin Williams

Executive Assistant to the Chief
Executive Officer,
TransGrid

Christie Hollis

Assistant to the Director/Business
Development Department,
ICC Sydney

11.55am Executive Panel Discussion

The future of the EA role –
examining the impact of Artificial
Intelligence, Machine Learning,
Soft Skills and an Agile Workplace

- Focussing on their own experiences, their own take on international research and their own intuition-based predictions, our panel of executives will give their own frank assessments of how they believe the EA role will evolve and what they believe they will need their EAs to be skilled at in the future.
- What areas of the EA role are likely to be replaced by machines and artificial intelligence?
 - Will these changes enable EAs to expand their role into more productive areas for their executives or will EAs simply end up supporting multiple executives in the future?

- What skills, knowledge and capabilities should EAs be focussed on developing into the future?
- How can EAs focus on delivering the greatest value for their executives and wider organisations?
- How do these fit into the EAA model in terms of managing executive focus, energy, mind-set, relationships and priorities?
- How do EAs build the relationships with executive team members to be seen as the facilitators of best outcomes for all?

Moderator: **Robert Taylor**

Senior Consultant,
Executive Assistant Academy

Lindsay Brown

Vice President APAC,
LogMeIn

Deborah Lockhart

Chief Executive Officer,
Australian Disputes Centre

David Buley

Chief Financial Officer,
The Association of Independent
Schools of NSW

Elizabeth Blatchford

Director of Business Management and
Organisational Change,
Microsoft Australia

12.45pm Lunch

AFTERNOON STREAM 1

2:00pm Having a growth mind-
set and being a lifelong learner –
the key to success in the future

"Our deepest fear is not that we are inadequate. Our deepest fear is that we are powerful beyond measure. It is our light, not our darkness that most frightens us. We ask ourselves, 'Who am I to be brilliant, gorgeous, talented, fabulous?' Actually, who are you not to be?" This quote from Marianne Williamson helps highlight the difference between having a growth mindset versus a fixed mindset. Those who have a fixed mindset assume our character, intelligence and creative ability are static.

Those who don't thrive on changes and see that their basic qualities are things that they can cultivate and change. This growth mindset is one people will need in the future, and allow it to cultivate a lifelong learner approach.

- The dangerous limitation of a fixed mindset for everyone, including those who have excessive talent and abilities
- How to cultivate a more positive, growth mindset
- What does it mean to be a lifelong learner and how should you focus your own personal efforts

David Penglase

Conference Speaker and Corporate
Educator

2.40pm Adaptability and embracing change – the importance of flexibility and versatility in your life and work

As studies have shown, if the future requires flexibility, agility and adaptability, how do you become better at embracing it, even if you already see yourself as flexible and adaptable? Employers are already looking for people who welcome change and don't just follow the mantra of "that's the way it's always been done." A changing world needs creative and flexible people who can solve solutions and transition to new approaches readily and easily.

- Flexibility – identifying your attitude to change
- Versatility – examining your ability to deal with change
- How can you consciously decide to be flexible in your ideas and expectations?
- What tools and processes can you adapt to help improve your flexibility and versatility?

Samantha Chambers

Speaker, Published Author, Coach &
Mentor



Day 1 March 25th

3.20pm Afternoon Tea

3.50pm Understanding the role of judgement in decision making and how to enhance yours

Judgement has a number of meanings, but in the context of decision making could be summarized as the ability to decide, the processes used to make a decision and the decision outcome that eventuates from exercising judgment. This includes the internal thinking and cognitive process, drawing conclusions, forming opinions or making distinctions about ideas, situations, people or events through assessment comparison or deliberation. So how do you improve your judgement and decision-making abilities?

- Learning to look outside of the specifics of a situation
- Learning to look at opposing opinions or ideas for comparison
- Assessing collective opinions and those of experts
- Looking for trends in repeated exercises or processes

Bryan Whitefield
Keynote Speaker

4.30pm Interactive Session Critical thinking (analytical thinking) – reflective and independent thinking

In this interactive session you will utilise a game based approach to help you improve your critical thinking ability. Critical thinking is the ability to engage in reflective and independent thinking. It is about being an active learner, not a passive recipient of information, questioning ideas and assumptions and not just accepting things. Rather than use intuition or instinct it is about analysing and solving problems systematically.

- How to spot the links between ideas
- How to assess what is relevant and important
- How to spot errors in reasoning
- How to approach problems in a systematic and methodical manner
- How to spot your own assumptions beliefs or values and their impact on your thinking

Rob Pyne
Speaker, Trainer, Founder

5.30pm Close of Day One – Cocktail Reception

7.00pm Gala Dinner

AFTERNOON STREAM 2

2.00pm Interpersonal skills and communication

From your partnership with your executive, managing expectations with them and being fully aligned in terms of vision, goals and objectives, to managing key stakeholder relationships, working effectively with other teams or divisions, and building a trusted relationship with your executive and their team, excellent communication skills are essential. Credibility and being seen as a leader who can truly and effectively manage the office of their executive can't be left to chance. Even if you are a strong communicator there are always things you can learn to do better.

- Learn to really know what you feel and really want to convey and then convey what you truly mean
- Ensure you get the correct tone and inference in what you say
- Learn to read what others might be inferring or really meaning
- Keep an eye out for corporate speak or jargon that can mean everything or nothing

- Improve your listening and observational skills
- Know when to ramp it up and quickly hit the high points and when to dial it back

Dr Neryl East CSP
Professional Speaker and Facilitator

2.40pm Sales and negotiations – the EA of the future is going to need to be a savvy, persuasive communicator

As the EA role continues to evolve and involves greater amounts of leadership and managerial capabilities, the need for EAs to be able to persuade others to accept their ideas or opinions is going to increase. Managing executive focus, priorities and relationships in the face of competing stakeholder and team needs is never easy. And even once team members see you as a trusted ally who is working to achieve the best outcomes for the whole team, encouraging them to support your initiatives and push back isn't easy.

- From needs-based selling to empathy selling, what are the different approaches, and which works best when?
- Why persuasion and selling are different from manipulation
- Simple persuasive techniques to help you build your confidence
- What to do when persuasion isn't enough, and you need to negotiate

Rachel Burke
Master Trainer of Sales and Influence

3.20pm Afternoon Tea

3.50pm Networking and managing relationships – make relationships a key priority in your development



Day 1 March 25th

In most organisations the EAs are the most heavily networked people in the business, both horizontally and vertically. EAs know people from the bottom to the top and across all divisions as this is the essence of what enables them to get things done. They know who does what and who achieves what and this helps them keep their executives abreast of what is occurring daily throughout the business. But a less technical focussed role in the future will need the EA to be even better at this. In this session you will learn simple tools and techniques that will help you achieve in a number of key areas.

- Being the glue in the executive team
- Your role as the corporate thermometer for your executive
- Understanding the relative importance of different stakeholders and staff needs at different times based on the ever-changing relative priorities of your executive
- Your role as an advocate and change champion for your executive
- Networking externally to build the relationships that can help your executive achieve their objectives

Steve Semmens
Keynote Speaker

4.30pm Interactive Session Creative thinking and ideas generation to help you become more proactive and deliver greater solutions for your executive

In this interactive session you will engage in a practical team activity based on real problems or opportunities that aim to help you think of creative ideas.

Creativity is one of the most important factors identified in numerous reports on the future of work that show where human skills and traits will thrive where machines can't. This is your opportunity to look at creativity in a practical way and change your thought process so you can apply simple techniques to problems in your daily working life.

- Why creativity isn't just something that children and artistic people can have
- How processes actually can help you become more creative
- Understanding that everyone can have a role to play in developing creative ideas
- How to use simple techniques in your own day to day life

Dr Gaia Grant
Researcher and Keynote Speaker

5.30pm Close of Day One – Cocktail Reception

7.00pm Gala Dinner

Day 2 March 26th

8.25am Chairperson's Opening Remarks

8.30am Keynote Address Leadership: Your best you

So, whilst it is easy to identify that you are, in essence, the manager of your executive's office, and must therefore manage aspects of their lives, you are also the leader of your life. This knowing translates to the effect you have on others. You are often the one who motivates the motivator, inspires the inspirer and at times you lead the leader. To do this well you need to understand the leader's line. You know it as it exists in all aspects of your life. There is this unspoken line of intent in our lives. When we are living and working 'above the line' we feel like we are in control and we are being our best version of ourselves. Often life and our mindset can push us below the line. This session explores how we can all choose to live and work above the line more often. Inspiring, reflective and practical this session is perfect for a work or personal goal-set. It's about attitude, self-leadership, awareness and striving to be your best you in every context of your life. Matt's sessions are high energy, interactive and top-rated at each and every event.

- Develop and display a growth mindset
- Learn the power of inspiration over information
- Display passion and boundless energy to those around you so they can see how much you genuinely care about what it is you are doing or pursuing
- Don't be afraid to be humble and show praise and thanks where necessary and also to accept advice and criticism where you need it
- Be empathetic to your colleagues and stakeholders and to their opinions and needs



Day 2 March 26th

- Live in integrity, walk the walk and live by the same standards you expect in others

Matt Church

Keynote Speaker

9.10am Keynote Customer Service Speaker

A customer service approach to the EA role – and everything else in life

Whilst great EAs work in partnership alongside their executives, it is important to remember that, in essence, they are there to help service the needs of the executive and the organisation. Furthermore, when managing relationships with stakeholders and executive team members it helps to remember to do that through the context of always exceeding expectations when delivering on a task or project. All of these can be akin to adopting a customer service approach to your work where all those you deal with, including your executive, are customers of your executive's office and you are trying to exceed their expectations all the time.

- What working in customer facing roles when delivering a service teaches us
- How rapport and relationships can be built and enhanced
- The importance of focussing on timely, knowledge and skill based, problem-solving, solutions – that meet or exceed expectations

Martin Grunstein

Professional Speaker on Customer Service

9.50am Keynote Speaker Inspiring and motivating others

Getting others to feel inspired and motivated to do what they need may not seem like an EA role requirement – but it is, especially when it comes to project delivery, the delivery of reports

or other work, or even when advocating for change programmes or executive policies. So how can you do that?

- Why most people rarely have issues with internal motivation and the desire to do great work and why spotting external factors within the workplace or task is often the issue
- From difficulty and complexity to boredom, frustration or distractions, looking to see what is hindering someone delivering their best work
- Looking dispassionately for better solutions to help a situation and communicating them with empathy and a clear way forward
- Simple every day tools to help people connect their desired intended performance with reality
- Feedback loops and rituals as another way to help build on after the elimination of external factors

Colin James

Educator

10.20am Morning Coffee

10.50am EA Panel Discussion

Technology skills and embracing new technologies as an EA

If the future for EAs involves embracing new technologies so that you can automate processes and remove much of the mundane task oriented aspects of the role and free you up to work on what delivers the greatest value for your executive, how do you find these, how do you encourage your workplace to adopt them and how do you utilise them moving forward. In this session our panel of EAs will discuss what they have done, what their workplaces are doing and give insights that can help all EAs think about opportunities in their own domains.

- The approach they have taken to being open to change with next technologies
- Simple every day tools, software programs or apps every EA can utilise

- Best systems for connecting people working remotely

- Machine learning and AI and what some organisations are already utilising

- The top technology or IT solution each panellist has learned of and would like their organisation to adopt

Moderator: **David Thomson**

Manager, Education & Training, Executive Assistant Academy

Ashlee Tenberge

Executive Assistant to Vice President, APAC, LogMeIn

Lisa Shen

Executive Assistant, RSM Australia

Denise Simpson

Executive Assistant to the Chief Financial Officer, InfraBuild

Cristine Gamboa

Executive Assistant to Chief Executive Officer, Aurora Education Foundation

Jodie Queenan

Executive Assistant to Head of Digital, Transformation & Performance and Head of Risk Transformation, Business Bank Westpac

11.40am Executive Panel Discussion

Managing internal relationships and dealing with stakeholders – enhancing the role of the EA

From being the glue in the executive team to being seen as the facilitator of best outcomes for everyone, EAs need to build strong relationships. Even with stakeholders, EAs need to understand the relative importance of every stakeholder at any time based on their understanding of competing executive priorities and objectives and have the ability to manage those relationships irrespective of the situation or circumstance.



Day 2 March 26th

In this session our panellists will share their thoughts on this every expanding role for the EA and how this will expand in the future.

- Building and managing strong relationships with the executive's team
- Positioning the EA in the right way with staff and stakeholders
- How to understand the relative importance of different staff and stakeholders at different times based on competing executive priorities
- What the future looks like for EAs and the head and heart side of their role – how will the role of the EA in terms of managing key relationships change?

Moderator: **Robert Taylor**
Senior Consultant,
Executive Assistant Academy

Tony Mestrov
Chief Executive Officer,
Greyhound Racing New South Wales

Dr Sarah Jones
Chief Executive Officer,
Sydney School of Entrepreneurship

Adrian Dwyer
Chief Executive Officer,
Infrastructure Partnerships Australia

Caroline Hutchinson
Principal/Director,
Coleman Greig Lawyers

Daniel O'Halloran
Commercial General Manager,
COS

Karl Turner
Chief Operating Officer, Executive Director, Policy & Risk Management,
Australian Finance Industry Association

12.30pm Lunch

1.45pm Keynote Confidence Speaker
Self-confidence and self-esteem – removing limiting thoughts so you can achieve what you want and be seen the way you want

Success comes easier to some whether due to ability, talent or a myriad of other things. But sometimes even those with talent and ability have limiting thoughts and beliefs either about their worth or value that lower their self-esteem and make it hard for them to flourish. But we can all work on improving our self-confidence and in this session, you will learn some simple techniques to do just that.

- Focusing on your achievements, what you are good at and appreciating your worth
- Identifying your key strengths and weaknesses in different areas
- Understanding how the mind works and building a new image of yourself to focus on
- Committing yourself to continuing to believe an change irrespective of the time, or any obstacles or hurdles

Sandra Bartlett
Author, Thought Leader and Confidence Coach

2.25pm Keynote Relationship Speaker

How to be assertive and still maintain positive relationships with all those around you

You don't have to be rude, arrogant or belligerent to be assertive. Indeed, often the most assertive people are the ones who seem to do it effortlessly without putting other people offside. And whilst that isn't easy, and can't always happen based on the personality of others, there are ways to do so that will get better results more often.

- How to learn to communicate what you want and need fairly but firmly
- Focussing on empathy and the rights, needs and wants of others
- Understanding the relationship to self-esteem and your value or worth

- Remaining positive and calm when expressing what you want and need even when dealing with difficult or aggressive people
- Dealing with criticisms and push back
- Simple assertive communication techniques you can use everyday

Yvonne Collier CSP
Speaker, Trainer,
The Assertive Skills Expert

3.05pm Break

3.15pm Keynote Resilience Speaker

Becoming resilient so you can get knocked down, get back up and go on to succeed

The key to resilience is to learn to see set-backs or situations where things don't go exactly to plan as opportunities to learn what not to do. From Richard Branson to Thomas Edison, Michelangelo and many more, history is littered with incredibly successful people who didn't let set-backs stop them in their pursuits. In the workplace where stress can be an ever present factor and constant change can further deplete positive attitudes, learning simple techniques to build and maintain resilience is now one of the most in demand forms on training in many organisations.

- Understanding what resilience is and isn't
- Focusing on the things we can control, influence or do nothing about
- Optimism and more optimistic styles of thinking
- Learning how to be mentally agile and accept and embrace change
- Managing your energy when times are tough to ensure mental acuity and emotional balance

Rebecca Poulson
Author



Day 2 March 26th

3.55pm Keynote Conflict Speaker

Sometimes being confident, assertive, and communicating positively aren't enough – dealing with conflict

No matter how we try using all the skills and tools at our disposal, sometimes conflict arises anyhow. Whether it is because of personality issues, perceived value differences or desired outcome differences, the reality is we will all deal with conflict, and the key to ensuring it is minimised and resolved quickly can rest with you.

In this fun final session, you will look at:

- Managing your emotions and finding ways to minimise stress quickly
- Staying attuned to your emotions throughout the situation and staying in control of them
- Focussing on the problem not the person, their attitudes and behaviour
- Looking for options and win-win possibilities

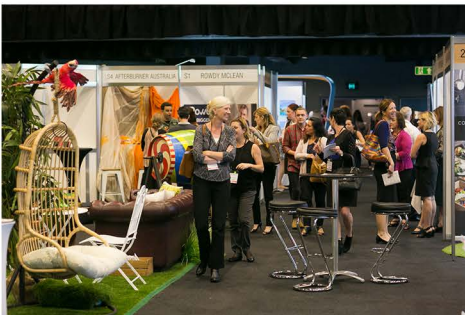
- Taking an aerial view of the problem to try and remain dispassionate

- Techniques for defusing even the most agitated person

John McDonald

Chief Executive Officer,
ProActive ReSolutions

4.35pm Close of Conference



Great conference, there's always something for everyone. An all rounded experience for the all rounded EA.

Yvette Simpson

GWA Group

The conference provided me with a wonderful opportunity to collaborate with like-minded professionals in an open manner without judgement. I took away so many great ideas and have made some great connections with other EAs too.

Robyn Scott

Ascham

I am really grateful I had the opportunity to attend this year's EAN conference. It was a really good opportunity to take time out to hear from a great range of speakers, executives and other EAs and get new and fresh ideas on how I can improve myself and best support my manager now and into the future.

Katie Perez

Selleys



Senior Executives

confirmed as participating at this event include:



Elizabeth Blatchford

Director of Business Management and Organisational Change, Microsoft Australia

As the Director of Business Management and Organisational Change, Liz is responsible for leading Microsoft's ongoing digital transformation in Australia. Working closely with the CEO and leadership team to input into the design and landing of a wide range of field projects in support of our go-to market and cultural change at Microsoft.



Dr Sarah Jones

Chief Executive Officer, Sydney School of Entrepreneurship

Dr Sarah Jones is a dedicated and passionate leader who is committed to nurturing talent and harnessing the collective strength of NSW universities and TAFE NSW to build a state-wide culture of entrepreneurialism.



Deborah Lockhart

Chief Executive Officer, Australian Disputes Centre

Deborah Lockhart is CEO of the Australian Disputes Centre. Before joining the not-for-profit sector in 2013, Deborah had over 25 years' experience with a range of ASX 100 and Fortune 500 companies, as a senior executive, change manager and consultant dispute resolution specialist.



Tony Mestrov

Chief Executive Officer, Greyhound Racing New South Wales

Tony Mestrov has been instrumental in the revitalisation of greyhound racing in NSW since his appointment to the role of GRNSW's Chief Executive Officer in October 2017. Tony - a former first grade footballer in both Sydney and England - had previously served as Chief Executive of Hockey NSW, and Chief Operating Officer of NRL club, the Gold Coast Titans. All Greyhound Racing staff have the greatest respect for Tony as their leader.



Daniel O'Halloran

Commercial General Manager, COS

With a passion for understanding the needs of clients at a micro and macro level, Daniel strives to design and implement a solution that results in a win for all stakeholders as well as sustaining profit growth. Leading teams across diverse industries and market conditions for approximately fifteen years, Daniel offers a developed ability to translate strategy and current market / organisation conditions to implement change for positive return with minimal risk.



Karl Turner

Chief Operating Officer, Executive Director, Policy & Risk Management, Australian Finance Industry Association

Karl Turner is a highly experienced, energetic leader and valued business advisor with over 20 years in senior executive roles in financial services. He has extensive experience in risk management (conduct, credit, operational, compliance, and market), leadership, strategic thinking, innovation and product development, and delivers significant customer, business and employee benefits for major companies both internationally and within Australia. Within AFIA, he is accountable for representing the views of its diverse financial services membership base.



David Buley

Chief Financial Officer, The Association of Independent Schools of NSW

David Buley is a CPA, has an MBA, and a Masters of Applied Finance and Investment. His career started with Deloitte in the 80's and his experience includes many industry sectors as well as both accounting and technology roles. Currently CFO of the Association of Independent Schools of NSW his career has shifted from looking backwards to looking forward as they incorporate agile, design thinking and AI into their business model to meet the needs of an industry characterised by technology shifts, pedagogical innovation, and exponential population growth.



Adrian Dwyer

Chief Executive Officer, Infrastructure Partnerships Australia

Adrian was appointed to the position in March 2018, having previously been Head of Policy between 2011 and 2015. Between 2015 and his appointment as CEO, Adrian served as Executive Director, Policy and Research at Infrastructure Australia.



Caroline Hutchinson

Principal/Director, Coleman Greig Lawyers

Caroline is Chair of Coleman Greig Lawyers and being an Accredited Specialist (Commercial Litigation), heads up the Litigation & Dispute Resolution team. In addition, Caroline is a Non-Executive Director (Independent) of Western Sydney University's The College, Ambassador for Coleman Greig's Women in Business Forum and a member of NSW Law Society's Litigation Law & Practice Committee.



Coaches, Trainers and Consultants

confirmed as participating at this event include:



Sandra Bartlett

Author, Thought Leader and Confidence Coach

Many years of frontline management, leading and motivating teams to succeed left Sandra feeling invisible, unheard and unappreciated. An opportunity to transform herself presented in 2013 and today Sandra is a living embodiment of her Cool Confidence Program. She is engaging, charismatic and obsessed with supporting others to speak up, step up and ask for what they need. Sandra's, Thought Leadership is in embracing 5 key behaviours to brighten your smile and shine. Sandra is often heard saying - Your Smile ... Your Responsibility



Rachel Burke

Master Trainer of Sales and Influence

With over 25 years' experience as a business owner, Rachel knows what it takes to succeed. Utilising the Neuroscience of Influence, NLP and the SalesSPACE Buyer's Coach™ Methodology, Rachel continues to attract clients that are determined to be best. "Over the past 4.5 years Rachel has changed my life! The skills of influence I've learned have created opportunities for me I had only ever dreamt of." Avalon Davy, SalesSPACE Executive Assistant.



Samantha Chambers

Speaker, Published Author, Coach & Mentor

Samantha is a change enabler, strengths finder, and the founder of businesses with a focus on positive change. Samantha helps business leaders engage their people when embarking on business change programs through change management, training and engagement activities. Samantha also coaches and mentors people wanting to pursue meaningful career change.



Matt Church

Keynote Speaker

Matt Church is the founder and chairman of Thought Leaders and is consistently voted as one of Australia's top conference speakers. He is the 2014/15 Australian Speaker of the Year and has recently been named one of the top ten motivational speakers in the world by E-speakers, the peak global event industry body.



Yvonne Collier CSP

Speaker, Trainer, The Assertive Skills Expert

Yvonne Collier is an international trainer, speaker, facilitator, coach and author. Her background is in education, advertising, sales and management. Clients have engaged her at over 2,000 events in over 8 countries. Yvonne's mission! "Speak up, balanced with empathy, under an umbrella of respect" creates a peaceful, productive, profitable world." Are you ready? Let's do this!



Dr Neryl East CSP

Professional Speaker and Facilitator

Dr Neryl East is a communication and credibility expert who shows current and future leaders how to be heard, stand out and command influence. Neryl has been a professional communicator for more than three decades, including a career in television and radio and a stint as an Olympic announcer. She has also spent many years managing high-profile issues in the public and private sectors, and training executives and entrepreneurs on leading in the media spotlight. Neryl has a PhD in Journalism and is an Amazon best-selling author on media and reputation.



Dr Gaia Grant

Researcher and Keynote Speaker

Gaia Grant (PhD) is a passionate researcher, company director, author of 'Who Killed Creativity' and 'The Innovation Race' and thought leader on creating an innovative culture. In her interactive sessions, Gaia combines contemporary research insights with decades of executive consulting experience including for Fortune 500 companies through to NFPs globally.



Martin Grunstein

Professional Speaker on Customer Service

Martin Grunstein's outstanding results with over 500 companies across over 100 industries has made him this country's most in-demand speaker on customer service. He doesn't hype people up, he teaches techniques and how to apply them to your business. And he believes that entertainment is the best form of education. His presentations are full of humour and in his spare time he has written comedy professionally.



Colin James

Educator

Colin is not the 'motivational speaker' type. Platitudes, soundbites and tired 'Believe in yourself and anything is possible' hyperbolic stuff is not what he does. A deeply engaging educator, Colin's unique style incorporates humour and artistic drawing on flip charts. His keynotes challenge and provoke whilst imparting practical depth and workable knowledge. Colin delivers on a breadth of topics across the business landscape, tailoring his content to conference outcomes.



John McDonald

Chief Executive Officer, ProActive ReSolutions

John McDonald is the CEO of ProActive ReSolutions, a conflict management business that works in over 30 countries. He was the inspiration for the Jack Manning character in three David Williamson plays and the Michael Rymer film of 'Face to Face'. He travels extensively as the CEO of ProActive ReSolutions, is married to Genevieve and they have 5 adult children and 2 grandchildren.



Coaches, Trainers and Consultants

confirmed as participating at this event include:



David Penglase

Conference Speaker and Corporate Educator

David Penglase is a behavioural scientist, award winning international conference speaker and best-selling author, inducted into the Australian Professional Speakers' Hall of Fame. David has degrees in business and human resource development, an MBA, a Master's degree in Professional Ethics, and a Master of Science degree in Applied Positive Psychology.



Rebecca Poulson

Author

Rebecca Poulson is an award winning Author, Keynote Speaker and Family Violence Survivor Advocate. Rebecca has appeared on most TV channels, newspapers, radio and magazines in Australia and in many major newspaper and magazines internationally. She has presented keynotes and recommendations to 3 Prime ministers, numerous ministers, Attorney Generals Department, The Prime Ministers Cabinet, The Family Law Court reform, The Department of Human Services, The Family Safety Group, The Federal Police including the Commissioner, Chief Justice of Queensland and 800 Queensland legal practitioners, Australian Football Federation, Walkley media awards and many many others. Her book Killing Love has won 5 major awards.



Rob Pyne

Speaker, Trainer, Founder

In 2013, Rob started a company to help people make better decisions. Since then he has worked with some of Australia's most progressive companies to help them change the way they think. Rob's background in psychology helps him provide unique insights and tools to improve how you make tough decisions and tackle hard problems.



Steve Semmens

Keynote Speaker

Known as the King of Networking, Steve Semmens, 'The Persuader' is one of the world's leading experts in assisting medium businesses and large corporations to work smarter by utilising Networking as their primary marketing and collaboration tool. He has been networking and building informal strategic alliances for over 30 years. Steve has a Bachelor of Business (Honours), is a Sessional Lecturer at Charles Sturt University, in the School of Management and Marketing, and is a Professional Member of Professional Speakers Australia. He has a strong interest in the development and growth of entrepreneurial leaders within organisations. Steve attends over 100 professional development and Networking events a year.



Amy Stewart

Keynote Speaker, Facilitator and Emotional Intelligence

Holding over eighteen years of expertise across leadership and organisational development in the corporate world and beyond, Amy is known for her dynamic presentation skills. As an owner and co-founder of two businesses, Amy draws on her passion and energy for working with people. In particular, enabling emotionally intelligent behaviours amongst individuals, teams, senior leadership and business functions. She is an avid traveller, devoted volunteer and one who treasures time with her husband and two children.



Robert Taylor

Senior Consultant, Executive Assistant Academy

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



David Thomson

Manager, Education & Training, Executive Assistant Academy

David has a unique mix of training, facilitation, instructional design and coaching skills at all levels combined with over 18 years of strategic business and sales experience. Throughout his career he has worked across a wide range of industry sectors with large corporates, small to medium businesses and within the public sector.



Bryan Whitefield

Keynote Speaker

Bryan is a specialist in risk-based decision making and strategic analysis born from his more than twenty years of facilitating executive and board workshops. Bryan's experience as a risk practitioner includes the design and implementation of risk management programs for more than 100 organisations across the public, private and not-for-profit sectors. Bryan is the author of *DECIDE: How to Manage the Risk in Your Decision Making and Winning Conversations: How to turn red tape into blue ribbon*.



Senior EAs & PAs

confirmed as participating at this event include:



Catherine Brown

Executive Assistant to Chief Executive Officer and Managing Director, Inghams Group

Catherine has more than a decade's experience as an Executive Assistant and has worked in senior support and operations roles within large enterprise, most recently with innovative industrial business GFG Alliance, and currently EA to the CEO and Managing Director of Inghams Group Limited. Catherine is passionate about face to face communication, networking and developing collaborative team culture in an ever-changing business environment.



Lisa Shen

Executive Assistant, RSM Australia

Lisa provides a high level of executive support to two Senior Executive Leaders in RSM. Her career has seen her working with Senior Executives across Property, Mining and Insurance as well as working on Projects across Asia, Europe and Africa.



Denise Simpson

Executive Assistant to the Chief Financial Officer, InfraBuild

Denise is an experienced Executive Assistant with a passion for fostering mental health and wellbeing in the workplace and the role of technology in helping teams connect. She has over 8 years' experience in supporting executives in large corporations and is currently EA to the CFO of InfraBuild, Australia's largest integrated manufacturer and supplier of steel long products and solutions.



Yvette Simpson

Executive Assistant, GWA Group

Yvette has 22 years' experience in business administration roles. Yvette's working style is results focused whilst having a mature understanding on working with difficult people and a notable ability to build quality relationships with internal and external stakeholders.



Ashlee Tenberge

Executive Assistant to Vice President, APAC, LogMeIn

Ashlee wears multiple hats day-to-day. Her full time EA role at LogMeIn is balanced with volunteering as the national Chairperson on the Board of Directors for a charity. Ashlee's 20+ years career spans business support and executive support for global organisations and leadership roles in the Not for Profit sector. She thrives on organisational alignment and is skilled at delivering with passion, maintaining a proactive attitude and committing to reach goals.



Yasmin Williams

Executive Assistant to the Chief Executive Officer, TransGrid

Yasmin is a multi-skilled Executive Assistant with 20+ years' experience in executive support, event management, marketing, public relations and administration. In her current role, she supports the CEO and Chairman of TransGrid a company that manages and operates the high voltage electricity transmission network in New South Wales and the Australian Capital Territory. Prior to this she spent 12+ years supporting Chefs and Business Owners in the Hospitality/Tourism Industry and the Retail Sector.



Cristine Gamboa

Executive Assistant to Chief Executive Officer, Aurora Education Foundation

Cristine Gamboa is the Executive Assistant to the CEO of Aurora Education Foundation. Prior to this, Cristine was an Executive Assistant and Operations Lead in a range of IT and finance organisations such as Grok Ventures, Atlassian in Sydney and Goldman Sachs in New York. She was drawn to Aurora because of its active commitment to promoting Indigenous education and its dedication to providing well-rounded support to their program participants and their families. Cristine holds a Bachelor of Arts degree in Psychology from Rutgers University. She is currently working towards her Graduate Diploma of Psychology at the University of Sydney.



Christie Hollis

Assistant to the Director/Business Development Department, ICC Sydney

Christie is an experienced Executive Assistant and office management professional having worked in both Australia and London, UK. Christie has an extensive background in Event Management, Event Sales and Office Management having started out with an International Hotel chain over 12 years ago. With a passion for helping people, Christie has a proven success in being dynamic and adaptable throughout her career.



Monica Keith

Executive Assistant to Vice President Customer Experience, Schneider Electric

Known for her personable approach and strong communication, she is solution focused and a strategic thinker. Working in partnership with her Executive to help deliver business objectives whilst unifying the team. Recently, Monica has enhanced her skills applying Lean Six Sigma methodologies to continuous improvement initiatives along with driving marketing communications across the Pacific.



Jodie Queenan

Executive Assistant to Head of Digital, Transformation & Performance and Head of Risk Transformation, Business Bank, Westpac

Jodie is an experienced Executive Assistant and office management professional. Jodie has worked at Westpac in Digital, Marketing & Financial Planning for the past 24 years. She is a Digital Advocate & is passionate about helping people to embrace Digital Services.



Dinner & Networking drinks

*More than Just a Conference
A Networking Imperative!*



Cocktail reception to be held in the Expo
area with the Gala Dinner to follow on the
Wednesday Evening

- All delegates at the 2020 Annual Congress are invited to join us for an astonishing evening at our Gala Dinner!
- Enjoy Amazing Entertainment at Luna Park Sydney
- Held within one of Sydney's finest venues with great food, fine wines and a stellar show
- Networking is Easy and Effortless!
- Attendance at the dinner is included within the registration fee for each delegate and additional guests can attend at a cost of \$150 inc GST

EAN 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 industry suppliers that will make your role easier. Held alongside the #1 conference for EAs and PAs in Australia, this is the Exhibition to visit if you want to save time and meet a range of suppliers in one location at one time, all of whom have products or services targeted at the needs of EAs and their companies. It's a key aspect of your job, so why not do it the convenient way!

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

25th & 26th March 2020

Wednesday	10.30am-5.00pm
Thursday	10.30am-1.50pm

Our 2020 exhibition will feature over 65 amazing businesses with services and products as diverse as:

Accommodation (Hotels & Apartments), Event Venues, Training Venues, Recruitment, Venue Finding Services, Travel, Transport, Event Organisation, Office Logistics, Software, Corporate & Event Catering, Audio Visual, Office Consumables and Stationery, Corporate Entertainment

FOR MORE INFORMATION,
OR TO PRE-REGISTER
FOR THESE EVENTS VISIT :
EXECUTIVEASSISTANT.COM

Our biggest
ever
Sydney
Congress

Sydney 2020 Congress Registration Form

Luna Park Sydney, March 25th & 26th 2020



SECTION A - DELEGATE

Surname Title Given Name

Organisation

Position

Organisation Address

Suburb State Country Postcode

Telephone () Facsimile ()

Email

(required for your emailed confirmation details)

Dietary Requirements

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

I have no special dietary requirements ☐

SECTION B - REGISTRATION FEES

	By Friday 28th February	After Friday 28th February	
EAN Member	A \$1,395 + GST (\$1,534.50)	A \$1,795 + GST (\$1,974.50)	\$
Non-Member	A \$1,795 + GST (\$1,974.50)	A \$2,195 + GST (\$2,414.50)	\$

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
25th March	Gala Dinner Full Delegate	N/A	Please tick box if you will be attending	Yes <input type="checkbox"/> No <input type="checkbox"/>
	- Guest Ticket	A \$150.00	\$
TOTAL SOCIAL EVENTS				\$

SECTION D - TOTAL PAYMENT

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

FORMS OF PAYMENT

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

CHEQUE

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

Executive Assistant Network
PO Box 628
Avalon NSW 2107
Australia

EFT

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

Please insert your name as the reference on any EFT payments

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

CREDIT CARD

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

Cardholders Name Expiry Date /

Card Number
.....
.....

Security Code
.....

Signature Date

Terms and Conditions

Your place is automatically reserved once your booking is received. Payment is required to confirm your booking. You will be sent a tax invoice within 5 working days of your registration permitting you 7 days to forward payment to Executive Assistant Network, if payment is not made at the time of booking. To receive the Early Bird rate a booking must be received by close of business on 28th February 2020 and payment received within 7 days of issuance of invoice. In the event of the congress booking out, we will not be able to reserve places outside of the 7 day invoice payment period.

Program Changes

Executive Assistant Network reserves the right to alter or change the program from that advertised at any time.

Cancellation Policy

A substitute delegate or student substitution will be accepted at no extra cost so long as written notice (letter, fax, email) is received by Executive Assistant Network no less than 24 hours prior to the event. A full refund, less a 20% administration fee, will be made for cancellations received by Executive Assistant Network in writing (letter, fax, email) by no later than 15 working days prior to the event. No refunds will be made after that time. In the circumstance that Executive Assistant Network has to cancel any event for any reason, a full refund will be payable.

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I agree to the terms and conditions

Executive Assistant Network

Signature

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