

Executive PA

4th National Conference

~ Effective Administration in the Digital Age

March 4-5, 2013, Citiclub Hotel, Melbourne

National Conference and Exhibition

- Understand the forward evolution of the Executive PA role
- Explore key developments in management practice
- Learn from our innovative Professional Skills Toolbox

Endorsed by:



EARLY BIRD SPECIAL:
Register and pay by
February 8th and
SAVE \$200

Hosted by:



CONFERENCE OBJECTIVES

The role of the PA continues to evolve with the increasing sophistication of our organisations and business practices.

Traditional PA roles have been replaced by dynamic, demanding, hybrid roles which may require a high degree of commercial awareness, business acumen, financial capability, project management experience and strong organisational skills.

PA's today have a closer relationship with those they support and are seen as an integral part of the running of the business and ultimately its success.

The 4th National Executive PA Conference and Exhibition will review the strategic issues, responsibilities and development needs of executive level professional administrators and office management personnel.

Given the relationship between these staff, and the senior management that they support, the conference further seeks to review the administrative projects and issues which are typically coordinated by executive level professional assistants, on behalf of their respective department or division.

~ EPA 2013 is an exciting new business event - an integrated Conference and tailored mini Exhibition designed to optimise interaction between Delegates, Speakers and Exhibitors, maximising the learning and networking potential!

~ The speaking programme comprises a series of Keynote Speakers and knowledge leaders addressing major topics of interest, followed by four multi-streamed speaking sessions by the Exhibitors, who will build on the topic themes with further specialist knowledge presentations.

~ The audience can attend the sessions of greatest interest, or network informally, as preferred.

~ Delegates will hear from thought leaders and subject matter experts the status, issues and challenges facing the profession, and will have the opportunity to immediately learn from solution providers the technologies, strategies and opportunities available to address these needs.

WHO SHOULD ATTEND?

Professional Administrators and office personnel from all industries, including:

- Executive PA's
- Personal Assistants
- Administrative Assistants
- Administrative Service Officers
- Administrative Support Supervisors
- Human Resources Assistants
- Legal Secretaries
- Marketing Assistants
- Medical Secretaries
- Office Clerks
- Office Managers
- Personal Assistants
- Receptionists
- Secretaries

CANNOT ATTEND?

Purchase the conference notes and training materials for \$500 + 10% GST (\$550 total) by appropriately marking the registration form.

TRAVEL & ACCOMODATION

Please contact Norman or Henry at Altitude Travel Randwick for all reservations.

Tel: (02) 9326 3577

Fax: (02) 9326 3677

Email: info@altitudetravel.com.au



DAY ONE

INTRODUCTION

9:00 – 9:10

Opening Remarks from the Chair

Catherine Middleton – National President,
Australian Institute of Office Professionals

CAREER DEVELOPMENT

9:10 – 9:45

The 21st Century Professional Administrator

Nadia Laskaridis – Director, Office Support Division, Hudson

- The ongoing evolution of the Professional Administrator
- Opportunities and challenges presented by emerging technologies
- Emerging skill-sets, capabilities and experiences for future career success
- Career management - defining your value proposition; targeting & achieving your next role

9:45 – 10:20

Personal Branding

Paul Harmer - Director, The Brand Surgeon
Paul Harmer, The Brand Surgeon, will explore the concept of personal branding, and what this can mean for future career success. The session will draw on high impact examples, and provide tools and strategies to help you understand and develop your own personal brand.

BREAK: 10:20 – 10:40

10:40 - 11:15

A day in the life of...

Ann Sakellaris - Executive Assistant to the CEO,
Sensis Corporation

Ann will discuss her exciting role, her dynamic company, her challenges and her learnings along the path to success

11:15 – 11:50

Unlocking the Power of Social and Professional Networks

Steve Smorgon - Social Media Expert,
Mercury Agency

- The value of networking in the traditional sense
An overview of modern social and professional networks
- Benefits to business
Utilising online networks for professional development and career enhancement

11:50 – 12:50

Special Knowledge Presentations by Exhibition Vendors - Session 1

- Formal concurrent multi-streamed 20 minute vendor presentations, plus informal audience networking and inspection of exhibits

LUNCH: 12:50 – 1:50

EMERGING TRENDS IN AUSTRALIAN BUSINESS

1:50 – 2:25

The Digital Big Bang

Dr Ric Simes - Director, Deloitte

Digital disruption has brought Australian business to the precipice of a dramatic revolution across nearly all major industry sectors. Dr Ric Simes will discuss the magnitude of digital transformation, the 18 industry sectors facing the fastest change, & what all businesses should be doing to manage the challenge and reap the rewards of technological change.

2:25 – 3:00

Digital Security, Privacy & Corporate Risk Management

Craig Searle - Operations Director, Stratsec

Information security and protection of digital assets has become one of the fundamental challenges facing every business. Craig will present an overview of the main threats and concerns in the Australian context, and explore a range of options for Australian businesses to counteract these threats.

BREAK: 3:00 – 3:20

3:20 – 3:55

Corporate Storytelling

Shawn Callahan – Founder and Director, Anecdote

- What is Corporate Storytelling?
- How to use stories to influence, engage and inspire your staff and peers
- Influencing change through the natural power of stories

3:55 – 4:05

Closing Remarks from the Chair and introduction to the final Vendor Presentation Session

4:05 – 5:05

Special Knowledge Presentations Session 2

5:05 pm

End of Session Networking Cocktails

INTRODUCTION

9:00 – 9:10

Opening Remarks from the Chair

Marilyn Forsythe - National President,
BPW Australia

PROFESSIONAL SKILLS TOOLBOX – COMMUNICATING FOR SUCCESS

9:10 – 9:45

Project Management – Introduction

Trevor Alex – Principal Consultant,
Australian College of Project Management

- Core components of project management
- Common challenges in project management practice
- Existing and emerging technologies enabling project management success

9:45 – 10:20

Project Management – Moving Beyond The Basics

Trevor Alex – Principal Consultant,
Australian College of Project Management

- Constructing an effective Project Plan
- Human elements of project management
- A career in Project Management..?

BREAK: 10:20 – 10:40

10:40 – 11:50

NLP Masterclass – Leadership, Effective Negotiation & Conflict Resolution Strategies

Chris Collingwood – Executive Coach, Inspiritive
Business Consulting

The strength of your agreements, understandings and relationships can be the difference between success and failure. Chris will review the neuroscience of Emotional Intelligence and its practical application to leadership development, communication, negotiation, and conflict resolution, presenting handy insights for strengthening your self-esteem & negotiation power, including numerous tips, tricks and deadlock measures to assist you in your career journey.

11:50 – 12:50

Special Knowledge Presentations by Exhibition Vendors - Session 3

Formal concurrent multi-streamed 20 minute vendor presentations, plus informal audience networking and inspection of exhibits.

LUNCH: 12:50 – 1:50

1:50 – 2:25

Corporate psychology – Recognising and Managing Team Dynamics

Ross Judd – Managing Director, Team Focus
International

- What are team dynamics?
- How do you recognise team dynamics
- How can team dynamics be managed constructively to optimise productivity?

2:25 – 3:00

Image Doctor – Interactive Session

Imogen Lamport – Founder, Bespoke Image

An interactive session reviewing the role of visual perception in communication. Imogen will work with participants to develop strategies for conveying confidence, capability and success.

BREAK: 3:00 – 3:20

3:20 – 3:55

Power Closing Keynote – Take Action!

Victoria Rose – Founder, TRAINING2LIVE

Victoria is a dynamic professional speaker, trainer and public seminar leader who has helped over 9,000 people throughout Australia and New Zealand deal with the enormous variety of problems and challenges facing them in the workplace, and their personal lives, every single day. Victoria will close the conference with a motivational address featuring a range of strategies and tools to take away and put to immediate use in energising your personal and professional life!

3:55 – 4:05

Session Close

Closing remarks from the Chair and introduction to final Vendor Presentation session

4:05 – 5:05

Special Knowledge Presentations by Exhibition Vendors - Session 4

Formal concurrent multi-streamed 20 minute vendor presentations, plus informal audience networking and inspection of exhibits.

5:05pm

Close of Conference Networking Cocktails

FAX - BACK REGISTRATION FORM

*please print or photocopy this
form for multiple registrations*

Mr/Mrs/Ms/Dr

First Name

Surname

Position

Company

Address

Postcode City

State Country

Tel

Fax

Email

Authorising Manager

Position

**REGISTER AND PAY BY FEBRUARY 8
AND SAVE \$200**



REGISTRATION | | fee | gst | total | |---|--------|-------|--------| | <input type="checkbox"/> Early Bird | \$900 | \$90 | \$990 | | <input type="checkbox"/> Standard Registration | \$1100 | \$110 | \$1210 | | <input type="checkbox"/> Group Booking Rate – 4th person free | | | |

In keeping with our aim of making this the premier professional networking and development for Executive PA's, we are pleased to extend this extremely generous group booking discount! Groups must be from the same organisation, and must register simultaneously.

Conference Notes Only \$500 \$50 \$550

AIOP MEMBER (10% Discount)

BPW MEMBER (10% Discount)

Discount Code

PAYMENT METHOD

Crossed Cheque, made payable to 'ExpoCo Events'

Amex Visa MasterCard

Secure Card Processing Services by PayPal Australia

Card Holders Name

Amount

Card no.

.....

Signature

CVN/Amex 4 digit Expiry date/.....

Early Bird Discount: Register and pay by February 8 and SAVE \$200.00

Member Discount: BPW and AIOP members receive an extra 10% discount off registration price

Venue: Citiclub Hotel, 113 Queen Street Melbourne, VIC 3000. T: 03 9602 1800

Host: ExpoCo Events. ABN: 95 996 408 317

Accommodation Bonus: Accor Accommodation voucher may be used at any ACCOR property in Australia.

Voucher valid from the date of the conference for 12 months **Cancellation:** If unable to attend, a substitute delegate is welcome.

For cancellation of registration, notice in writing must be received at least 30 days prior to the conference, and occurs a \$150 fee (+GST). From 7–30 days prior, Conference documents and a 50% refund are available.

No refunds are possible less than 7 days prior to the conference.

Some changes are possible for the final program.

EARLY BIRD REGISTRATION DISCOUNT

~ All Registrations paid in full by February 8th save \$200 off Standard Registration Fee.

CAN'T ATTEND?

~ Purchase the full conference notes pack for just \$500 + gst

HOW TO REGISTER:

Tel: 03 9028 8518
Fax: 03 8678 1051
Email: events@expoco.com.au
www.expoco.com.au/executivepa
Secure Online Registration Services provided by Eventarc Australia