

3<sup>rd</sup> Annual

# Executive Assistant Congress

*Empower, enable and inspire yourself to reach the top of your profession*

21 – 22 November 2018, Rydges Sydney Central

**Keynote address:**



**Ita Buttrose,**  
AO, OBE

A truly exceptional Australian: Media trailblazer, businesswoman, best-selling author, committed community and welfare contributor and 2013 Australian of the Year

## Senior executive insights from:



**Tony Braxton-Smith,**  
Deputy Secretary, Customer Services,  
Transport for NSW



**Elizabeth McIntyre,**  
Group CEO,  
Think Brick Australia,  
Concrete Masonry Association  
of Australia and Australian  
Roofing Tile Association



**Simone Cook,**  
Director of People and Performance,  
City of Canterbury Bankstown



**Manisha Amin,**  
CEO,  
Centre for Inclusive Design



**Professor Guy Bentley,**  
CEO,  
Australian Institute of Music

## Meet our expert speaking panel:



**Cecilia Falson,**  
Private Secretary to the Attorney General and  
Office Manager,  
Office of NSW Attorney General



**Katherine Williams,**  
Executive Assistant to the Secretary,  
NSW Treasury



**Anthony Carthew,**  
Executive Assistant to CEO,  
Sydney Opera House



**Natalie Sands,**  
Executive Assistant to Managing Director Australia & NZ,  
Franklin Templeton Investments



**Enisa Fazlic,**  
EA to Group Executive, Public Affairs and Chief of Staff,  
AMP



**Derek Wiseman,**  
Executive Assistant to General Manager Legal Services,  
Australian Communications & Media Authority



**Lauren Dusmanovic,**  
Workplace Project Analyst,  
AMP



**Rita Murer,**  
Executive Assistant,  
Westpac



**Ingrid Bayer,**  
Australia's Success Coach for EAs,  
VA Institute of Australia



**Anthony Bonnici,**  
Director,  
Move Mountains



**Max Knobel,**  
Partner,  
Fold7



**Nina Hoven,**  
Executive Assistant to CEO & CFO,  
GWA Group



**Linda Janson,**  
Personal Assistant to CIO,  
Virgin Australia



**Rochelle Kramer,**  
Executive Assistant to Managing Director/ CEO and  
Company Secretary/ Legal Counsel,  
Coal Services



**Nadine Chilvers,**  
Executive Assistant to the Dean,  
University of Sydney Business School



**Sarah Tabboush,**  
Executive Assistant to Vice President, Managing  
Director Asia Pacific,  
Pegasystems



**Hannah MacLennan,**  
Associate – Sales & Account Management,  
ANZ



**Ruth Kilah,**  
Executive Assistant to CFO and Project Manager,  
GE Australia & NZ



**Rosie Shaw,**  
Executive Assistant to Pro Vice-Chancellor of Education,  
UNSW



**Therese Toohey,**  
Director,  
TTCoaching



**Mario Halouvas,**  
National Learning & Development Manager,  
Priority Management Australia



**Mark McPherson,**  
Speaker, Trainer & Coach,  
Best Practice Behaviour

**REGISTER  
NOW!**



+61 2 9279 2608



register@intrepidminds.com.au



# 3<sup>rd</sup> Annual Executive Assistant

## Conference Day One - Wednesday 21<sup>st</sup> November

- 8.30 **Registration**
- 9.00 **Opening remarks from the chair**
- 9.10 **Keynote Address:**  
**Brand U - 10 steps to successfully building your personal brand**
- Connections – making sparks with networking
  - Communication – don't just talk, listen
  - Change – an opportunity in disguise
  - Courtesy – never undervalue the importance of respect
- Ita Buttrose** AO, OBE - A truly exceptional Australian: Media trailblazer, businesswoman, best-selling author, committed community and welfare contributor and 2013 Australian of the Year
- 10.00 **Panel Discussion:**  
**Building a strategic partnership with your executive and collaborative relationships with other officers in your organisation**
- Understanding how your organisation works
  - Building trusted working relationships with other executives and colleagues
  - Applying the art of saying "no" when necessary
- Linda Janson**, Personal Assistant to CIO, **Virgin Australia**  
**Rosie Shaw**, Executive Assistant to Pro Vice-Chancellor of Education, **UNSW**  
**Rochelle Kramer**, Executive Assistant to Managing Director/CEO and Company Secretary/ Legal Counsel, **Coal Services**
- 10.40 **Morning Coffee**
- 11.10 **Improving self-confidence to shine at work**
- Knowing your strengths, working with purpose
  - Communicating with confidence, strength and commitment
  - Understanding leadership impact equals career success
  - Applying the Career Intelligence™ process
- Therese Toohey**, Director, **TTCoaching**
- 11.55 **Panel Discussion:**  
**Managing multiple priorities and conflicting demands**
- Determining and balancing your top priorities
  - Responding to unexpected change in schedules
  - Communicating with your executive and managing stakeholders
  - Negotiating on behalf of your executives
- Cecilia Falson**, Private Secretary to the Attorney General and Office Manager, **Office of NSW Attorney General**  
**Anthony Carthew**, Executive Assistant to CEO, **Sydney Opera House**  
**Nina Hoven**, Executive Assistant to CEO & CFO, **GWA Group**  
**Natalie Sands**, Executive Assistant to Managing Director Australia & NZ, **Franklin Templeton Investments**
- 12.40 **Lunch**
- 13.40 **EA Leadership: Influencing broadly & deeply**
- Leading & influencing across lines of authority, up and down the hierarchy
  - A simple 4 step process to influence consistently & authentically
  - Producing true "win-win" outcomes in any given scenario
- Anthony Bonnici**, Director, **Move Mountains**
- 14.25 **Panel Discussion:**  
**Creating and supporting mentoring programs and EA networks**
- Building effective mentor and mentee programs
  - Identifying specific areas requiring development
  - Building a constructive mentor mentee relationship for mutual benefit
  - Establishing an EA networking group and a mentoring program in your organisation
- Katherine Williams**, Executive Assistant to the Secretary, **NSW Treasury**  
**Rita Murer**, Executive Assistant, **Westpac**  
**Enisa Fazlic**, EA to Group Executive, Public Affairs and Chief of Staff, **AMP**  
**Sarah Tabboush**, Executive Assistant to Vice President, Managing Director, Asia Pacific, **Pegasystems**
- 15.10 **Afternoon Tea**
- 15.40 **Prioritising your physical and mental well-being**
- How an active lifestyle will benefit you, your Executive and your team*
- Why physical and mental wellness is so important
  - Utilising your time management skills for healthy living
  - Don't have time to exercise or know where to start? I will show you HOW.
  - Tips on how to implement a healthy and active lifestyle
- Ruth Kilah**, Executive Assistant to CFO and Project Manager, **GE Australia & NZ**
- 16.20 **Making the most of networking opportunities**
- Understanding the business case for effective networking
  - What are the social networking opportunities I should go to?
  - Engaging with EAs inside and outside your organisation
  - Tips and advice for networking
  - Using networking to your professional advantage
- Nina Hoven**, Executive Assistant to CEO & CFO, **GWA Group**
- 17.00 **End of Conference Day One**
- 17.10 **Networking drinks – Take advantage of this exciting opportunity to put your newly learned networking skills to practice**

# Congress 21-22 November 2018, Sydney

## Conference Day Two - Thursday 22<sup>nd</sup> November

9.00 **Opening Remarks from the chair**

9.10 **Panel Discussion:**

### Advice from the top – what are your senior executives expecting?

- Building a strategic partnership with your executive
- Setting and managing expectations
- Discovering skills that your boss values the most in the executive assistant profession
- Using effective communication to give your EA feedback

**Tony Braxton-Smith**, Deputy Secretary, Customer Services, Transport for NSW

**Simone Cook**, Director of People and Performance, City of Canterbury Bankstown

**Professor Guy Bentley**, CEO, Australian Institute of Music

**Elizabeth McIntyre**, Group CEO, Think Brick Australia, the Concrete Masonry Association of Australia and the Australian Roofing Tile Association

**Manisha Amin**, CEO, Centre for Inclusive Design

9.55 **Establishing the foundation for powerful and effective communication**

*Working with any measure of success involves a commitment to communicating in a manner that works effectively for ourselves, our colleagues and key stakeholders*

- Learn about the 5 key pillars that drive the foundation for communication excellence
- Understand the 4 key communication styles or languages
- Exerting authority through communication excellence
- Enhancing professional presence when communicating

**Ingrid Bayer**, Australia's Success Coach for EAs, VA Institute of Australia

10.40 **Morning Coffee**

11.10 **Panel Discussion:**

### Creating your roadmap for career progression and development

- Discussing the professional EA career path
- Creating a development plan and building skill sets
- Looking for career options outside of EA role – where to from here?
- Discovering skill sets needed to move within the public sector

**Nadine Chilvers**, Executive Assistant to the Dean, University of Sydney Business School

**Derek Wiseman**, Executive Assistant to General Manager Legal Services, Australian Communications & Media Authority

**Hannah MacLennan**, Associate – Sales & Account Management, ANZ

**Lauren Dusmanovic**, Workplace Project Analyst, AMP

11.55 **Delegation and authority – Changing people's perceptions of executive assistants**

- Dealing with the label of "you are just an EA"
- Gaining support from your executive on delegation of authority
- Improving confidence when working with other executives on behalf of your boss
- Stretching your comfort zone to expand your role and take more responsibilities

- Getting involved in organisational events

**Linda Janson**, Personal Assistant to CIO, Virgin Australia

12.40 **Lunch**

13.40 **Are you Efficient or Effective?**

*You often hear these terms being thrown around, but what do they really mean?*

*Are efficient people more productive because they get more work done? Or should you be more focused on being effective?*

*While efficiency refers to how well something is done, effectiveness refers to how useful something is. In the forever busy role of an assistant, Mario gives you some very practical tips on how to achieve a balance of both, to be more productive:*

- Learn the difference between efficient and effective
- Identify strategies that will enable you to get your work done and be more productive
- Plot your work on a matrix to allow you to better prioritise
- Implement an effective decision making process
- Define questions and strategies to allow for greater efficiency

**Mario Halouvas**, National Learning & Development Manager, Priority Management Australia

14.40 **Embracing change in a positive and supportive way**

- Getting mentally prepared for constant change in the public and private sector
- Discovering the benefits of change and supporting change in your organisation
- Sharing the ownership of change with your colleagues
- Supporting your executive during change and under conditions of uncertainty
- Using change as an opportunity to learn new professional skills

**Max Knobel**, Partner, Fold7

15.20 **Closing Remarks from the Chair and end of conference**

### More about our keynote speaker:



**Ita Buttrose**, AO, OBE

**Ita Buttrose** AO OBE is a truly exceptional Australian: a legendary media trailblazer, businesswoman, best-selling author, committed community and welfare contributor and the former 2013 Australian of the Year. Ita is a former co-host of the very popular Studio 10 on Network TEN.

She has twice been voted Australia's most admired woman and has a long and distinguished career in the Australian media with a number of notable achievements. She was the founding editor of Cleo, the youngest ever editor of The Australian Women's Weekly, the first woman to ever edit a major metropolitan newspaper in Australia as Editor-in-Chief of the Daily & Sunday Telegraphs, and the first woman director of News Ltd Australia.

A founding member and former president of Chief Executive Women, Ita has written 11 very successful books including her best-selling autobiography A Passionate Life.

**Hurry - workshops sell out quickly! Book now to avoid disappointment**

## Post-conference workshops: Friday 23<sup>rd</sup> November 2018

### 9am-12pm | Workshop A:

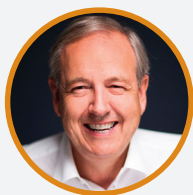
#### How to handle difficult, awkward and challenging conversations (and people)

You know what it's like. You really should say something. Maybe they've broken the rules. Or they've let you down – again! Or they've been rude and treated you like dirt. Or you need to work hard to keep them on track because they're going off on tangents. Or their hygiene is serious problem. Or they're simply not up to the job.... and the list goes on. So how do you have the conversation you need to have without getting shot? Well speaking up is one thing, getting the best possible result is another. But there are ways.

This workshop will leave you with realistic down-to-earth strategies—ones that have been tried and tested—and bring you skills and confidence to deliver them in the real world where it counts.

- Control the conditions – sounds obvious yet too many people don't do it.
- Control the scripts – I'll help you develop your own Personal Conversation Scripts.
- Control the delivery/deliveries – there's more to the verbal, vocal and visual codes than most people realise.
- Nail the violation – if there's been a misdemeanour, call it out.
- Tailor the strategies – Tailor Mark's list of sure-fire strategies to fit your needs.
- Personalize your approach – What works for me is not what works for you.
- Get good! Yes, you'll have to practise

#### About your workshop leader:



**Mark McPherson,**  
Speaker, Trainer & Coach,  
Best Practice Behaviour

Mark's been a Tourist Guide; Science Teacher; Lecturer in Health Education and Behaviour Management; Senior Education Officer - TAFE Drug and Alcohol Education Program and NSW Board of Studies; Senior Health Promotion Officer; HIV/AIDS and Sexual Health Services Coordinator; Manager of Professional Development - NSW Health; and Team Leader of the Drug Programs Coordination Unit - NSW Police.

He's been an independent evaluator and researcher. For the last 10 years he's been concentrating on helping staff deal with difficult and challenging conversations, interactions and people. MEd, BSc, GradDipEd, GradDipHealth, GradDipPsych & DipHypn.

### 1pm-4pm | Workshop B:

#### Unleashing the Power of Outlook to be more productive!

This workshop has been specifically customised to target the workload and challenges faced by an EA's/PA's daily. You will unlock the true power of Outlook as an organisational and communications tool as well as find more efficient ways to conduct your work and fine tune your processes that you use with your Executive. Mario will share some brilliant tips and shortcuts to make your life more efficient as well as share processes that you can use directly with your Executive to free up more of their time.

After completing this workshop, you will be able to:

- Manage your workload more efficiently and effectively
- Sharpen your Outlook skill set to gain increased productivity and enhance your on-the-job performance
- Know exactly what to do next and deal with competing priorities
- Become more Pro-Active less Re-Active
- Focus on the important whilst managing distractions better
- Manage your inbox and your Executive's inbox more effectively
- Streamline your communication process between you and your Executive

#### About your workshop leader:



**Mario Halouvas,**  
National Learning & Development Manager,  
Priority Management Australia

With over 15 years' experience as a Facilitator and Executive Coach, Mario combines his extensive corporate and performance experience to build quick and lasting rapport with the people he trains.

Mario Halouvas is the National Learning and Development Manager for Priority Management Australia, and is known for his high energy levels of training and intuitive insight which enables him to coach participants and take them to levels they didn't perceive as being achievable.

## 10 REASONS why you cannot afford to miss this conference!

- |  |  |
|--|--|
| 1. Prepare yourself to be empowered and inspired by our keynote speaker Ita Buttrose AO, OBE - A truly exceptional Australian: Media trailblazer, businesswoman, best-selling author, committed community and welfare contributor and 2013 Australian of the Year. | 6. Apply practical productivity tips and shortcuts to be more efficient and effective at work.             |
| 2. Seize this incredible learning opportunity for personal development to reach the top of your profession.  | 7. Hear from experienced EAs and discover different ways of balancing priorities.                          |
| 3. Learn to build strategic partnership with your executive and collaborative relationships with your work colleagues.   | 8. Learn how to take care of both your physical and mental well-being without being overwhelmed by stress. |
| 4. Boost your influence at work and communicate with confidence.   | 9. Create your own roadmap for career development and progression.   |
| 5. Gain exclusive insights with our expert panel of senior executives on their expectations and advice for EAs.  | 10. Take advantage of this networking chance to make genuine and useful connections with fellow EAs.       |

### SPONSORSHIP OPPORTUNITIES

The **3<sup>rd</sup> Annual Executive Assistant Congress** will bring together executive assistants, personal assistants, secretary and administrative and support professionals from Australia's leading employers. This congress will deliver you a unique opportunity to position your business with this group of audiences. To ensure you have a prominent place at this unique event, and stand apart from your competitors, contact our sponsorship team now on **02 8003 4588** or email [sponsorship@intrepidminds.com.au](mailto:sponsorship@intrepidminds.com.au) who will be happy to tailor a package to meet your needs.

### Some of the outstanding feedback we received from our recent events includes:

- "Best EA conference I've been to!"  
- **Lynda Beaumont**, Executive Assistant, **NDIA**
- "Topics were very valuable. I met some great colleagues and I got a mentee, which I am really looking forward to assisting! Great job!"  
- **Jen Sharrock**, Executive Assistant, **Coca-cola Amatil**
- "It was filled with tips and ideas to improve my effectiveness in my role and as an asset in the organisation I work with. I think I will be a better EA to my executive due to my attendance at this conference."  
- **Diana Plenderleith**, Executive Assistant, **Court Services VIC**
- "I enjoyed the variety of topics, presentations and panel discussions kept the two days interesting and engaging. Really nice to network with a diverse group of EAs from across Australia. Conference was well run, organised, interesting & beneficial. Thank you!"  
- **Emma White**, Personal Assistant, **Queensland University of Technology**
- "There was a huge variety of content which I really enjoyed! I found some really helpful tips and learnt a lot. Definitely will return next year."  
- **Tegan Sloan**, Executive Assistant, **Department of Veterans' Affairs**

# 3<sup>rd</sup> Annual **Executive Assistant Congress** 21-22 November 2018, Sydney

REGISTER NOW – 5 easy ways to register	GROUP BOOKINGS	VENUE DETAILS
 <a href="http://www.intrepidminds.com.au">www.intrepidminds.com.au</a>	<b>Why not send your team?</b>  If you send 3 delegates <b>SAVE 10%</b>  If you send 6 delegates <b>SAVE 15%</b>  If you send 10 delegates <b>SAVE 20%</b>	<b>Rydges Sydney Central</b> 28 Albion Street Surry Hills, NSW 2010 Telephone: 02 9289 0000 Email: <a href="mailto:reservations_sydneycentral@rydges.com">reservations_sydneycentral@rydges.com</a>
 <a href="mailto:register@intrepidminds.com.au">register@intrepidminds.com.au</a>		TRAVEL & ACCOMMODATION
 +61 2 9279 2608		We have negotiated a special room rate for attendees of the 3 <sup>rd</sup> Annual Executive Assistant Congress Please contact Intrepid Minds for further information. Special rates must be booked by 22 October.
 Suite 302, 32 York St, Sydney NSW 2000		

YOUR DETAILS	
Mr/Ms/Mrs/Dr: _____	FAMILY NAME
_____	FIRST NAME
Email: _____	
<input type="checkbox"/> Yes I do wish to receive any updates on relevant events via email	
Position: _____	
Organisation: _____	
Address: _____	
_____	Postcode: _____
_____	State: _____
Tel: (    ) _____ Fax: (    ) _____	

TERMS AND CONDITIONS
<b>Cancellation Policy</b> 1. If you are unable to attend a substitute delegate is welcome at no extra charge. 2. Course documentation will be made available for any delegate who is unable to attend and has paid in full. 3. A full refund is available for those who cancel in writing (letter, fax or email) 2 weeks prior to the event less \$400 (inc GST) service charge. Unfortunately no refunds will be given 15 days before the event. 4. Full refunds will be given to registered delegates for any event cancelled by Intrepid Minds Pty Ltd. 5. Intrepid Minds reserves the right to alter the program including the substitution or cancellation of speakers and topics, and the alteration of the date and / or venue.
<b>Privacy Policy</b> Any information that you provide in registering for this event is being collected by Intrepid Minds Pty Ltd ABN 59 146 953 924. This information will be held in the strictest of confidence and will be used to provide you with further information about Intrepid Minds events and services. Please tick here if you do not wish to receive any further information about Intrepid Minds events and services. From time to time Intrepid Minds may also share your information with other professional organisations (including event sponsors) to promote similar products and services. Please tick here if you do not want your details to be passed on. To amend your details, advise of any duplication or to opt out of any future mailings please contact our database department by emailing <a href="mailto:database@intrepidminds.com.au">database@intrepidminds.com.au</a> .

BRING YOUR TEAM MEMBERS AND SAVE			
	Name	Job Title	Telephone
1			
2			
3			

CONFERENCE CODE
1084

BOOK NOW
<a href="http://www.intrepidminds.com.au">www.intrepidminds.com.au</a>

*\*payment due within 14 days*

PACKAGE <small>(Please tick conference package)</small>	EARLY BIRD RATE Until 22 September			SUPER SAVER RATE Until 12 October			SAVER RATE Until 2 November			STANDARD RATE After 2 November			NUMBER OF DELEGATES
	PRICE	GST	TOTAL	PRICE	GST	TOTAL	PRICE	GST	TOTAL	PRICE	GST	TOTAL	
<input type="checkbox"/> 2 day conference + both workshops	<b>\$2,195</b>	\$219.50	\$2,414.50	<b>\$2,395</b>	\$239.50	\$2,634.50	<b>\$2,595</b>	\$259.50	\$2,854.50	<b>\$2,795</b>	\$279.50	\$3,074.50	
<input type="checkbox"/> 2 day conference + 1 workshop	<b>\$1,795</b>	\$179.50	\$1,974.50	<b>\$1,995</b>	\$199.50	\$2,194.50	<b>\$2,195</b>	\$219.50	\$2,414.50	<b>\$2,395</b>	\$239.50	\$2,634.50	
<input type="checkbox"/> 2 day conference only	<b>\$1,295</b>	\$129.50	\$1,424.50	<b>\$1,495</b>	\$149.50	\$1,644.50	<b>\$1,695</b>	\$169.50	\$1,864.50	<b>\$1,895</b>	\$189.50	\$2,084.50	
<input type="checkbox"/> Workshop A or B	<b>\$650</b>	\$65.00	\$715.00	<b>\$700</b>	\$70.00	\$770.00	<b>\$750</b>	\$75.00	\$825.00	<b>\$800</b>	\$80.00	\$880.00	

PAYMENT DETAILS	
Method of payment: (Please note payment is required prior to the event)	
<input type="checkbox"/> Bank transfer <input type="checkbox"/> Credit card – <input type="checkbox"/> Mastercard <input type="checkbox"/> Visa <input type="checkbox"/> Amex	
<input type="checkbox"/> Invoice me in the sum of \$ _____	
Card number: <input type="text" value="□□□□ □□□□ □□□□ □□□□"/>	CVV No.: _____
Name of cardholder: _____	
Expiry date: _____	Signature: _____
Bank transfer details: <b>A/C Name:</b> Intrepid Minds, <b>BSB:</b> 032 035, <b>A/C Number:</b> 259123, <b>Bank:</b> Westpac, Mascot Central, 1125 – 1127 Botany Road, Mascot NSW 2020 Please quote reference code with your payment.	