

*The Melbourne*

# Executive Secretaries' & Personal Assistants' Conference



## Conference - Day 1

### *Achieving Professional Excellence*

Monday 17 October 2011, The Stamford Plaza Melbourne

This conference mixes facilitated participatory sessions with formal presentations, to deliver professional skills and practical strategies which can be used immediately for a more productive, healthier and happier workplace.

## Workshop - Day 2

Tuesday 18 October 2011, The Stamford Plaza Melbourne

MASTERCLASS - Advanced Management Skills  
for Executive Personal Assistants

### CHAIR

#### Jo Jenson

Manager Professional Development,  
Institute of Public Administration  
Australia.

### KEYNOTE ADDRESS

*The Journey to Professional  
Excellence*

#### Kelly Keritz

Executive Assistant to the CEO, GS1  
Australia

### Strictly Limited Numbers

Attendance is limited to 60  
delegates to maximise the  
learning and access to the  
presenters during the breaks.



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# Conference

17 October 2011

9.00am to 9.15am

## Welcome and Introduction

### CONFERENCE CHAIR

#### Jo Jenson

Manager, Professional Development,  
Institute of Public Administration (Australia).

Jo's extensive experience in both the public and private sectors has given her practical experience and a comprehensive understanding of how organisations can develop their people to achieve high levels of excellence.

In addition to working alongside high profile businessmen and politicians, Jo has been involved in numerous professional development programs for secretaries and administrators. At Swinburne University she wrote the Executive Administration subject for their postgraduate certificate in business management and she currently lectures part time in the classroom and online. Jo is also a member of the course advisory board for the Bachelor of Executive Administration at Holmesglen TAFE.



9.15am – 10.00am

### KEYNOTE ADDRESS

## The Journey to Professional Excellence

Today, the average Australian woman is likely to be in paid work for at least 30 years of her adult life.

Therefore, the road you travel to reach your advancement goal will be challenging but also rewarding.

- Recognize your own value and empower yourself
- Position yourself, internally and externally
- Step outside your comfort zone and push the boundaries
- Professional development strategies
- Meeting the challenge of maintaining professional excellence

### Speaker: Kelly Keritz

#### Executive Assistant to the CEO, GS1 Australia

GS1 Australia is a not for profit organisation responsible for the registration and issuing of bar code numbers in Australia and is one of more than 100 member countries worldwide. CEO Maria Palazzolo has responsibilities within the global organisation and is also on the Board of Governors of GS1 US.

Kelly's role as EA demands outstanding communication skills, project management, travel planning, meeting support, event planning and managing a complex calendar. This is all across multiple time zones.

Kelly's professional career has been a mix of administrative roles including being Newsroom Officer and Assistant at Radio Australia; then several EA roles at World Vision Australia, where she became PA to the Executive Manager of the charity's Media and Public Relations Department.

In 2004 Kelly left World Vision to take up her role at GS1 where her abilities, enthusiasm and commitment have established her as a key player in the GS1 Australia team.



10.00am – 10.15am

## Morning Tea

10.15am – 11.00am

## The Art of Leadership

### *Natural or nurtured?*

This presentation examines the traditional versus modern views of leadership and how leadership at work has changed.

It explores how the modern EA can reach the next level of effectiveness if they are leading a team and what to do when working with diverse teams.

- The role of the EA as a leader
- Dealing with diversity
- Dealing with conflict
- Performance management

### Speaker: Andrea McCall

Andrea's extensive professional career commenced with secretarial work, then taking a degree in History and Politics. She has run her own consultancy business, worked in global companies such as Guinness Overseas and BAT and served seven years as a Victorian State Member of Parliament. She lectures in Human Resources at Monash, Swinburne and Victoria Universities and also manages the Industry Based Learning Program at Monash.



11.00am – 12.00pm

## Making Digital Work for You.

### *Now is the time to empower yourself.*

Whether supporting your own work and development or that of your boss, digital is a great enabler.

Using the free and easily available online tools you can organize; structure your work and be more time efficient.

- What's all the fuss about? Demystifying the digital and social space.
- Understand how digital tools and communications are relevant to your work.
- Case study – the business relevance of digital and social media.
- Getting started – a run through of digital and social tools that can be of use in the workplace.

### **Speaker: Gay Flashman**

Gay has worked for more than fifteen years in digital communications, media consultancy, journalism and television news production in Britain and America.

She is founder and CEO of Formative, a digital communications agency based in Sydney and works with organisations to develop digital communications, social media strategies, blog strategies and general digital outreach and content such as webinars, podcasts and vodcasts.



12.00am – 12.30pm

## The Power of Flowers

### INTERACTIVE AND HANDS ON

A presentation from Flowers Vasette, where florists trained in Australia and internationally create designs that challenge traditional floristry.

- Creating an unforgettable impression
- How flowers can work for you
- The loosening of formality in the corporate world
- Embracing the corporate family
- Gilding the lily - taking steps to make the best a little better for staff, clients and suppliers.

### **Speaker: Brenton Alexander**

Brenton has devoted most of his life to beauty. With over twenty years experience in creating a poetic narrative for fashion shows, trends forecasting and windows for Myer, he has always championed the importance of the aesthetic.

During five years at Flowers Vasette he has continued at the cutting edge of style and fashion, presenting the yearly Spring Racing Floral Forecasting and Christmas Theme Events.

Brenton believes that beauty has an important place in the corporate world and has developed close working relationships with the EA's at Pacific Brands, Sussan Corp, St Vincents Hospital, The Australian Ballet, Myer, Bluescope Steel and the ANZ Banking Group among others. His clients know him, trust him and always turn to him when flowers are involved.

12.30pm to 1.30pm

## Lunch



1.30pm – 2.15pm

## Managing With Your Manager

### *How to create a successful partnership.*

A successful management partnership between an EA and her boss depends upon his/her personality; expectations and an EA with the professional skills and empathy to build a successful and sustainable professional relationship.

- Successfully negotiating:
  - systems, procedures, communication, feedback and follow up.
- Clear guidelines for marketing the EA role:
  - customer focused expectations and performance standards.
- Working with your delegated authority to influence outcomes for your manager.
- Maintaining strategies for success.

### **Speaker: Marion Fox**

Marion Fox has been conducting training and development programs for EA's for the past twenty years in both the public and private sectors in Australia and overseas. Her clients include public sector and corporate clients, not for profits and global organisations.

Marion is noted for imparting skills and strategies that resolve professional issues and give participants new energy and motivation.



2.15pm – 3.00pm

## Innovative Thinking

### *Where do ideas come from?*

Innovative thinking is about reacting to a changing world and using your greatest asset – your ability to think – in an effective and powerful way.

- Focused problem solving
- Effective decision making
- Productive outcomes

This presentation will inspire you to become a creative and inspired thinker.

#### **Speaker: Susan Mackie**

Susan is chief executive of the de Bono Institute and de Bono Plus in Melbourne and works at an international level in the development and application of thinking for creativity, innovation and design. She has worked closely with Dr. Edward de Bono to develop creative thinking strategies and consults in the areas of creativity, innovation, collaborative thinking and complex problem solving.

3.00pm to 3.15pm

## Afternoon Tea



3.15pm - 4.00pm

## Managing Behaviours in Your Organisational Zoo

### WORKSHOP

Organisations are like zoos - artificial environments with a range of animals and behaviours that do not naturally belong together.

This can often lead to stress, misunderstandings and conflict. However, it does not have to. By understanding the behavioural environment and deliberately influencing the types of interactions that occur, you can leverage the diversity of behaviours, to build harmonious cooperation.

The Zoo metaphor provides a fun interactive way to build productive and professional relationships in the workplace and engage others around your ideas. You can try this at home too!

#### **Speaker: Arthur Shelley**

Arthur is a collaborative leader who engages stakeholders to achieve mutually beneficial outcomes. He is a professional development consultant; the author of two books on leadership and behaviours and has managed international projects in a number of countries. Arthur is a regular speaker at and advisor on international conferences and coordinates postgraduate courses in Knowledge Management and Applied Research Practice in RMIT University's MBA program.



4.00pm - 4.45pm

## Health and Well-being with Laughter

### INTERACTIVE

Laughter is proven to be the third best thing you can do for your own health and well being. This session will explore ways to improve your health with the focus on laughter and also discover and practice what those other top two are.

- Strategies for using laughter and humour as safe and effective tools for stress management and increasing resilience.
- How our breathing effects our health – practice the Let's Laugh deep breathing and re-energising exercises.
- Experience some of the world famous Laughter Yoga exercises.

#### **Facilitator: Bronwyn Roberts**

Bronwyn has thirty years experience as a meditation and stress management consultant. She pioneered the use of therapeutic laughter in Australia in 1998 when she included her understanding of the benefits of laughter in her popular stress management and work life balance programs.

Her passion for creating healthier, happier individuals and workplaces has seen her invited into organisations around Australia and in the USA and made her the laughter expert of choice in magazines, newspapers and on radio.

4.45 – 5.00

## Summation and close

5.00 – 6.00

## Networking Drinks.



## Masterclass

# Advanced Management Skills for Executive Personal Assistants

*An intensive development day for the experienced executive assistant.*

How to become an effective leader, communicator, team-builder and coach.

- communicate effectively to avoid conflict
- manage your profile within the organisation
- think strategically to meet internal and external needs
- coaching skills to multiply your productivity and the performance of others
- managing your manager.

### Methodology

Active participation by all group members to maximise the benefits of sharing mutually helpful hints and experiences.

- Small group discussions
- Case study work
- Problem-solving real work issues
- Individual action plan
- Comprehensive reference materials to take away.

### Program

#### The Role of the EA within the Team

- Planning, co-ordinating, organising, leading, coaching, introducing change.

#### Leadership

- Characteristics of effective leadership
- Style of leadership based on the situation, maturity and experience of the individual
- Discussion about leadership issues at work.

#### Teamwork

- How and why teams work well together
- Phases of team development
- Team building / team maintenance skills.

#### Goal Setting with the Team

- Key responsibilities
- Performance standards
- Task allocation.

#### Performance Management

- Planning for performance review and development
- Managing the discussion
- Negotiating
- Working towards the future.

#### Your profile as Manager and Team Leader

- How to build your profile
- Strategies for meeting and exceeding expectations
- Influencing skills.

#### Summary, Action Plan, Evaluation

### Workshop Presenter Marion Fox



### The course is suited to:

- executive assistants and senior secretaries working with CEOs, Managing Directors, Directors, General Managers, Partners, Executive Teams;
- any executive assistant wishing to improve professional skills and communication within the management team

### Program Timetable

Registration & Coffee	8.30	-	9.00 am
Morning Tea	10.30	-	10.45 am
Lunch	12.30	-	1.30 pm
Afternoon Tea	3.00	-	3.15 pm
Finish	5.00 pm		

### Strictly Limited Numbers

Workshop numbers are limited to 20 to permit meaningful group interaction and to allow Marion to give personal attention to the individual needs of participants.

# Executive Secretaries' & Personal Assistants' Conference

## CONFERENCE 17 OCTOBER 2011

### STAMFORD PLAZA MELBOURNE

111 Little Collins St  
Melbourne Vic 3000  
Tel: (03) 9659 1000

## WORKSHOP 18 OCTOBER 2011

### STAMFORD PLAZA MELBOURNE

111 Little Collins St  
Melbourne Vic 3000  
Tel: (03) 9659 1000

**Conference Fee:** The registration fee, including GST, is \$880 per attendee including lunches, refreshments and conference papers. For groups of three or more from the same organisation the fee is \$770 per attendee. Fees must be paid no later than one week prior to commencement of the program.

**One Day Workshop Fee:** The registration fee for the one-day workshop, including GST, is \$880. For groups of three or more from the same organisation the fee is \$770 per attendee.

**Conference & One Day Workshop Fee:** The registration fee, including GST, is \$1,540 per attendee including lunches and refreshments. There are no group concessions.

**Registration:** Register online at [www.pics.com.au](http://www.pics.com.au) or forward the completed registration form by fax, post or email to secure your place.

**GST:** A GST tax invoice will be issued by PICS.

**Cancellations:** Should you be unable to attend, a substitute attendee is always welcome. Alternatively, we will make full and prompt refund (less 20% administration fee) for cancellations received fourteen days prior to commencement of the program.

**Accommodation:** If accommodation is required it may be booked privately at the venue. A discount is available for delegates attending the Conference/Workshop. For reservations (03) 9659 1000.

## REGISTRATION FORM

Registration and enquiries, please contact:

Jill Moor - P.I.C.S.  
PO Box 1040  
Hawthorn, Vic 3122  
Tel: 03 9835 8900  
Fax: 03 9835 8999

Register Online:  
[www.pics.com.au](http://www.pics.com.au)

In the event of unforeseen circumstances, PICS reserves the right to substitute other speakers or otherwise amend the program as necessary.

### Executive Secretaries' & Personal Assistants' Conference & Workshops

PICS ABN 15 062 943 766  
One form per person.  
Photocopy if necessary.

Please complete and return with your cheque payable to PICS as soon as possible, Registration fees are payable in advance and include full documentation, lunch and refreshments

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First Name (for badge) \_\_\_\_\_

Position \_\_\_\_\_

Company Name \_\_\_\_\_

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City \_\_\_\_\_ Postcode \_\_\_\_\_

Tel ( ) \_\_\_\_\_ Fax ( ) \_\_\_\_\_

Email \_\_\_\_\_

- I wish to attend:**
- CONFERENCE ..... \$880
- CONFERENCE DISCOUNT (three or more) ..... \$770
- CONFERENCE & 1 DAY WORKSHOP ..... \$1,540
- 1 DAY WORKSHOP ..... \$880
- 1 DAY WORKSHOP DISCOUNT ( three or more)..... \$770

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