



Featured Speakers



Dimitra Zographos
 (Chairperson)
 Award Winning
 Executive Assistant of the
 Year 2015
 The EA Circle
*Recipient of the Page
 Personnel EA of the Year
 Award 2014
 Australia's Top EA of the
 Year at The CEO
 Magazine's Executive
 Awards 2015*



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*

6th Annual Australia National EA/PA Conference

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

30 April - 2 May 2018
Radisson Blu Plaza Hotel Sydney

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**



6th Annual Australia National EA/PA Conference

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

Main Conference: 30 April - 1 May 2018

Post-Conference Workshops: 2 May 2018

Venue: Radisson Blu Plaza Hotel Sydney



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: MONDAY, 30 APRIL 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: TUESDAY, 1 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: WEDNESDAY, 2 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



Dimitra Zographos

(Chairperson)

Award Winning Executive Assistant
of the Year 2015
The EA Circle

*Recipient of the Page Personnel EA of
the Year Award 2014*

*Australia's Top EA of the Year at The
CEO Magazine's Executive Awards 2015*



Katrena Friel

Founder & CEO;
Australian Institute of Office
Management

*Award Winning Author,
International Speaker,
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Coach for EAs and PAs*



Ruth Kilah

C-Suite EA & Project
Manager
GE ANZ



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*



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



Dominic Siow

EQ Strategist, People
Empowerment Solutions
Institute of Management



Kylie Smith

Executive Assistant,
Database & Middleware
Services
Westpac



Clare Johnson

Director
Page Personnel



**Dr Suzy Green, D.Psyc.
(Clin.) MAPS**

Founder
The Positivity Institute
*Recipient of an International Positive
Psychology Fellowship Award*



Tania Rizoski

EManager, Business &
Membership Services
The Association of
Superannuation Funds of
Australia Limited

Star Speakers Line Up



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*



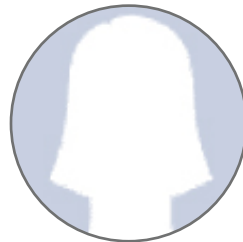
**Christina Kate
Richards**
EA
BT Financial Group



Paul Di Michiel
Career Coach
The Career Medic
*Author of "Fire to Hired,
The Guide to Effective Job
Search for the Over 40's"*



Katie Lynn
EA to CEO
Knight Frank
*ANZ Circle of Excellence Award
2015, Executive Committee Top
Performer Award 2015*



Leigh Woodgate
Executive Assistant to Executive
Director & Executive General
Manager
The Ethics Centre



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



Madelaine Cohen
Intuitive Business Mentor
Premium Wellness
Publishing
*Author of The Lateral
Thinking Entrepreneur*

6th Annual Australia National EA/PA Conference

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

30 APRIL - 2 MAY 2018 | RADISSON BLU PLAZA HOTEL SYDNEY

**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
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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

30 APRIL - 2 MAY 2018 | RADISSON BLU PLAZA HOTEL SYDNEY

10 REASONS TO JOIN US IN APRIL:

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.



6th Annual Australia National EA/PA Conference

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

30 APRIL - 2 MAY 2018 | RADISSON BLU PLAZA HOTEL SYDNEY

PAST PARTICIPATING COMPANIES

Our 5th 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

6th Annual Australia National EA/PA Conference

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

30 APRIL - 2 MAY 2018 | RADISSON BLU PLAZA HOTEL SYDNEY

PAST PARTICIPATING COMPANIES

Our 5th 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

30 APRIL - 1 MAY 2018 | RADISSON BLU PLAZA HOTEL SYDNEY

DAY ONE - 30 APRIL 2018

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

Dimitra Zographos
Award Winning Executive Assistant of the Year 2015
The EA Circle

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!)

Christina Kate Richards
EA
BT Financial Group

09:55 **Skills to Make You More Efficient and Effective in Your Role**

- Soft skills that are essential for the 21st century EA/PA
- Using technology and shortcuts effectively in your role
- How mentoring can help

Tania Rizoski
Manager, Business & Membership Services
The Association of Superannuation Funds of Australia Limited

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 **Case Study: Managing Change with Resilience & Optimism**

- Best practice approaches to handling workplace change - Knowing when to let go or take control
- Train your brain to stay cool, calm, and collected in stressful situations
- Managing attitudes in stressful times
- The importance of positive psychology in the workplace
- Develop a positive mind-set to increase mental toughness

Dominic Siow
EQ Strategist, People Empowerment Solutions
Institute of Management

14:30 **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

Main Conference Agenda

30 APRIL - 1 MAY 2018 | RADISSON BLU PLAZA HOTEL SYDNEY

15:15 **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
EA to Senior Vice President
20th Century Fox Television

16:00 *Afternoon Refreshment & Networking Session*

16:15 **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

16:45 **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!

Moderator:

Dimitra Zographos
Award Winning Executive Assistant of the Year 2015
The EA Circle

Panelists:

Katrena Friel
Founder & CEO
Australian Institute of Office Management

Dominic Siow
EQ Strategist, People Empowerment Solutions
Institute of Management

Anna-Lucia Mackay
Group Managing Director
HCM Global

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

30 APRIL - 1 MAY 2018 | RADISSON BLU PLAZA HOTEL SYDNEY

DAY TWO - 1 MAY 2018

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

Dimitra Zographos
Award Winning Executive Assistant of the Year 2015
The EA Circle

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

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

Dimitra Zographos
Award Winning Executive Assistant of the Year 2015
The EA Circle

09:25 **Interactive RoundTable Series**

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

Leigh Woodgate
Executive Assistant to Executive Director & Executive General Manager
The Ethics Centre

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

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

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

Madelaine Cohen
Intuitive Business Mentor
Premium Wellness Publishing
Author of *The Lateral Thinking Entrepreneur*

Roundtable 4: Effective Job Search Method

Paul Di Michiel
Career Coach
The Career Medic

10:15 **What Sets a Great EA Apart: A Positive
Psychologist's Perspective**

- What executives really want from their EAs/PAs
- Tips for achieving excellence
- How to be a POSITIVE ENERGISER/INFLUENCER
MANAGING YOUR MINDSET
- Establishing an air of authority and standing out from
the crowd

Dr Suzy Green D.Psyc.(Clin.) MAPS
Founder
The Positivity Institute

11:00 **Morning Refreshments & Networking Session**

11:15 **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

12:00 **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

12:45 **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**

Main Conference Agenda

30 APRIL - 1 MAY 2018 | RADISSON BLU PLAZA HOTEL SYDNEY

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

Clare Johnson
Director
Page Personnel



15:30 *Afternoon Refreshment & Networking Session*

15:45 **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



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

Moderator:

Dimitra Zographos
Award Winning Executive Assistant of the Year 2015
The EA Circle

Panelists:

Lizzie Wagner
Managing Director
Lizzie Wagner Group

Leigh Woodgate
Executive Assistant to Executive Director & Executive General Manager
The Ethics Centre

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

Madelaine Cohen
Intuitive Business Mentor
Premium Wellness Publishing
Author of *The Lateral Thinking Entrepreneur*



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

Post-Conference Workshops

2 MAY 2018 | RADISSON BLU PLAZA HOTEL SYDNEY

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

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**



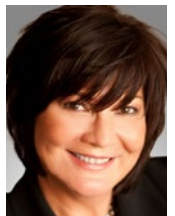
WORKSHOP B: 13:00 - 16:00

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.

- 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**



Welcome to 6th Annual Australia National EA/PA Conference

BECOMING THE ULTIMATE ASSISTANT: POWERFUL STRATEGIES TO SHINE AS AN EA & BEYOND
30 APRIL - 2 MAY 2018 | RADISSON BLU PLAZA HOTEL SYDNEY

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 to discuss potential potential exhibition and sponsorship opportunities or to customize your own package.

Benefits as Media Partner or Supporting Organization at 6th 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.



6TH ANNUAL AUSTRALIA NATIONAL EA/PA CONFERENCE

30 April - 2 May 2018 | Radisson Blu Plaza Hotel Sydney

CLARIDEN
Knowledge for the world business leaders

REGISTRATION PAGE

Please complete this section.

Booking Contact (Approving Manager) Mr/Mrs/Ms: _____
Job Title: _____ Department: _____
Telephone: _____ Fax: _____
Email: _____
Organization: _____
Address: _____
Postal Code: _____
<input type="checkbox"/> 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
C: 2-day Individual Conference Pass	AU\$2,195	AU\$2,295	AU\$2,395	AU\$2,495
D: 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

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



Fax: +61 3 9909 7788



Call: +61 3 9909 7310



Website: 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

Radisson Blu Plaza Hotel Sydney

30 April - 2 May 2018

27 O'Connell St, Sydney NSW 2000, Australia

Tel: +61 2 8214 0000

Website: <https://www.radissonblu.com/en/plazahotel-sydney>

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 for upcoming events

FOR OFFICIAL USE

FEE RECEIVED

REFERENCE L8011/VI/ZC