



## Featured Speakers



**Emma Bannister**  
 Founder & CEO,  
 Presentation Studio  
 Australia & UK;  
 Co-Founder & Visual Lead,  
 Presentation Guru  
 Publishing Ltd UK



**Lizzie Wagner**  
 Managing Director  
 The Lizzie Wagner Group  
*Telstra Business Women's  
 Awards, Lifetime  
 Achievement Award, the  
 International MAXI Awards  
 and BOMA Australia Awards*



**Megan Green**  
 CEO EA to Information  
 Development, eTQC  
 Program Director and Chief  
 Medical Information Officer  
 Alfred Health  
*Page Personnel Australian  
 Executive Assistant of the  
 Year 2016*



**Katrena Friel**  
 Founder & CEO;  
 Australian Institute of  
 Office Management  
*Award Winning Author,  
 International Speaker, A  
 ustralia's Leading Success  
 Coach for EAs and PAs;*



**Anna-Lucia Mackay**  
 Group Managing Director  
 HCM Global  
*Award-Winning  
 Management Educator,  
 Best-Selling Author of The  
 Four Mindsets, Finalist for  
 the Telstra Business  
 Woman*

# 6<sup>th</sup> Annual Australia National EA/PA Conference

**Becoming the Ultimate Assistant:  
 Powerful Strategies to Shine as an EA & Beyond**

**9 - 11 May 2018**

**Pullman Brisbane King George Square Hotel**

## Key Themes

Managing Your Boss:  
 How to Build a Great Working  
 Relationship

Digital Platforms for Increased  
 Productivity: Hints, Tips &  
 Must-Grabs

Managing Your Boss's Schedule  
 Like a Rock Star

Learning How To Say "NO"

Building a Successful and  
 Valuable EA/PA Brand

Negotiation and Influence  
 Strategies for EAs/PAs

Staying Resilient and Thriving  
 Through Changes

Becoming a Great Influencer

Effective Project Management  
 and Multi-Tasking

Beauty and Healthcare for Peak  
 Performance & Wellbeing

Influential Presentation and  
 Public Speaking

How to be the Ultimate Strategic  
 "Business Partner"

Mastering Storytelling,  
 Visual Communication and Presentation Skills



# 6<sup>th</sup> Annual Australia National EA/PA Conference

**Becoming the Ultimate Assistant:  
Powerful Strategies to Shine as an EA & Beyond**

Main Conference: 9 - 10 May 2018

Post-Conference Workshops: 11 May 2018

Venue: Pullman Brisbane King George Square Hotel



## Unique to this Year's Event

Since 2011, over 600 EA/PAs have attended Clariden's National EA/PA conference and have found new networks and skills that helped them grow. Unique to this year's event is a series of inspirational talks on how executive assistants can rise up in their career ladder and moving to the top. You will discover the critical skills you need to advance your career, including project multi-tasking, negotiation and influencing skills, keys to building a successful EA/PA Brand, influential public speaking skills, staying resilient and thriving through changes and how to build a great relationship with your boss. At the end of the 2 days conference, you will leave the conference with inspirational role models and skills that will allow you to excel and rise in your career ladder.

## THE CONFERENCE AT A GLANCE

REGISTER BY  
22 JANUARY 2018  
TO SAVE AU\$300

### DAY 1: WEDNESDAY, 9 MAY 2018

- The CEO Perspective: **What Sets a Great EA Apart From the Rest** and How to Improve Professional Relationship with Your Boss
- Case Study: **Managing Change with Resilience & Optimism**
- **Dressing for Success** - How to Dress for the Job You Want, Not the Job you have
- **Effective Project Management and Multi-Tasking**
- Managing **Difficult Situations and Personalities**

### DAY 2: THURSDAY, 10 MAY 2018

- Influential **Presentation and Public Speaking Skills**
- **Managing Your Time, Dealing with Interruptions** and Saying 'NO' to Unnecessary Interruptions
- How to **Manage Your Bosses and Work Well with Multiple Executives**
- Building a **Successful and Valuable EA/PA Brand**
- Working Effectively With the **Right Communication Styles**

### POST CONFERENCE WORKSHOPS: FRIDAY, 11 MAY 2018

- **Workshop A:** Negotiation and Influencing Strategies for EAs/PAs
- **Workshop B:** Working Your Way to the Top: How Executive Assistants Can Rise Up in Their Career Ladder

## PAST ATTENDEES INCLUDE:



Audi  
Centre Sydney



# Star Speakers Line Up



**Katrena Friel**

Founder & CEO;  
Australian Institute of Office  
Management  
*Award Winning Author,  
International Speaker,  
Australia's Leading Success  
Coach for EAs and PAs*



**Ruth Kilah**

C-Suite EA & Project  
Manager  
GE ANZ



**Anna-Lucia Mackay**

Group Managing Director  
HCM Global  
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Mindsets, Finalist for the Telstra  
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**Megan Green**

CEO EA to Information Development,  
eTQC Program Director and Chief  
Medical Information Officer  
Alfred Health  
*Page Personnel Australian Executive  
Assistant of the Year 2016*



**Ingrid Bayer**

Founder & CEO  
VA Institute EA



**Emma Bannister**

Founder & CEO,  
Presentation Studio  
Australia & UK;  
Co-Founder & Visual  
Lead, Presentation Guru  
Publishing Ltd UK



**Audrey J Nolan**

Executive Support Officer & Project  
Support to Office of Commissioner  
Mine Safety and Health and  
Department of Natural Resource and  
Mines



**Kylie Smith**

Executive Assistant  
Westpac



**Katie Holpen**

EA to Chief Digital Officer  
Aurecon



**Edwina Graham**

EA to Chief Commercial Officer at  
Victorian Automotive Chamber of  
Commerce  
Owner & Director at Who's the Real  
Boss?



**Robyn Bennett**

Director  
Team Link Training Ltd



**Lizzie Wagner**

Managing Director  
Lizzie Wagner Group  
*Telstra Business Women's Awards, Lifetime  
Achievement Award, the International MAXI  
Awards and BOMA Australia Awards*



**Kristen Chicktong**

Executive Assistant to the  
CEO & Managing Director  
George & Matilda Eyecare



**Sonia McDonald**

CEO & Founder  
LeadershipHQ  
*Author - LeadershipHQ &  
Just Rock It Books*



**Robyn Greaves**

Founder of The 3rd Chapter  
Career Coach & Trainer of  
Audrey Page & Associates

# 6<sup>th</sup> Annual Australia National EA/PA Conference

BECOMING THE ULTIMATE ASSISTANT: POWERFUL STRATEGIES TO SHINE AS AN EA & BEYOND

9 - 11 MAY 2018 | PULLMAN BRISBANE KING GEORGE SQUARE HOTEL

**Featuring  
Exclusive  
Workshop  
Sessions  
This Year!**

## Workshop A: Negotiation and Influencing Strategies for EAs/PAs

Every day we negotiate - often without realizing it - with our partner and work colleagues. Being able to negotiate well can have huge benefits at work, you'll be able to effect change and encourage people to do more to help. This session will give you some tips, tools and tricks to become the ultimate negotiator at work.

- Negotiate syllabus
- Recognize different personality types and learning ways to better relate to others when negotiating
- Understand and uncover the hidden agendas
- Knowing when to be assertive and when to hold back
- Identify the main areas that you can use your new negotiation skills as an EA/PA
- Seeing immediate results in all aspects of your life — not just work!
- Group work activities



**Katrena Friel**

Founder & CEO;  
Australian Institute of Office  
Management

*Award Winning Author,  
International Speaker,  
Australia's Leading Success  
Coach for EAs and PAs*

## Workshop B: Working Your Way to the Top: How Executive Assistants Can Rise Up in Their Career Ladder

To be able to make it to the top, you need to be grounded where you are right now in your career maturity and be clear on future including what it looks like to be at the top. In this workshop, Lizzie will run through the stages of career maturity to get clear on where you right now. Lizzie will then cover what it takes to rise up in your career and be a real business partner within the organization.

- Stages of Career Maturity
- The Power of Context - Listening Skills
- What Shapes Behavior/Action



**Lizzie Wagner**

Managing Director  
Lizzie Wagner Group

*Telstra Business Women's Awards,  
Lifetime Achievement Award, the  
International MAXI Awards and  
BOMA Australia Awards*

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“ Everyone was very inspirational to listen to. Amazing presentations, very interesting and engaging. ”

2017 Delegate, Personal Assistant to Head of School, QUT



“ They were fantastic and they made me feel like what I do and the role I play in the office is important and never to forget that. It was the words/advice I needed to hear in the difficult time that I'm going through at the moment, so thank you very much! ”

2017 Delegate, Executive Assistant, Lendlease



“ A new perspective on my career, my life and my future within just a few hours. Thank you. ”

Marketing Assistant/Personal Assistant, Mazda Australia



“ Thank you for putting together such a great agenda of speakers. They were inspirational, engaging and gave me lots to think about! ”

Executive Assistant, Australian Taxation Office



“ All of them were very informative about their particular areas they were presenting. Some I had a connection with and would help me develop both personally and professionally. ”

Personal Assistant, National Australia Bank

# Conference Highlights

9 - 11 MAY 2018 | PULLMAN BRISBANE KING GEORGE SQUARE HOTEL

## 10 REASONS TO JOIN US IN MAY:

1

Explore the current nature of work, and seek to evolve & move forward in the new digital age

6

Practical strategies and methods to develop your networks and excel in relationship-building

2

Master your time to sustain a healthy work-life balance

7

Timesaving secrets to transform your documentation work and presentations into professional-looking masterpieces

3

Handle stress & anxiety and focus on how to eat well, exercise, and stay ahead of the game

8

Tips from the best : Your professional development and career pathways

4

Empower yourself with advanced communication skills

9

Become a role model and lead others

5

Learn to prioritize and manage your workload using effective repeatable techniques and skills

10

Managing for the future – taking a leadership role in embracing change, new technologies, and social media

***Join us at our Champagne Network Session during the 6th Annual Australia National EA/PA Conference***

Enjoy a glass of champagne whilst networking with other likeminded individuals on topics that are of most interest to you and fellow delegates.



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## PAST PARTICIPATING COMPANIES

Our 5<sup>th</sup> Annual Australia National EAPA Conference and other programs in our successful EAPA series in Australia have garnered administrative professionals from the leading companies

- 4Impact
- Aboriginal Housing Office
- Accident & Health International
- Act Health
- Adelaide City Council
- Ageing Disability and Home Care, Department of Family and Community Services
- Alinta Energy
- Allianz Global Assistance
- Anglicare SA
- Anglicare Victoria
- Animal Referral Hospital Canberra
- APP Corporation
- Aqualand Projects
- Arup
- ASWIG Solutions
- AU Domain Administration Ltd
- Audi Centre Sydney
- Austin Health
- Australian Energy Market Commission
- Australian Health Practitioner Regulation Agency
- Australian Higher Education Industrial Association
- Australian Taxation Office
- Auswide Bank Ltd
- Bankwest
- Barclays
- Bass Coast Shire Council
- BBC Worldwide Australia
- Beak & Johnston
- Yarrabee Coal Company
- Youi Insurance
- Your Executive Angels
- Beam Suntory
- Berkley Insurance Australia
- Betts Bower Haulage
- BGC Contracting
- BigWorld
- Boardvantage
- Bosch Rexroth. The Drive & Control Company
- Brisbane Airport Corporation
- British High Commission
- BSH Home Appliances
- Bupa
- Cairns Marine
- Campbelltown City Council
- Cancer Australia
- Capricorn Investment Partners Limited
- Captains Choice
- Carey International
- Catholic Education Office
- Catholic Homes
- Centuria
- CHU Underwriting
- City of Canada Bay Council
- City of Playford
- Clough Amec
- Commonwealth Bank
- Community Services Directorate
- Compass Housing Services Co Limited
- Corning Optical Communications
- CP2 Limited
- CPA Australia
- Crown Melbourne
- CVGT Australia
- Darebin City Council
- Daydream Island Resort and Spa
- Yarra Ranges Council
- Denham Capital
- Department of Defence
- Department of Foreign Affairs and Trade
- Department of Health
- Department of Health and Human Services
- Department of Industry
- Department of Primary Industries
- Department of State Development, Business and Innovation
- Department of the Premier and Cabinet
- Department of Transport and Main Roads
- Dhhs Division of Public Health
- DJ Motors Services
- Dooleys Lidcombe Catholic Club
- EFIC
- Energy Power Systems
- eNett International
- eo Financial Services
- Ericsson Australia
- Evolution Mining
- Fire & Rescue NSW
- Fisher & Paykel Australia
- FlexiGroup
- FM Global
- Forensic and Scientific Services
- Frasers Property Australia
- Frucor
- Garvan Research Foundation
- Gerard Daniels
- Glencore - Glendell / Mt Owen Mine
- GM Holden Ltd
- Goodstart Early Learning
- Greyhound Racing NSW
- Health Support Queensland
- Heathcote Health
- IBISWorld
- ICPS Australia
- IDEXX Laboratories
- ING DIRECT Australia
- Institute of Chartered Accountants Australia
- Investec Australia Limited
- IP Australia
- James N Kirby Holdings
- Jemena
- Jones Lang LaSalle
- Junction Australia

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9 - 11 MAY 2018 | PULLMAN BRISBANE KING GEORGE SQUARE HOTEL

## PAST PARTICIPATING COMPANIES

Our 5<sup>th</sup> Annual Australia National EAPA Conference and other programs in our successful EAPA series in Australia have garnered administrative professionals from the leading companies

- Kimbriki Environmental Enterprises
- Knorr-Bremse
- Komatsu Australia
- Landcom (UrbanGrowth NSW)
- Legal Aid Commission of Tasmania
- Leighton Contractors Pty Limited
- Lendlease Services
- Lenovo (Australia & New Zealand)
- Lisec Australia
- Lutheran Community Care
- LVMH Watch and Jewellery Australia
- Mace Australia
- Macquarie Group
- Mallee Catchment Management Authority
- Mandalay Resources
- Marinya Capital
- Mastercard
- Masterpet
- Mazda Australia
- McAfee
- Meat & Livestock Australia
- Melbourne HealthMelbourne IT
- Melbourne Zoo
- Mercy Health
- Metropolitan Fire & Emergency Services Board
- Mi9/Ninemsn
- Mirvac Group
- Mitchell's Communication Group
- Mizuho Bank Ltd
- Motor Accident Commission
- Murrumbidgee Irrigation Limited
- National Australia Bank
- Navitas Professional Institute
- NEHTA
- Nespresso
- Nestle Australia
- Nestle Purina Petcare
- Newmont Asia Pacific
- Nextgen Group
- Nielsen
- Norman Disney & Young
- North Coast Primary Health Network
- Northern Sydney Local Health District
- Northern Territory PHN
- NRMA Motoring & Services
- NSW Department of Industry
- NSW Health Pathology
- NSW Ministry of Health
- NSW Treasury
- NZ Productivity Commission
- Oliver Hume Real Estate Group
- Oracle Corporation Australia
- Orderin
- Origin Energy
- Palisade Investment Partners Ltd
- Perpetual
- Perth Airport PresCare
- PricewaterhouseCoopers
- Productivity Commissin
- Programmed
- Public Transport Victoria
- QBE Insurance
- Queensland Health
- RAC WA
- Ramsay Health Care
- RBC Capital Markets
- Realestate.com.au
- Schneider Electric
- SDN Children's Services
- Seventh-day Adventist Church (South New South Wales Conference) Ltd
- Shepparton Villages
- Siemens Ltd
- SMCT
- South Australian Health & Medical Research Institute
- South West WA Medicare Local
- Southern Sheet and Coil
- Spinifex Pharmaceuticals
- Stillwell Motor Group
- Stockland
- Strathearn Insurance Brokers
- Suncorp Group
- SunRice
- Teachers Health Fund
- Teachers Mutual Bank
- Telstra
- TEQSA
- Ticketmaster Australia & New Zealand
- Toll Global Logistics - Customised Solutions
- Training & Assessment Mentor
- Transport Accident Commission
- Transport for New South Wales
- Travelex Limited
- Uniting Nsw Act
- University College London, Australia
- University of Sydney
- University of Tasmania
- Uow Enterprises
- Urban Growth NSW
- Victorian Civil and Administrative Tribunal
- Victorian Commission for Gambling and Liquor Regulation
- VMIA
- Western Sydney Local Health District
- Westpac
- WesTrac (NSW/ACT)
- William Clarke College
- Woods Bagot
- Wyndham City Council
- Xchanging



# Main Conference Agenda

9 - 10 MAY 2018 | PULLMAN BRISBANE KING GEORGE SQUARE HOTEL

## DAY ONE - 9 MAY 2018

09:00 **Conference Introduction by Chairperson  
Highlights on Conference Day 1 Key Sessions**

### UNDERSTANDING THE DYNAMICS IN THE ROLE OF A EA/PA

09:10 **Guest Keynote Address  
Managing Your Executive's Schedule like a Mega Star**

- Cultivate a productive relationship with your executive
- Taking the next step in your career by understanding your executive and company
- Anticipate your executive's needs before they do
- Build up rapport to boost your productivity (and your executive's too!)

*Kristen Chicktong*  
Executive Assistant to the CEO & Managing Director  
George & Matilda Eyecare

09:55 **From EAs/PAs to a Global Leadership: How to  
Become a Great Influencer**

- Building a career journey & a process and knowing yourself "Who You Are"
- Develop your leadership style and analysis different causes of conflicts and problems
- Delegation and decision making for maximum results
- Practicing win-win negotiation
- Successful techniques for managing your manage

*Lizzie Wagner*  
Managing Director  
Lizzie Wagner Group

10:40 *Morning Refreshments & Networking Session*

### DEVELOPING YOUR WORKPLACE SKILLS & ACHIEVING BETTER WORK-LIFE BALANCE

11:00 **The EA/PA's Role and Beyond - Moving on from  
Your Role as an Assistant**

- Making the most of opportunities to grow your skill set and expand your role
- The importance of moving and adapting with the ever-changing working environment
- Recognizing how your skills as an assistant can be applied to other roles that benefit others

*Ruth Kilah*  
C-Suite EA & Project Manager  
GE ANZ

11:45 **Emotional Intelligence 2.0: Working Effectively With  
the Right Communication Styles**

- Developing skills in self-management, self-awareness and social awareness
- Understanding differences to build relationships and drive performance
- Influencing others positively to achieve great outcomes
- Become an empathetic business connector with people, and pick up skills to get things done

*Anna-Lucia Mackay*  
Group Managing Director  
HCM Global

12:30 *Networking Lunch*

13:45 **Finding Your Voice to Handle Challenging Situations**

- Discover professional communication techniques
- Explore neuroscience - understand how your brain works to achieve excellence
- Be self-aware and master the art of assumptions
- Know when to have a private conversation, the language we use, and how it affects colleagues and clients
- Questioning & listening skills
- The science of powerful brain efficiency

*Katrena Friel*  
Founder & CEO  
Australian Institute of Office Management

14:30 **Beauty Healthcare for Peak Performance and  
Wellbeing**

- Essential nutrition and wellbeing habits to help you de-stress and get great sleep
- Tap into the power of nutrition food to boost your performance effectively
- Understand what kind of food can keep you happy and boost your body's immunity
- Innovative ways you can engage not only for yourself but also your colleagues, in healthy eating and good self-care habits
- Practising wellness strategies at work

*Kylie Smith*  
Executive Assistant  
Westpac

15:15 *Afternoon Refreshment & Networking Session*

# Main Conference Agenda

9 - 10 MAY 2018 | PULLMAN BRISBANE KING GEORGE SQUARE HOTEL

## 15:30 **Tips, Techniques, and Tools to Take the Fear Out of Minute Taking**

Minute taking is a much sought after skill in organizations. Many EA/PAs are self-taught so if you're wondering whether you are on track, this is the session for you.

- Identify the number one skill required to be an effective minute taker
- Discover the secret to minute taking
- Learn the three proven techniques to make minute taking easier

**Robyn Bennett**  
Director  
Team Link Training Ltd

## 16:15 **EA/PA & Executive Panel Session: Understand What Your Boss Needs from You without being told**

- Discover your boss' need, and what makes an outstanding EA/PA
- Discuss how EAs/PAs can add value for their executives and the organization as a whole
- Practical ways of forging good communication and positive engagement between Executive and EA/PA
- The key challenges and successes experienced through partnership
- Effective ways to managing your boss - a manager's view!

### Panelists:

**Kristen Chicktong**  
Executive Assistant to the CEO & Managing Director  
George & Matilda Eyecare

**Robyn Bennett**  
Director  
Team Link Training Ltd

**Lizzie Wagner**  
Managing Director  
Lizzie Wagner Group

**Katrena Friel**  
Founder & CEO  
Australian Institute of Office Management

## 17:15 **Q&A Session & Closing Remark by Conference Chairperson**

## 17:05 **Champagne Networking**



Enjoy a glass of champagne whilst networking with other like-minded individuals on topics that are of most interest to you and fellow delegates.



# Main Conference Agenda

9 - 10 MAY 2018 | PULLMAN BRISBANE KING GEORGE SQUARE HOTEL

## DAY TWO - 10 MAY 2018

09:00 **Conference Introduction by Chairperson**  
**Highlights on Conference Day 2 Key Sessions**

### INSPIRATIONAL ADVANCEMENT: BEING A MODERN EA/PA AND TECHNOLOGY ADVANCES

09:05 **EA/PA Roundtable Kick-Off Session**

09:20 **Interactive RoundTable Series**

**Roundtable 1: How to Manage Your Bosses and Work Well with Multiple Executives**

**Roundtable 2: Effective Project Management and Multi-Tasking**

*Katie Holpen*  
EA to Chief Digital Officer  
Aurecon

**Roundtable 3: Increasing Productivity, Decreasing Stress**

**Roundtable 4: Managing Difficult Situations and Personalities**

10:15 **Digital Platforms to Increase Productivity: Hints, Tips & Must-Grabs (Technology and Time Management)**

- Keeping up to date with the latest technological trends and advances, the practical use within EA's/PA's role
- Utilize smartphones and tablets in and out with the office to enhance productivity: essential tips and tricks on time management, email management, prioritizing workload, etc
- Hands-on advice on how to wrangle the multitude of new and existing technologies

*Megan Green*  
EA to Information Development, eTQC Program Director and Chief Medical Information Officer  
Alfred Health

11:00 *Morning Refreshments & Networking Session*

11:15 **Getting the Edge: How to Build Service Excellence into your EA, PA or VA CAREER**

**Attitude / Aptitude**

- It's All about Attitude
- Developing a Positive Mental Attitude
- The Importance of a Business Mind-set
- Key Characteristics of a Client-Focused EA, PA or VA
- The Importance of Lifelong Learning Resources - Positive Mental Attitude Building Exercise

*Ingrid Bayer*  
Founder & CEO  
VA Institute EA

12:00 **How to be the Ultimate Strategic 'Business Partner'**

- Learn the 3 elements of being a business partner
- What is expected of you at the Board and Leadership level
- How to build and maintain successful working relationships
- Identifying the skills and qualities of a highly efficient and successful Assistant
- Understand the impact you have on organizational goals and vision
- How to motivate yourself and others
- Top tips on Crisis Management
- How to remain calm, flexible and professional at all times

*Audrey J Nolan*  
Executive Support Officer & Project Support  
Office of Commissioner for Mine Safety and Health and Department of Natural Resource and Mines, Queensland Government

12:45 *Networking Lunch*

14:00 **Impact Matters**

How do you gain the competitive edge in your next Presentation? With the perfect mix of Storytelling, Visual Communication, and Presentation Skills. Emma Bannister's innovative approach to integrating story and visual design transforms lacklustre presentations into engaging, powerful and successful communication tools. Learn:

- Insight into market leaders' communication strategies
- Essential components of presentations
- How to ensure your audience remember, understand and act
- Practical ways to persuade, differentiate and stand out

*\*\* Group work session at the end of each topic according to the Guest Speaker's relevance*

*Emma Bannister*  
Founder & CEO, Presentation Studio Australia & UK  
Co-Founder & Visual Lead, Presentation Guru Publishing Ltd UK

14:45 **Building a Successful and Valuable EA's/PA's Brand**

- Your Brand: The valuable commodity which can enhance your career prospects and earning potential
- Who are YOU? How to use your Brand to stand out from others
- Key strategies to enhance your reputation in your current role and maximise opportunities for the future
- Personal Branding: How your Executive Presence can make or break you

*Edwina Graham*  
EA to Chief Commercial Officer, Victorian Automotive Chamber of Commerce  
Owner & Director, Who's the Real Boss?

15:30 *Afternoon Refreshment & Networking Session*

# Main Conference Agenda

9 - 10 MAY 2018 | PULLMAN BRISBANE KING GEORGE SQUARE HOTEL

15:45 **Managing Your Time, Dealing with Interruptions and Saying 'NO' to Unnecessary Interruptions**

- Discuss the importance of effective time management in dealing with time-wasters and constant interruptions
- Learn how to effectively manage your energy (open body and conscious breathing), more on eye contact, listening in genuinely, speaking to right audience and clear about issues

**Katie Holpen**  
EA to Chief Digital Officer  
Aurecon



16:30 **EA/PA & Executive Panel Session: Managing Your Executive's Energy, Focus, and Mind-set**

- Understand what working in partnership alongside with your executive entails
- Discuss how to deal with a modern corporate life, distractions, competing priorities, and interests

**Panelists:**

**Audrey J Nolan**  
Executive Support Officer & Project Support  
Office of Commissioner for Mine Safety and Health and Department of Natural Resource and Mines, Queensland Government

**Katie Holpen**  
EA to Chief Digital Officer  
Aurecon

**Edwina Graham**  
EA to Chief Commercial Officer, Victorian Automotive Chamber of Commerce  
Owner & Director, *Who's the Real Boss?*



17:15 **Q&A Session & Closing Remarks by Conference Chairperson**



# Post-Conference Workshops

11 MAY 2018 | PULLMAN BRISBANE KING GEORGE SQUARE HOTEL

**Timetable:** Workshop A will run from 9:00am - 12:00pm with a mid-morning and luncheon breaks. Workshop B will run from 1:00pm - 4:00pm with a mid-afternoon refreshment break. Registration begins 30 minutes before each workshop commences.

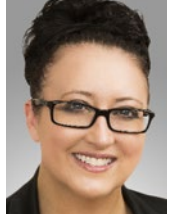
## WORKSHOP A: 9:00 - 12:00

### Negotiation and Influencing Strategies for EAs/PAs

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**Katrena Friel,**  
Founder & CEO,  
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Office Management**



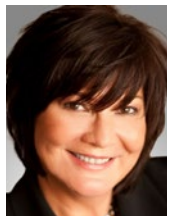
## WORKSHOP B: 13:00 - 16:00

### Working Your Way to the Top: How Executive Assistants Can Rise Up in Their Career Ladder

To be able to make it to the top, you need to be grounded where you are right now in your career maturity and be clear on future including what it looks like to be at the top. In this workshop, Lizzie will run through the stages of career maturity to get clear on where you right now. Lizzie will then cover what it takes to rise up in your career and be a real business partner within the organization.

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- The Power of Context - Listening Skills
- What Shapes Behavior/Action

**Lizzie Wagner**  
Managing Director  
**Lizzie Wagner Group**  
**Telstra Business**  
**Women's**  
**Awards, Lifetime**  
**Achievement Award,**  
**the International**  
**MAXI Awards and**  
**BOMA Australia**  
**Awards**



# Welcome to 6<sup>th</sup> Annual Australia National EA/PA Conference

BECOMING THE ULTIMATE ASSISTANT: POWERFUL STRATEGIES TO SHINE AS AN EA & BEYOND

9 - 11 MAY 2018 | PULLMAN BRISBANE KING GEORGE SQUARE HOTEL

## Capitalize on this Conference

Looking for the ideal platform to elevate your professional status and strike key business partnerships?

Leverage our limited sponsorship packages to strengthen your brand reputation through consistent and continual branding awareness and take advantage of the plethora of opportunities with high level decision makers.

Your Partnership with us will provide you with:

- Unparalleled industry exposure
- Leads generation and set up of meetings with key decision makers
- Extraordinary brand visibility, increasing brand awareness and preference
- Long-term business partnerships with leading partners, customers and suppliers

Please contact **Joshua James** at +65 6716 9962 or email [joshua@claridenglobal.com](mailto:joshua@claridenglobal.com) to discuss potential potential exhibition and sponsorship opportunities or to customize your own package.

### Benefits as Media Partner or Supporting Organization at 6<sup>th</sup> Annual Australia National EA/PA Conference

- Enhance your corporate profile and visibility within your industry - Your Company's logo will be emblazoned on our brochures, EDMs and distributed to administrative professionals across Australia
- Affiliation with an internationally-recognized commercial event organizer

Clariden Global events are widely known and trusted throughout the world for providing best value to senior industry executives. Through partnering with selected media and supporting organizations, we are capable of delivering the highest calibre of expert knowledge and key industry insights to the target market.

If you meet the criteria mentioned above and would like to explore the opportunity to partner with us for the forum, please contact **Zachariah** at +61 (3) 9909 7310 or email [zachariah@claridenglobal.org](mailto:zachariah@claridenglobal.org).



## REGISTRATION PAGE

Booking Contact (Approving Manager) Mr/Mrs/Ms: \_\_\_\_\_  
 Job Title: \_\_\_\_\_ Department: \_\_\_\_\_  
 Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 Email: \_\_\_\_\_  
 Organization: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 \_\_\_\_\_ Postal Code: \_\_\_\_\_

I would like to receive more information on hotel accommodation using Clariden Global corporate rate.

Promotional Code (Optional): \_\_\_\_\_

Please register the following participant(s) for this Conference

(Please tick to select your Forum Packages. You may tick more than one.)

1st Participant Name (Mr/Mrs/Ms): \_\_\_\_\_

Job Title: \_\_\_\_\_ Department: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Date of Birth: \_\_\_\_\_

Forum Package Selected: \_\_\_\_\_

2nd Participant Name (Mr/Mrs/Ms): \_\_\_\_\_

Job Title: \_\_\_\_\_ Department: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Date of Birth: \_\_\_\_\_

Forum Package Selected: \_\_\_\_\_

3rd Participant Name (Mr/Mrs/Ms): \_\_\_\_\_

Job Title: \_\_\_\_\_ Department: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Date of Birth: \_\_\_\_\_

Forum Package Selected: \_\_\_\_\_

4th Participant Name (Mr/Mrs/Ms): \_\_\_\_\_

Job Title: \_\_\_\_\_ Department: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Date of Birth: \_\_\_\_\_

Forum Package Selected: \_\_\_\_\_

CONFERENCE FEES				
Conference Packages	Super Early Bird Fee (If payments and registrations are received by 22 Jan 2018)	Early Bird Fee (If payments and registrations are received by 19 Feb 2018)	Final Early Bird Fee (If payments and registrations are received by 19 Mar 2018)	Regular Fee
E: 2-day Individual Conference Pass	AU\$2,195	AU\$2,295	AU\$2,395	AU\$2,495
F: 3-day Premium Individual Pass (2-day Conference + Workshop A and B)	AU\$2,795	AU\$2,895	AU\$2,495	AU\$2,995

PLEASE NOTE: The forum fee includes lunch, refreshments and conference documentation. Payments are required with registration and must be received prior to the Conference to guarantee your place.

### GROUP DISCOUNTS

**Register with your Colleagues Today to Enjoy Group Discount\*:**

Group discount of 10% for the 2nd participant from the same organization.

For limited time only by 19 March 2018 register 3 participants and the 4th participant will receive a complimentary seat.

For 5 or more registrations, please contact **Zachariah** at [zachariah@claridenglobal.org](mailto:zachariah@claridenglobal.org)

Group Discount will only be applicable to the package of the lowest value.

\*Only 1 discount scheme will apply. Discount will compound on top of your early bird discount! This offer is valid for a limited time only, till 19 March 2018.

### 4 WAYS TO REGISTER

-  Email: [admissions@claridenglobal.com](mailto:admissions@claridenglobal.com)
-  Fax: +61 3 9909 7788
-  Call: +61 3 9909 7310
-  Website: [www.claridenglobal.com](http://www.claridenglobal.com)

### PAYMENT METHODS

**BY CHEQUE / BANK DRAFT :**  
 Made payable to CLARIDEN GLOBAL INTERNATIONAL LIMITED and mail to: 3 International Business Park, #04-29, Nordic European Centre, Singapore 609927.

**BY TELEGRAPHIC TRANSFER TO:**  
 Bank Name: **Standard Chartered Bank**  
 Bank Code: **7144**  
 Bank Branch Code: **001**  
 Bank Address: **6 Battery Road, #01-01 Singapore 049909**  
 Bank Account No: **0107775042**  
 Bank Account name: **CLARIDEN GLOBAL INTERNATIONAL LIMITED**  
 SWIFT Code: **SCBLSG22**

Please note that all bank charges are to be borne by participants. Please ensure Clariden Global International Limited receives the full invoiced amount.

Note: Please include invoice number on all payment types and your company's name in your payment instructions for our reference.

**CREDIT CARD:**  
 To make payment by credit card, please call our client services hotline at +61 3 9909 7310.

### FORUM VENUE AND ACCOMMODATION INFORMATION

**Pullman Brisbane King George Square Hotel**  
 9 - 11 May 2018  
 Ann St & Roma St, Brisbane City QLD 4000, Australia  
 Tel: +61 7 3229 9111  
 Website: <https://www.accorhotels.com/gb/hotel-8784-pullman-brisbane-king-george-square/index.shtml>

### HOW TO REGISTER AND PAY

An invoice and registration confirmation will be sent within 7 days, please contact us if you have not heard from us within 7 days. Payment can be made by credit card, by bank transfer or by cheque made payable to "CLARIDEN GLOBAL INTERNATIONAL LIMITED".

**ALL PAYMENTS MUST BE RECEIVED IN ADVANCE OF THE EVENT.**

### ACCOMMODATION

Accommodation is not included in the program fee but you will be entitled to use our corporate rate for your accommodation. Information will be sent along with your registration confirmation.

### CANCELLATIONS AND SUBSTITUTIONS

Once we have received your booking, the place(s) are confirmed. No refunds will be made for any cancellations, however, program credits of equivalent value only applicable for Clariden Global events will be provided. Credits can only be redeemed for 1 program and is valid for only one (1) year from date of issue.

Substitution with a qualified candidate is allowed by providing at least 5 working days of advance notice to Clariden Global. One time substitution is allowed with no charges. Subsequent substitutions will be charged 10% admin fee.

### ALL CANCELLATIONS MUST BE RECEIVED IN WRITTEN FORM

PLEASE NOTE: CLARIDEN GLOBAL INTERNATIONAL LIMITED reserves the right to change the content and timing of the programme, the speakers and the date and venue due to reasons beyond their control. If in the unlikely event that the course is cancelled, CLARIDEN GLOBAL INTERNATIONAL LIMITED will refund the full amount and disclaim any further liability.

**ENQUIRIES:** If you have any queries about registration or payment please do not hesitate to contact our client services department on +61 3 9909 7310.

**PRIVATE DISCLOSURE STATEMENT:** Any information provided by you in relation to this event is being collected by CLARIDEN GLOBAL INTERNATIONAL LIMITED and will be held in the strictest confidence. It will be added to our database for the primary purpose of providing you with information about future events and services.

Visit us at [www.claridenglobal.com](http://www.claridenglobal.com) for upcoming events

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FEE RECEIVED	REFERENCE L8012/VI/ZC