

Register 3 and
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FREE

EA PA FORUM 12

Executive Assistant/
Personal Assistant

Brisbane / Canberra / Melbourne /
30th Apr - 1st May / 2nd - 3rd May / 3rd - 4th May /

Smart strategies for achieving high performance and taking control of your career



Dr Suzy Green
Co-Founder
Positive Psychology Institute



Dimitra Zographos
Senior EA
URS Corporation



Glenyce Johnson
Managing Director
Peregrine and Gecko's Adventures
(Speaking in Brisbane and Melbourne only)



Lyndie Mitchell
Founder
Executive Assistant Rescue



Patrizia Iacono
EA to the Chief
Information Officer
The Westpac Group



John Karagounis
Managing Director and CEO
The CEO Circle and The EA Circle



Philip Clark
Senior Facilitator, **Incurio** and Former
ABC Radio Broadcaster and TV Host



Peter Blasina
The GadgetGuy

UNIQUE, FLEXIBLE FORMAT

Attend the conference day, the workshop day
or both days to maximise learning outcomes.

day
one

Network with and hear from other EAs, executives and motivational speakers in this one-day conference designed exclusively for EAs and PAs

day
two **NEW FOR 2012 - 2 workshop options:**

Workshop A: Creating, managing and delivering successful events

Workshop B: Developing emotional intelligence for improved performance at work



Facilitated by:
Kathy Cunningham
Director
empire Public Relations and Events



Facilitated by:
Mary Morris
Director
MTK Consulting

Organised by

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REGISTER NOW



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ASSOCIATION & COMMUNICATIONS EVENTS
inspiration • knowledge • connections



* Program and speakers are for all 3 locations unless otherwise indicated

8:30 Registration and coffee

9:00 **Opening Remarks from the Chair:**

● ● ● **Dimitra Zographos**

Senior Executive Assistant to the Senior Vice President and Director of Business Lines and Major Projects
URS Corporation



9:10 **Using the science of positive psychology to increase resilience, master stress and enhance performance**

- Understand the science of positive psychology and its application to everyday life
- Analyse the key components of well-being and their link to high performance
- Explore real and sustainable tools and strategies to build resilience and increase well-being
- Learn the techniques to overcome stress and achieve your professional and personal goals

● ● ● **Dr Suzy Green**

Co-Founder

Positive Psychology Institute



9:50 **A manager's perspective on understanding and exceeding their expectations**

- What makes an EA / PA stand out and what skills do Executives look for?
- How do you become a trusted and strategic partner for your boss?
- How can you develop a better understanding of the business and your manager's role requirements?
- Strategies for working with time challenged executives with competing priorities

● ● ● **Glenyce Johnson**

Managing Director

Peregrine and Gecko's Adventures

(Speaking in Brisbane and Melbourne)



● ● ● **Garry Fleming**

First Assistant Secretary

Citizenship Settlement & Multicultural Affairs

10:30 Morning tea and networking

10:50 **PANEL DISCUSSION**

Building business knowledge and communicating effectively with business units

Successful EAs and PAs communicate effectively with stakeholders in the business and have a strong understanding of strategic objectives and their manager's priorities. This session will look at how assistants can work with their boss to gain best results and communicate with their team and the broader business. Rather than looking only at how you can bring value to your manager's role, this session will also look at how managers can work more effectively with their EA / PA.

● ● ● **Lyndie Mitchell**

Founder, **Executive Assistant Rescue**

and Former Executive Assistant to various senior executives in the Australian Public Service (APS)

● ● ● **Patrizia Iacono**

EA to the Chief Information Officer, **The Westpac Group**

● ● ● **Glenyce Johnson**

Managing Director

Peregrine and Gecko's Adventures

(Speaking in Brisbane and Melbourne)

● ● ● **John Karagounis**

Managing Director and CEO

The CEO Circle and The EA Circle

● ● ● **Narrelle Matthey Aicken**

C – Level / Senior Executive Assistant

11:30 **Developing effective communication skills to get the outcomes you want**

- Gaining and providing clear directions to time challenged managers
- Sharpening your influencing skills to get what you want from your manager and vice versa
- Developing assertiveness techniques for dealing with difficult or manipulative personalities

● ● ● **Philip Clark**

Senior Facilitator, **Inquiro**

and Former ABC Radio Broadcaster and TV Host



12:10 Networking lunch

1:10 **Where is the EA role heading and what skills do you need to succeed?**

- Procurement, finance, recruitment, office management, public relations, HR and project management are examples of skills that are increasingly in demand as EAs and PAs are expected to take on broader roles. The requirement for basic skills is still there but to get to the top of the profession, ongoing training and development is required.
- Where is the role heading and what factors are driving change in the EA / PA role?
 - What skills are required in order to progress in your career?
 - What are the educational and professional development opportunities available and who provides the courses?

● ● ● **Narrelle Matthey-Aickin**

C – Level / Senior Executive Assistant



1:50 **Building mentoring networks and making these relationships work for you**

- Establishing yourself as a leader within your organisation and becoming a mentor for your colleagues
- Finding a mentor and tapping into internal and external business networks
- Building on these relationships for professional and personal growth

● ● ● **Lyndie Mitchell**

Founder, **Executive Assistant Rescue**

and Former Executive Assistant to various senior executives in the Australian Public Service (APS)



2:30 **Speed networking / mentoring**

Networking opportunities are one of the key benefits you will gain from attending the EA / PA Forum. To maximise networking opportunities, the facilitator will take you through a series of group activities so you identify attendees with similar interests, build contacts and perhaps even find a mentor who can help you develop a career path.

2:50 Afternoon tea and networking

3:20 **The latest technological and social media developments for office efficiency**

- Examine the latest technologies that can make your job easier and faster
- Where to with smart phones, mobile media devices, social media and cloud computing?
- What will it be like to work in the office in 3-5 years?

● ● ● **Peter Blasina**

The GadgetGuy



4:00 **Proactively managing the progression of your career**

The best career advice is often gained through hearing first-hand experiences of other EAs and PAs who have achieved success in their career. In this session, you will hear EAs / PAs discuss their career journey, the steps they took to get where they are today and advice on where they believe the role is heading.

4:00 **Patrizia Iacono** ● ● ●

EA to the Chief Information Officer,

The Westpac Group



4:30 **Dimitra Zographos** ● ● ●

Senior Executive Assistant to the Senior Vice President and Director of Business Lines and Major Projects,

URS Corporation



5:00 Conference close and networking drinks

creating / managing / delivering successful events

WORKSHOP SUMMARY

Attend this interactive workshop to benefit from practical tools, proven techniques and tips for creating fantastic events and getting the results you want. During the hands-on training, you will look at setting objectives and managing challenges, exploring venue options, supplier and contractor requirements and creativity.

Whether new to the industry or looking to sharpen your skills, this workshop is essential for anyone who manages events or promotions in their job, offering knowledge that can take years of personal experience to develop!

8:30 Registration & coffee

9:00 **Event planning process: Setting measurable objectives**

- What do you want to achieve? Setting outcome-focused objectives
- Techniques for planning
- Meeting your objectives with the right event and style
- Limitations of time, money and experience

Being creative and creating impact

- Sourcing new ideas: Where to turn to for creative input and inspiration
- Finding creative solutions within a limited budget
- Ideas for themes and cost effective decorations
- Making a lasting impact with the 'S' factor: Adding an element of surprise
- Ensuring everyone has a memorable experience

Project management and logistics issues

- Creating an event critical path: What needs to be done and when?
- Breaking the event into manageable segments
- Establishing a realistic schedule and prioritising actions
- Managing internal and external costs and responsibilities

12:30 Lunch and networking

1:30 **Making it happen: Finding what you need at the price you want to pay**

- Choosing and using the right venue: Location! Location! Location!
- Suppliers: What you need and where to find them
- Where to find the best suppliers at the right price
- Managing your contractor for effective working relationships

Crisis management and risk analysis

- Planning for Murphy's Law: Predicting and preparing for worst-case scenarios
- Learning how to turn a crisis into positive PR: Avoid being remembered for all the wrong reasons

Measuring the success of your event

- Implementing a successful event evaluation system
- Effective post event analysis, debriefing and closure
- Measuring the intangible benefits and ROI
- Revisiting past successes and looking to the future

5:00 Close of workshop

YOUR WORKSHOP DIRECTOR



Kathy Cunningham
Director
empire PR & Events

Kathy Cunningham has more than 20 years' experience in directing successful events in New York City as well as in New Zealand. Kathy founded empire Public Relations and Events in 1992 and has managed large iconic events like the Devonport Food and Wine Festival; managed the inaugural Auckland Seafood Festival and the launch of New Zealand Book Month. Additional successful events managed by Kathy and her team include the premiere of 'Everest' for IMAX, opening Cadbury World in Dunedin, PR for the very first Hilton Hotel in NZ and major fundraising events for charity clients KidsCan and "A Night With Strange Friends" benefit for Play It Strange.

Kathy was Director of Special Events for Daytop Village Foundation and Covenant House in New York City.

BACK BY POPULAR DEMAND
Here's what delegates had to say...

"Kathy was excellent – very engaging, informative and helpful."

"Excellent workshop. It was great to hear different ideas and opinions."

"Kathy was very approachable and willing to share her knowledge, ideas and experience."

"Excellent knowledge shared with us, extremely helpful and useful."

"Great content, presented wonderfully. Useful real life examples."

"Great content, concise ideas and plans – tools that I will actually put into practice."

"Well structured and enjoyable. Taking away a number of new ideas and processes."

Developing emotional intelligence for improved performance at work

WORKSHOP SUMMARY

Daniel Goleman's theory of "Emotional Intelligence" distinguishes how people manage feelings, interact, and communicate with others. Unlike IQ, Emotional Intelligence (EI) can be developed by training, coaching and feedback, and plays an integral role in every EA / PA's toolkit in the workplace today.

Understanding and increasing EI is essential for workplace effectiveness, in order to deliver results through others – especially when you do not manage them directly. This one-day workshop provides an in-depth understanding of the core competencies of EI and how you can implement them to increase your EI level in work and life.

8:30 Registration & coffee

9:00 **Develop an understanding of emotional intelligence**

- Background to Emotional Intelligence (EI) and building an understanding of the framework of EI
- Why should EAs build EI? The business case of EI and application in the workplace
- How to develop emotional intelligence for optimal work performance to drive results through others

The EI Framework: Cluster 1 Self Awareness

- Interpret the 'Self Awareness' competency
- Recognise and understand emotions and why people interact with others in certain ways
- Understanding your needs and values and how to ensure they are fulfilled

The EI Framework: Cluster 2 Self-Management

- Interpret the 'Self Control' competency
- Recognise your own emotional triggers and how to effectively manage them so you don't fly off the handle
- Monitor and adapt your emotions and behaviour at work to build stronger relationships across all functional departments

12:30 Lunch and networking

1:30 **The EI Framework: Cluster 3 Social Awareness**

- Interpret the 'Empathy' competency
- Discover how to interpret the behaviours of others and what drives their actions
- Develop effective communication and influencing skills
- Applying active listening skills and appropriate body language to manage up and down the line

The EI Framework: Cluster 4 Relationship Management

- Interpret the 'Influence' competency
- Understand whole brain thinking and how it can impact your ability to influence others and help you to communicate with all employees

Create an EI development plan

- Assess key competencies to be developed and create an action plan to become more emotionally intelligent

5:00 Close of workshop

YOUR WORKSHOP DIRECTOR



Mary Morris,
Director,
MTK Consulting

A human resource professional, Mary has over 15 years experience in delivering an innovative approach to human resource development in Australia, Canada and the UK. Her qualifications include a Bachelor of Arts in Psychology, Diploma in Human Resource Management and Certificate IV in Workplace Assessment and Training, LSI, HBDI and DISC accredited.

Some of Mary's clients in EI are APRA, ARN, Randwick City Council, JP Morgan, Australia Post, CBA, and Randstad.



ABOUT THE FORUM

Following on from our successful forums in Perth, Melbourne and Sydney in November 2011, the **Executive Assistant / Personal Assistant (EA / PA) Forum** will bring together EAs and PAs in Brisbane, Canberra and again in Melbourne to cater for widespread demand. This exciting forum proved to be popular for building business networks and focusing on the skills specific to the EA / PA role. Now EAs and PAs in Brisbane, Canberra and Melbourne can also benefit from this informative yet enjoyable forum!

You'll hear from some of Australia's leading EAs who are passionate about mentoring and will share advice gained from years of experience in senior EA roles. You'll also gain insight from executives and inspirational speakers who will motivate you and discuss techniques to progress in your career.

A fantastic line-up of speakers will be talking from first-hand experience, offering you key lessons and advice that will help you to:

- Understand the skills required to progress as an EA / PA from the perspectives of executives and senior EAs
- Work faster and smarter with new technologies and social media
- Build business knowledge and an understanding of your manager's role requirements
- Learn the techniques for resilience and emotional intelligence to lift your performance at work
- Improve communication skills to get the outcomes you want from colleagues and business contacts

PLUS Don't miss your choice of two full-day workshops on day two. Our workshop on **'Creating, managing and delivering successful events'** was so popular in November 2011 we're running it again and adding an additional exciting workshop option on **'Developing emotional intelligence for improved performance at work'**.

WHY SHOULD YOU SPONSOR?

- Profile your organisation and build brand recognition by featuring in our extensive advertising and marketing campaign
- Gain direct access to your potential clients before, during and after the event
- Key speaking opportunities to address your target audience
- Position your organisation as an industry leader in the office executive arena
- Showcase new applications to a targeted audience of decision-makers
- Receive cost effective marketing exposure to your target audience, culminating in the face-to-face meetings with your best prospects on the day of the event

SPONSORSHIP & EXHIBITION OPPORTUNITIES

Limited sponsorship packages are available. For more information please contact **Saul Dollimore**

| Tel: +61 2 8908 8514

| Email: saul@acevents.com.au

Here's just some of the feedback from attendees at our November event and therefore, what you can expect to gain by attending:

"I would highly recommend any EA / PA attend this conference. I found it to be highly informative and enjoyable. It has been a day well spent away from the office and I gained a lot of great information to take back to the office to put into practice. Thanks for a great day."

Amanda Howard, EA to the Chief Distribution and Marketing Officer, AIA

"The conference was more than I expected. The level and calibre of the speakers was great and the topics were relevant to me. Thank you for the opportunity. If any EAs / PAs are interested in attending, my recommendation to them is don't hesitate and register. You will enjoy the day and meet some lovely people and fellow EAs / PAs."

Anna Mitchell, EA, Events Queensland Gold Coast

"A great opportunity to take time out of a busy schedule to spend time with peers across different industries and learn new techniques on how to become more effective and improve relationships with managers and peers."

Lorette Redmond, EA to the CEO, United Energy & Multinet Gas

"I would recommend this course to EAs to refresh their passion for their role plus learn from experienced EAs / PAs."

Kiah Mundine, EA to the CEO and Director of Content, National Indigenous TV

REGISTER 3 delegates and send a 4th for FREE!



Executive Assistant/ Personal Assistant FORUM 12

Brisbane / Hilton Brisbane
30th Apr - 1st May / 190 Elizabeth Street Brisbane, QLD

Canberra / Hyatt Hotel Canberra
2nd - 3rd May / Commonwealth Avenue, Canberra, ACT

Melbourne / Hilton on the Park, Melbourne
3rd - 4th May / 192 Wellington Parade, Melbourne, VIC

REGISTRATION FORM

Yes I would like to register for the **Executive Assistant / Personal Assistant Forum 2012**

Delegate 1

Title _____ First Name _____ Surname _____
Job Position _____ Email _____

Delegate 2

Title _____ First Name _____ Surname _____
Job Position _____ Email _____

Delegate 3

Title _____ First Name _____ Surname _____
Job Position _____ Email _____

FREE

Delegate 4

Title _____ First Name _____ Surname _____
Job Position _____ Email _____

ADDRESS DETAILS

Company name: _____ Address: _____
State: _____ Post code: _____
Tel: _____ Fax: _____

REGISTRATION FEES

Registration Items	Dates			Standard fee (after 29th Feb)
	Brisbane	Canberra	Melbourne	
1 Day Conference	<input type="checkbox"/> 30 Apr	<input type="checkbox"/> 2 May	<input type="checkbox"/> 3 May	\$995 inc GST
1 Day Workshop <input type="checkbox"/> A or <input type="checkbox"/> B	<input type="checkbox"/> 1 May	<input type="checkbox"/> 3 May	<input type="checkbox"/> 4 May	\$995 inc GST
Conference & Workshop <input type="checkbox"/> A or <input type="checkbox"/> B	<input type="checkbox"/> 30 Apr & 1 May	<input type="checkbox"/> 2 & 3 May	<input type="checkbox"/> 3 & 4 May	\$1,695 inc GST

METHOD OF PAYMENT

**GROUP
DISCOUNT**

**Register 4 for the price of 3
Register 10 for the price of 7**

Change of Particulars?

To change your details on our records
please call **+61 2 8908 8555** or
email **database@acevents.com.au**

Crossed cheque payable to Association and Communications Events Pty Ltd.

Visa MasterCard American Express* Diners* (*3% surcharge for AMEX and Diners)

Card holders name: _____ Total Amount: \$ _____

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Please invoice me (include contact details for invoice if not the above) Email: _____

5 EASY WAYS TO REGISTER

Fax: Complete this page and fax back to us on +61 2 8908 8556

Call: +61 2 8908 8555 to register over the phone

Post: Complete this page and post to PO Box 1645, North Sydney, NSW 2059

Email: admin@acevents.com.au

Web: Register online at www.acevents.com.au/eapa2012

ACCOMMODATION:

If you have not already organised your accommodation, we have arranged discounted room rates at a number of hotels around the event venue.

Please visit www.acevents.com.au/eapa2012 for details.

• **Cancellation policy:** If you are unable to attend this event, a replacement delegate may be sent in your place at no extra charge. Association and Communications Events does not provide refunds for cancellations made more than 7 days after your registration is received, therefore the invoiced fee remains payable in full. Should you wish to cancel your registration within the 7 day cooling off period, we will refund your registration fee less an administration fee of \$150 (GST inclusive) per delegate. Any cancellation must be made in writing and sent by email or fax. Association and Communications Events will make available course documentation to any delegate who is unable to attend and who has paid in full. Unfortunately some speakers request their papers are not distributed. • **Amendment policy:** Downgrading of registrations is not permitted. Registrations may be upgraded at anytime. • **Sharing of Passes:** Association and Communications Events does not allow shared registrations. Each registration allows admittance of one person only. • **Change of program content:** Association and Communications Events will endeavour to ensure that this conference program is correct at the time of the event. Unfortunately we may need to alter the program prior to the event and reserve the right to do so without notice. We also reserve the right to cancel or postpone this event when full refunds will be issued. Association and Communications Events is not responsible for any loss or damage as a result of a substitution, alternation, postponement or cancellation of an event. • **Payment:** Payment is required either at time of booking or within 7 days of an invoice being issued. If booking within 7 days of the event start date, payment is required at time of booking. No admittance will be granted where payment has not been received in full. • **Administration Fee:** Association & Communications Events reserves the right to charge an additional \$150 administration fee where registrations change significantly from time of original booking.

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