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International Business Review Presents:

# Future EA Summit

## THE EVOLUTION OF THE EA ROLE: Mindful, High-Performing & Productive

2024 Hybrid Summit

9th-10th September 2024, Sydney Central Hotel



### Themes for 2024 Summit:

1. OUR EVOLVING ROLE AND THE PART TECHNOLOGY PLAYS
2. TECH+LEADER = BUILDING YOUR BRAND
3. MASTERING YOUR SKILLS TOOLBOX
4. THE POWER OF YOU
5. WORKPLACE CULTURE
6. AVOIDING BURNOUT
7. HOW AI CAN ADD VALUE TO EA AND PA ROLES

### Early Invited Speakers Includes:



**Ania Konopka**  
Head of Executive Office,  
Australian Chamber Orchestra



**Kylie Simmons**  
Senior Executive Assistant  
to the CEO, Northern  
Territory Government



**Catherine Wroth**  
Senior Executive Assistant  
to the Secretary, NSW  
Department of Education



**Aleksandra James**  
Senior EA, McKinsey  
& Company



**Jacinda Beare**  
Virtual EA, Simply Monday



**Lidia Catalano**  
Executive Assistant to  
Director Corporate Services,  
Central Coast Council



**Elisabeth Bittner**  
Senior Executive Assistant  
to the Head of Agency,  
Australian Space Agency



**Kym Hassett**  
Senior Executive Assistant,  
Medtronic



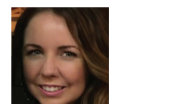
**Amelia Colegrove**  
Executive Assistant,  
Transurban



**Dr Joyce Chong**  
Director and Clinical  
Psychologist,  
The Skill Collective



**Sarah Bishop**  
Executive Assistant,  
Gilbert + Tobin



**Kerri O'Sullivan**  
Senior EA,  
Former Microsoft



**Madeleine Isabel Allan**  
EA and Business Manager,  
M&C Saatchi Group



**Neha Sharma**  
Senior EA to GM,  
Baxter Healthcare



**Marisa Raucci**  
EA to CEO, Melbourne  
Convention and Exhibition  
Centre



**Lauren Calvert**  
Founder & Director,  
The Well-Suited Group

## Masterclass

AVOIDING BURNOUT - Unlock Your Path to Resilience

Register Now: [register@ibrc.com.au](mailto:register@ibrc.com.au) [www.ibrc.com.au](http://www.ibrc.com.au) 0416260484

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 **IBR Conferences**  
INTERNATIONAL BUSINESS REVIEW



# Future EA Summit

## THE EVOLUTION OF THE EA ROLE: Mindful, High-Performing & Productive

2024 Hybrid Summit

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### Topics Covered :

- The evolving role of executive assistants in a post-pandemic world
- Tech: How to enhance efficiency with digital tools for scheduling, communication, and task management, stream lining workflows and boosting productivity
- What are the roles of the modern PA in view of the fast-changing environment?
- Building a dynamic duo: The key ingredients for a strong EA - Executive relationship
- CASE STUDY: Transition and the key ingredients for a strong EA - Executive relationship
- What it takes to reach peak performance for an EA
- Five Promotions in Five Years: Developing a set of skills that will enable you to adapt to the changing demands of a modern PA
- Undergoing business transformation - How to embrace change management
- Branding: Becoming visible and the importance of self
- Strategies for leading in a high-pressure and competitive environment
- CASE STUDY: The Four C's: Confidence, Connection, Communication and Calm
- The crucial role you play as an EA, uncovered!
- The Power of No: The Importance of Setting Boundaries and Realistic Goal
- From the Playground to the Breakroom: Workplace Bullying
- Unlock Your Path to Resilience: Masterclass on Avoiding Burnout

The role of executive assistants has evolved significantly over the years, from being primarily administrative support to becoming strategic partners to executives. With the rapid advancement of technology and the changing nature of work, executive assistants face both opportunities and challenges in the future.

IBR's inaugural Future EA Summit explores the potential trajectory of executive assistants, considering emerging trends, the impact of automation and artificial intelligence, and the evolving expectations in the corporate world.

The role of executive assistants has traditionally encompassed administrative tasks, scheduling, and managing communication for executives. However, as the business landscape becomes increasingly complex and fast-paced, the role of executive assistants is expanding beyond traditional boundaries.

Organisations are recognizing the value of executive assistants as strategic partners who possess a unique combination of skills, including strong organisational abilities, adaptability, and the ability to handle sensitive information.

### Our two-day conference on 9th-10th September 2024, at Sydney Central Hotel will cover topics including:

- What are the roles of the modern EA in view of the fast-changing environment?
- How can we create space to reflect and reposition for a stronger representation in the office?
- What strategies can we implement to strengthen understanding of one's capabilities removing any preconceived perceptions?
- Truly thinking in the realm of a leader: Confidence, communication, and connection.

### Sponsorship & Speaking Opportunities:

Future of EA Summit offers sponsors an excellent opportunity to demonstrate thought-leadership and leverage networking opportunities to build brand-value amongst your target audience. If you would like to know more about sponsorship, exhibition and business development opportunities please just get in touch with us -

[sponsorship@ibrc.com.au](mailto:sponsorship@ibrc.com.au)

### Our conference is unique:

Uniting Senior Executive Assistants and Executive Assistants, Personal Assistants, Executive Secretaries, Executive Support, Executive Coordinators, Executive Officers, Management Secretaries, Office Managers and Assistants, sector agnostic in a safe space to share experiences, challenges, and areas for continuous improvement under Chatham House Rule.

We look forward to welcoming you on 9th-10th September 2024 in Sydney.



# Future EA Summit

## THE EVOLUTION OF THE EA ROLE: Mindful, High-Performing & Productive

2024 Hybrid Summit

DAY ONE |  
9th SEPTEMBER 2024

SPECIAL OFFER

PAY FOR  
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Registrations

9.00 Chair's Opening Remarks

### OUR EVOLVING ROLE AND THE PART TECHNOLOGY PLAYS

#### Case Study

9.10 JOURNEY THROUGH CHANGE

- Resilience through organisational change
- Working as a strategic partner
- Maximising opportunities that come with change
- Continuous improvement and what this can look like for EAs
- The role technology plays in the transition through change

Alison Lau, EA to the CFO, HBF Health

10.10 DIFFERENTIATE YOURSELF – THE VALUE AND POWER OF YOU!

Organisations are recognizing the value of executive assistants as strategic partners who possess a unique combination of skills, including strong organisational abilities, adaptability, and the ability to handle sensitive information.

Our session with Lauren will explore:

- Considering emerging tech trends and the impact of automation and artificial intelligence are having – how are you adding value to the business?
- Creating the voice to be heard and making yourself accessible
- How are you ensuring that you are building your brand as an EA?

Lauren Calvert, Founder &amp; Director, The Well-Suited Group

10.50 Morning Tea and Networking Break

11.20 WHAT ARE THE ROLES OF THE MODERN PA IN VIEW OF THE FAST-CHANGING ENVIRONMENT?

Executive assistants are increasingly expected to take on strategic responsibilities, such as project management, event planning, and decision support. They are becoming essential collaborators in achieving organizational objectives.

Executive assistants are no longer just support staff. They are crucial partners who enable executives to focus on strategic initiatives by handling operational and administrative aspects. This session will address:

- How does an EA become an invaluable strategic partner to executives?
- How can EA's leverage AI to ensure there is room for their personal development?
- Tips on providing valuable insights, contributing to decision-making, and assisting in long-term planning
- Tips on learning from mistakes and also ensuring there is internal education to be perceived as an integral part of the business
- Navigating rapid changes by being adaptable and flexible, adeptly managing shifting priorities and adjusting to evolving needs and challenges

Aleksandra James, Senior EA, McKinsey &amp; Company

12.00 BUILDING A DYNAMIC DUO: THE KEY INGREDIENTS FOR A STRONG EA – EXECUTIVE RELATIONSHIP

A strong relationship fosters trust and mutual support. When an EA understands an executive's preferences, work style, and priorities, they can anticipate needs, provide efficient support, and act as a reliable partner. A strong relationship often leads to a more collaborative environment, driving better business outcomes. This session will highlight how to:

- Remove the complexities and recreate a solid foundation with the organisation and the Executive
- Sharpen problem-solving abilities to swiftly address challenges and find innovative solutions to maintain workflow efficiency.
- Develop emotional intelligence to navigate complex interpersonal dynamics, manage conflicts, and build strong relationships across various levels within Executives

Sarah Bishop, Executive Assistant, Gilbert + Tobin

Jacinda Beare, Virtual EA, Simply Monday

13.00 Networking Lunch

### MASTERING YOUR SKILLS TOOLBOX

14.00 ANIA'S TRANSITION AND THE KEY INGREDIENTS FOR A STRONG EA – EXECUTIVE RELATIONSHIP

CASE STUDY

A strong relationship fosters trust and mutual support. When an EA understands an executive's preferences, work style, and priorities, they can anticipate needs, provide efficient support, and act as a reliable partner. A strong relationship often leads to a more collaborative environment, driving better business outcomes. This session will highlight how to:

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- Develop emotional intelligence to navigate complex interpersonal dynamics, manage conflicts, and build strong relationships across various levels within Executives

Ania Konopka, Head of Executive Office, Australian Chamber Orchestra

14.40 WHAT IT TAKES TO REACH PEAK PERFORMANCE FOR AN EA

Navigating the competitive market requires personal assistants to be proactive in their professional development. In addition to updating their skills and adapting to emerging trends, personal assistants should actively seek opportunities to expand their network and industry knowledge.

This is an insightful 101 session that will give context and advice on how to:

- Create a space to reflect and reposition for a stronger representation of the office
- Strengthen understanding of one's capabilities, removing any preconceived perceptions
- Think in the realm of a leader, be a people person and walk alongside others to harness a strengthened approach

Madeleine Isabel Allan, EA and Business Manager, M&amp;C Saatchi Group

15.20 Afternoon Tea

15.50 FIVE PROMOTIONS IN FIVE YEARS: DEVELOPING A SET OF SKILLS THAT WILL ENABLE YOU TO ADAPT TO THE CHANGING DEMANDS OF A MODERN PA

In a rapidly changing job market, possessing a versatile skill set makes an EA more adaptable and marketable, ensuring relevance and employability in various industries and settings. Key areas we will explore in this session include:

- Acquiring skills to handle multifaceted tasks, oversee initiatives, and ensure timely completion
- Cultivating a flexible mindset to adapt and smoothly navigate through varying priorities
- Developing the ability to think strategically, understand business goals, and contributing proactively to decision-making
- Continuous learning and foster a mindset of continuous learning
- The impact of technology and the importance of the human touch point

Catherine Wroth, Senior Executive Assistant to the Secretary, NSW Department of Education

16.20 UNDERGOING BUSINESS TRANSFORMATION – HOW TO EMBRACE CHANGE MANAGEMENT

PANEL DISCUSSION:

Some PAs and EAs are assuming greater responsibility for change management in their business.

As businesses undergo constant transformations driven by technological advancements, shifting priorities, changes at the top and global market changes, EAs find themselves at the nexus of these shifts. They must adapt to new technologies, rapidly changing workflows, and evolving expectations, necessitating a proactive approach to change management and their brand.

This panel discussion will open key debate on:

- Leveraging technologies, the impact this is having on you positively or negatively?
- What does your role as a strategic leader look like internally and externally facing?
- Should EAs be responsible for facilitating smoother transitions, maintaining productivity amidst disruption, and ensuring executives and teams successfully adapt to new paradigms?
- How can an EA/PA contribute to an organization's resilience and success?
- How are you ensuring that you are building your brand as an EA?

Panellists invited:

Lidia Catalano, Executive Assistant to Director Corporate Services, Central Coast Council

Marisa Raucchi, EA to CEO, Melbourne Convention and Exhibition Centre

17.20 Chairs closing remarks for day one

17.30 Networking drinks

# Future EA Summit

## THE EVOLUTION OF THE EA ROLE: Mindful, High-Performing & Productive

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DAY TWO |

10th SEPTEMBER 2024



9.00 Chair's Opening Remarks

### THE POWER OF YOU

9.10 OPENING ADDRESS – BRANDING: BECOMING VISIBLE AND THE IMPORTANCE OF SELF

A Personal or Executive Assistant should actively work on developing and promoting their personal brand to cultivate a professional and positive image both online and offline. This session will shed light and empower you with key takeaways including:

- What is your VP? How are you clearly communicating the value you bring to your role and how are you ensuring that your contributions and accomplishments are visible to those who matter
- How to showcase your skills both technical and interpersonal to make sure that others are aware of your strengths and areas of expertise
- Are you embracing the power of continuous learning as someone committed to growth?

**Elisabeth Bittner**, Senior Executive Assistant to the Head of Agency, Australian Space Agency



9.50 STRATEGIES FOR LEADING IN A HIGH-PRESSURE AND COMPETITIVE ENVIRONMENT

FIRESIDE CHAT

Leading in a high-pressure, competitive environment as an Executive Assistant (EA) requires a combination of organizational skills, resilience, adaptability, and effective communication. This session will look at the top strategies for EAs to excel in such challenging settings, including:

- Prioritizing effectively – Identify and focus on high-priority tasks that align with organizational goals
- Proactive problem solving – Anticipate potential challenges and develop proactive solutions
- Cultivate Resilience – Develop a resilient mindset to cope with pressure and setbacks and keep lines of communication open
- What elements of your role do you love, what would you change and have can you enable continuous development externally?

**Amelia Colegrove**, Executive Assistant, Transurban

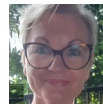


10.30 Morning Tea and Networking Break

11.00 KYLIE'S CASE STUDY: THE FOUR C'S: CONFIDENCE, CONNECTION, COMMUNICATION AND CALM

- Confidence: Efficient delegation can alleviate your workload and ensure tasks are completed effectively
- Connection: Prioritize your well-being by taking breaks, managing stress, and maintaining a healthy work-life balance
- Communication: Build trust by demonstrating integrity and professionalism in all interactions
- Calm: It is crucial remain calm and composed, your demeanour can help C-suite feel more at ease and open to your help when you are actively listening and empathizing

**Kylie Simmons**, Senior Executive Assistant to the CEO, Northern Territory Government



11.40 OPEN FLOOR DISCUSSION: The crucial role you play as an EA, uncovered!

Areas for discussion include:

- Self-awareness – Define both short-term and long-term career goals. Ensure they align with your personal and professional aspirations
- Confidence and courage – How are you effectively exercising discretion and maintaining confidentiality, especially when dealing with sensitive information?
- Influencing skills – How to recognize that influencing often requires time and patience and that being persistent and consistent in your efforts will sway opinions and decisions
- Adapting to the evolving role of the EA/PA within the technology landscape

**Kym Hassett**, Senior Executive Assistant, Medtronic



12.40 Networking Lunch

### WORKPLACE CULTURE

13.40 DO YOU KNOW WHAT YOU WANT AND WHERE YOU'RE HEADING?

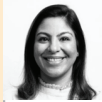
- It's a challenging job title – The perceptions inside organisations v the reality
- The importance of setting boundaries and realistic goal setting
- Creating balance and harmony
- Setting those boundaries and having each area of your life, balanced. How does your homelife support you in that?



**Kerri O'Sullivan**, Senior EA, Former Microsoft

14.20 PRESENTATION AND OPEN FLOOR DISCUSSION: YOU ARE THE EYES AND EARS OF THE BUSINESS

- Managing different personas internally and externally
- What does growth look like internally for you and across business functions?
- How can you adapt yourself and enhance cross-departmental collaboration?



**Neha Sharma**, Senior EA to GM, Baxter Healthcare

15.00 Afternoon Tea

### MASTERCLASS- BOUNDARY SETTING & AVOIDING BURNOUT

15.30 UNLOCK YOUR PATH TO RESILIENCE: MASTERCLASS ON AVOIDING BURNOUT

Are you feeling overwhelmed, stressed, or on the verge of burnout? It's time to take control and reclaim your well-being! Join our exclusive 1.5-hour masterclass and discover the secrets to a healthier, more balanced life as an EA.

#### Key Takeaways:

- Identify Burnout Triggers: Gain insights into the common causes of burnout and learn how to recognize warning signs before it's too late
- Proven Stress Management Techniques: Discover practical and effective strategies to manage stress and prevent it from escalating into burnout
- Build Resilience: Develop a resilient mindset that will empower you to navigate challenges and setbacks with ease
- Work-Life Harmony: Learn the art of creating a harmonious balance between your professional and personal life, ensuring sustainable success

Walk away with a personalized action plan tailored to your unique circumstances, designed to prevent burnout in the long term.



**Dr Joyce Chong**, Director and Lead Psychologist, The Skill Collective

17:30 Chair's closing remarks day two

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## REGISTRATION PAGE



### IN-PERSON ATTENDANCE REGISTRATION COST

#### SINGLE REGISTRATION PRICING - 2 Days Conference

- Super Early Bird Registration: \$2195 + GST (Register before 30th April & Save)
- Early Bird Registration: \$2495 + GST (Register before 30th July 2024 & Save)
- Normal rate: \$2695 + GST (Register after 30th June 2024 & Save)

#### GROUP TEAM REGISTRATION

Register & pay for 3 delegates with normal rate & get unlimited registrations\*  
(\*Can attend in-person or virtually)

- Register with Group registration offer

### VIRTUAL ATTENDANCE REGISTRATION COST:

#### SINGLE REGISTRATION PRICING - 2 Days Conference

- Super Early Bird Registration: \$1595 + GST (Register before 30th April & Save)
- Early Bird Registration: \$1795 + GST (Register before 30th July 2024 & Save)
- Normal Rate: \$1895 + GST (Register after 30th May June & Save)

#### GROUP TEAM REGISTRATION VIRTUAL

Register & pay for 3 delegates with normal rate & get unlimited registrations\*  
(\*Can only attend virtually)

- Register with virtual group registration offer

### DELEGATE REGISTRATION

1st Delegate Name (Dr/Mr/Mrs/Ms) \_\_\_\_\_  
 Job Title: \_\_\_\_\_  
 Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 Email: \_\_\_\_\_

2nd Delegate Name (Dr/Mr/Mrs/Ms) \_\_\_\_\_  
 Job Title: \_\_\_\_\_  
 Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 Email: \_\_\_\_\_

3rd Delegate Name (Dr/Mr/Mrs/Ms) \_\_\_\_\_  
 Job Title: \_\_\_\_\_  
 Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 Email: \_\_\_\_\_

4th Delegate Name (Dr/Mr/Mrs/Ms) \_\_\_\_\_  
 Job Title: \_\_\_\_\_  
 Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 Email: \_\_\_\_\_

Company Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Approving Manager (Dr/Mr/Mrs/Ms) \_\_\_\_\_  
 Email: \_\_\_\_\_  
 Job Title: \_\_\_\_\_  
 Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Booking Contact (Dr/Mr/Mrs/Ms) \_\_\_\_\_  
 Email: \_\_\_\_\_  
 Job Title: \_\_\_\_\_  
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