

# The Public Sector Executive Assistant Summit 2009

Enhancing Your Skills, Improving Your Efficiency and  
Maximising Your Career Potential

Liquid Learning is delighted to present the latest in its outstanding series of events focused on providing EAs and PAs with practical advice on how to be more effective in their role.

## FEATURED SPEAKERS



**Annemaree Lonergan** Executive Assistant to the Chief Executive  
**CSIRO**



**Meryl Bradford** Personal Assistant to the Vice-Chancellor and  
Principal  
**University of Sydney**



**Amanda Kascholke** Personal Assistant to the Deputy Fleet  
Commander  
**Royal Australian Navy**



**Lizzie Wagner** Principal and Managing Director  
**The Lizzie Wagner Group**



**Donna Hanson** The Technology Translator  
**Prime Solutions Training & Consulting**



**Jennifer Elsey** Personal Assistant to the Chief Executive  
**ACT Health**



**Julie-Anne Codega** Senior Administration and Communications  
Officer, Office of the Chief Nursing Officer  
**Queensland Health**



**Renee Herbert** Executive Assistant to the Airport Commander,  
Brisbane Aviation  
**Australian Federal Police**



**Meiron Lees** Executive Director  
**InnerCents**



**Penny Barrington** Director  
**Sagacity Services and Capacity Life Coaching**



**Elizabeth Carter** Proprietor and Course Presenter  
**Bravo Communication**



**Robyn Gaspari** Managing Director  
**Gaspari Consultants**



**Roberta Angenent** EXPAND EA of the Year 2007 and Executive  
Assistant, Australia's Future Tax System Review  
**The Treasury**



**Dianne Kinsey** Executive Assistant to the Chief Executive  
**Parks Victoria**



**Paddy Spruce** Principal  
**Integrity Learning**

**Therese Toohey** Executive Director  
**TTCO**

SUPPORTER



1 & 2 April 2009  
The Marque Hotel, Canberra  
EXPLORE

- Developing and Managing Effective Workplace Relationships
- Adding Value to Your Manager and Organisation
- Communicating with Confidence for Improved Productivity
- Advancing Your Career through Further Skills Development

## PRE-CONFERENCE WORKSHOPS

Set the Scene with Two Half-Day Workshops on 31 March 2009

## PLUS MORE!

Two Separately Bookable, Half-Day Workshops on 3 April 2009

## EARLY BIRD DISCOUNTS

Book and Pay by 16 January 2009 to receive additional Super Saver Discounts!

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## Pre-conference Workshops

### 9.00 - 12.30 WORKSHOP A

#### Communicating with Confidence in the Workplace

Every Executive Assistant needs to be able to communicate; yet speaking up and being heard is something many find a challenge. Communicating confidently, whether with your boss, your colleagues or your agency's clients, is integral to succeeding in your role, enabling you to fulfil tasks, solve problems and negotiate with others more effectively. This practical workshop will focus on how EAs can deal more effectively with the challenges of communicating in the workplace and interacting with different people in their day-to-day role. Participants will learn about:

- The role of personality in communication
- The importance of understanding your own communication style
- Being assertive so others know what you need from them and when, to help you get your job done
- Communicating to manage conflict, negotiate and enhance working relationships

**Expert Facilitator: Elizabeth Carter** Proprietor and Course Presenter  
**Bravo Communication**

Elizabeth Carter is a registered psychologist and proprietor of Bravo Communication, an organisation specialising in public speaking and communication development courses, taking a positive and cognitive psychology approach. Elizabeth learned the power of building confidence through public speaking in her own life and believes we can all become more effective communicators in any situation.

### 12.30 - 1.30 NETWORKING LUNCH

### 1.30 - 5.00 WORKSHOP B

#### Building Skills to Lead and Influence in the Workplace

As an Executive Assistant you are expected to behave like a follower and leader, partner and subordinate, initiator and responder. To deal with these wide-ranging expectations, you will need to develop a high level of skills in thinking and behaving like a leader. You may not be seen as the high-profile leader but you will still be expected to perform like one without the credit. During this dynamic, participative workshop, you will learn:

- How to think and behave like a leader
- How to influence without authority
- How to remain optimistic and retain a positive attitude
- How to enjoy your work and your life even more
- How to be a calm and dynamic force in the workplace

This is a must-attend session if you want to develop your ability to think and behave like an effective leader. You will also enjoy yourself!

**Expert Facilitator: Paddy Spruce** Principal  
**Integrity Learning**

Paddy Spruce is one of only 12 professional speakers in Victoria who have been awarded the highest level of accreditation granted by the National Speakers Association of Australia and the USA. This Association also awarded him "Speaker of the Year" in 2001 and "Mentor of the Year" in 2002 for his work in coaching professional speakers. He is a founding member of the National Speakers Association of Australia (NSAA) and has worked in Europe, South East Asia and throughout Australasia.

## PLUS WORKSHOPS!

A selection of **FOUR** workshops on  
31 March and 3 April 2009

### 8.30 - 8.55 Registration and Morning Coffee

### 8.55 - 9.00 Official Welcome and Opening Remarks from the Chair

### 9.00 - 9.45 OPENING CASE STUDY

#### Developing the Essential Skills and Knowledge for EA Career Success

Do you aspire to be the EA to a Departmental Secretary or CEO? This session will provide career-focussed EAs with guidelines on how to realise your potential. Drawing on her career journey Annemaree Lonergan, EA to the CEO of the CSIRO will provide ideas and advice on how to manage and ultimately boost your career. She will cover:

- The essential skills and knowledge necessary for EA success  
- What do managers look for?
- Overcoming the common challenges faced in the EA role
- Identifying your career goals and taking the steps to achieve them

**Annemaree Lonergan** Executive Assistant to the Chief Executive  
**CSIRO**

### 9.45 - 10.00 Questions and Discussion

### 10.00 - 10.45 EXPERT SESSION

#### Improve your Professional Presentation to Achieve your Potential

The first step to moving ahead in your career is to look the part. As an Executive Assistant, you are a representative of both your manager and your organisation, so it is important that you present yourself well at all times. Returning by popular demand, Lizzie Wagner will provide you with tips and tricks you can use to ensure that others see you as the professional you are. She will cover:

- Carrying yourself as a professional in the workplace
- Grooming and style to ensure you always look your professional best
- Networking etiquette

**Lizzie Wagner** Principal and Managing Director  
**The Lizzie Wagner Group**

\*Finalist Lifetime Achievement Award in Business  
\*Finalist Telstra Business Owner

### 10.45 - 11.00 Questions and Discussion

### 11.00 - 11.15 Morning Tea

### 11.15 - 12.00 CASE STUDY

#### Enhancing Emotional Intelligence to Boost Your Performance

Developing Emotional Intelligence - being aware of your emotions and responses to people and events around you - is the key to improving your performance at work, interaction with colleagues and ultimately living a more balanced and fulfilling life. In this session, Meryl Bradford will discuss how the Emotional Intelligence she has developed during her experience in the EA role helps her perform effectively in her senior role. Explore:

- Using Emotional Intelligence to navigate working relationships
- Tips and advice for establishing and maintaining a work-life balance

## SUPER SAVER DISCOUNT

Receive up to \$200 off registration if you register and pay by 16 January 2009

**Meryl Bradford** Personal Assistant to the Vice-Chancellor and Principal  
**University of Sydney**

12.00 - 12.15 **Questions and Discussion**

12.15 - 1.15 **Networking Lunch**

1.15 - 2.00 **EXPERT SESSION**

### Enhancing Your Communication Skills - How to Be a Better Communicator

You only have to scan through job advertisements for Executive Assistants to see the value employers place on strong communication skills. As an EA you are the face of your organisation, a representative of your employer and therefore it is essential that you have solid communication skills to perform in your role effectively. This session will give you some ideas to help you be a better communicator, covering:

- Boosting your self-confidence
- Being assertive without being pushy to get your message across
- Enhancing interpersonal communication for more effective networking in the workplace

**Elizabeth Carter** Proprietor and Course Presenter  
**Bravo Communication**

2.00 - 2.15 **Questions and Discussion**

2.15 - 3.00 **EXPERT SESSION**

### Stress Less in the Workplace

The feeling of being swamped by an endless list of tasks and conflicting deadlines is a feeling all too familiar to EAs today. If not dealt with effectively, the resulting stress can have a real negative effect on your mood, attitude and productivity. In this session, Meiron Lees, stress management expert and author of 'D-Stress', will talk you through some practical tools to manage your stress more effectively so you can be calmer in the face of day-to-day challenges and more productive in the workplace. He will cover:

- Managing and reducing stress
- Building resilience to stress to become calmer and cooler at work

**Meiron Lees** Executive Director  
**InnerCents**

3.00 - 3.15 **Questions and Discussion**

3.15 - 3.30 **Afternoon Tea**

3.30 - 4.15 **CASE STUDY**

### Combining Skills and Passion in the EA Role

Working as an executive or personal assistant can be a demanding and challenging job. To be effective, it is important not only to have a passion for what you do but to be skilled in the diversified aspects of your role and workplace requirements. This session will cover how you can move beyond working in the EA role to make the role work for you! Renee will cover:

- Managing your time effectively and efficiently
- Challenges of the EA role in the public sector
- Recognising your value and potential as an EA
- Improving your general, communication and relationship skills

**Renee Herbert** Executive Assistant to the Airport Commander, Brisbane Aviation  
**Australian Federal Police**

4.15 - 4.30 **Questions and Discussion**

4.30 - 5.15

**CASE STUDY**

### Skills Development and Career Progression as an EA and Beyond

Whether you see the role of the Executive Assistant as a long-term career path or a stepping stone to something else, it is important for you to realise the transferrable value of what you can learn in the role. In this session, Julie Codega will reflect on her personal career journey to discuss the skills she has picked up along the way that have helped her move up in Queensland Health from Executive Assistant to Senior Administration and Communications Officer. She will cover:

- Making sure your resumé reflects your skills
- Taking steps to ensure career progression in your Department

**Julie-Anne Codega** Senior Administration and Communications Officer, Office of the Chief Nursing Officer  
**Queensland Health**

5.15 - 5.30

**Questions and Discussion**

5.30

**Concluding Remarks from the Chair**

5.30 - 6.30

**Networking Drinks**

## Day Two 2 April 2009

8.30 - 8.55

**Morning Coffee**

8.55 - 9.00

**Opening Remarks from the Chair**

9.00 - 9.45

**CASE STUDY**

### Building an EA Network for Communication and Support

Do you feel like there isn't an answer to your particular problem in the workplace? Jennifer Elsey says put a group of EAs and PAs together and she can guarantee there is always a solution! The straightforward and common-sense approach that can be discovered through getting together means your job at hand can be dealt with and you're not alone. Jennifer will explore how setting up a network throughout your organisation can be one way of dealing with the issues we all face and know. Learn more about:

- Calling on each other for support
- Being the important link in the organisation
- Achieving your goals and meeting your deadlines

**Jennifer Elsey** Personal Assistant to the Chief Executive  
**ACT Health**

9.45 - 10.00

**Questions and Discussion**

10.00 - 10.45

**EXPERT SESSION**

### Email: Are You Sabotaging Your Career Success??

Do you feel like a slave to your Inbox? Does it sometimes seem like all you do is send and receive emails? If this is the case then this session is for you! Find out how you can avoid

## EARLY BIRD DISCOUNT

Receive \$100 off registration if you register and pay by 13 February 2009

To request an electronic version for easy circulation, email [info@liquidlearning.com.au](mailto:info@liquidlearning.com.au)

email sabotaging your daily productivity and career success.  
You will learn:

- The “cost” of email to YOUR LIFE
- How to S-O-S to reduce the volume of email you receive
- Strategies to enable you to work SMARTER and not HARDER with email

**Donna Hanson** The Technology Translator  
**Prime Solutions Training & Consulting**

Note: This session is not about using MS Outlook®, Lotus Notes® or Groupwise®, but rather focuses on YOUR contribution to the volume of email you receive.

10.45 - 11.00 **Questions and Discussion**

11.00 - 11.15 **Morning Tea**

11.15 - 12.30 **EXTENDED INTERACTIVE SESSION**

## **Pressing the Right Keys - Recognising Your Value for a More Effective You**

To lead a fulfilling and balanced life, it is important to feel that you value yourself and that your work is of value. However, the challenge of having too many tasks and seemingly not enough time can often sap your energy levels and enjoyment of life. In this valuable session, life coach and former Executive Assistant, Penny Barrington, will help raise your awareness of the aspects of your work and life that you can improve to ultimately become a more effective person. Penny will explore:

- The First Step - Valuing yourself and what you do
- Managing your time and energy effectively
- Maintaining a healthy work-life balance - some practical tips

**Penny Barrington** Director  
**Sagacity Services and Capacity Life Coaching**

12.30 - 12.45 **Questions and Discussion**

12.45 - 1.45 **Networking Lunch**

1.45 - 2.45 **INTERACTIVE PANEL DISCUSSION**

## **The Role of the Executive Assistant - Overcoming Challenges, Realising Potential**

The Executive Assistant working in the public sector today is expected to have a diverse range of skills and knowledge and faces many challenges as the modern working environment has resulted in increased expectations of information flow and urgency of response to tasks and issues. This valuable interactive session will give you a chance to draw on the panel's wealth of collective experience to explore key issues that affect you. Discuss:

- Handling your workload efficiently in a fast-paced working environment
- Managing up, managing down - Dealing with different people
- The importance of networking and communication
- Recognising your value and influence as an EA

### **Panellists:**

**Dianne Kinsey** Executive Assistant to the Chief Executive

**Parks Victoria**

**Meryl Bradford** Personal Assistant to the Vice-Chancellor and Principal

**University of Sydney**

**Roberta Angenent** Executive Assistant, Australia's Future Tax System Review

**The Treasury**

2.45 - 3.30

## **CASE STUDY**

### **The Learning Curve for the Public Sector Executive Assistant**

To succeed as an Executive Assistant, you need to know your organisation. This can be particularly challenging in the public sector as the EA is faced with an array of government-specific protocol and policies that need to be learned. In this session, Amanda Kascholke, Personal Assistant to the Deputy Fleet Commander of the Royal Australian Navy, will discuss her experience of the steep learning curve since entering the public sector workforce. She will cover:

- Getting to know the public sector - Protocol, policies and presentation
- Overcoming challenges and demonstrating knowledge of your organisation

**Amanda Kascholke** Personal Assistant to the Deputy Fleet Commander  
**Royal Australian Navy**

3.30 - 3.45 **Questions and Discussion**

3.30 - 3.45

3.45 - 4.00

**Afternoon Tea**

4.00 - 4.45

## **EXPERT SESSION**

### **Dealing with Workplace Conflict and Keeping Cool Under Pressure**

As an Executive Assistant, you constantly have to deal with people as part of your day-to-day role, and often face conflicting personalities and difficult situations. It is imperative that you have the skills and strategies to maintain a professional manner at all times. This session will give you some valuable ideas and advice to help you manage and minimise conflict in the workplace. Robyn will cover:

- Managing difficult situations and people with poise and grace
- Learning strategies to effectively defuse emotions in others
- Creating a calm working environment that enables discussion and problem-solving

**Robyn Gaspari** Managing Director  
**Gaspari Consultants**

4.45 - 5.00

**Questions and Discussion**

5.00

**Concluding Remarks from the Chair and Close of the Conference**



# Post-Conference Workshops 3 April 2009

## 9.00 - 12.30 WORKSHOP C

### Email UNPLUGGED - What They Forgot to Tell You at Email Training

Managing email is a core responsibility for today's EA and can be a real challenge to deal with effectively. This practical and informative workshop will equip you with tips and ideas that will assist you in better managing and controlling your email. Note: This session is not about using MS Outlook®, Lotus Notes® or Groupwise®, but rather focuses on YOUR contribution to the volume of email you receive. All attendees will receive a FREE BONUS 12-Week RECLAIM Your Inbox E-Course valued at \$120 to extend workshop learnings back in the real world. You will learn to:

- Identify the type of emails you receive
- Determine the cost of email to your working day and LIFE
- Identify unconscious rules you have created that may be hindering your productivity
- Determine whether you are a proactive or reactive emailer
- Develop a toolkit of strategies to enable you to work SMARTER and not HARDER with email

**Expert Facilitator: Donna Hanson** The Technology Translator  
**Prime Solutions Training & Consulting**

Donna is The Technology Translator. She turns TECHNO-BABBLE into easy-to-understand language. Donna's company Prime Solutions Training & Consulting provides training to local and state government departments as well as corporations such as Village Roadshow, BMW and Holden. Donna has made several appearances on Channel 7's Sunrise program as an Email Expert and is one of only four people in the world certified to deliver an email productivity program to Microsoft staff.

## 12.30 - 1.30 NETWORKING LUNCH

## 1.30 - 5.00 WORKSHOP D

### Emotional Intelligence and You - How to Improve Productivity and Workplace Effectiveness

The link between Emotional Intelligence and workplace productivity and performance is a reality that many organisations are recognising. In the role of the Executive Assistant, which demands constant interaction with different people, the benefits of being able to successfully navigate relationships with people and manage responses to situations are invaluable. This interactive workshop will explore the different aspects of Emotional Intelligence, equipping participants with practical ideas and tools that can assist them in reaching their potential in work and life. Explore:

- Building self-awareness to manage your relationships with others and better control your responses to situations
- Representing yourself effectively in the workplace to influence, negotiate and resolve conflict
- Improving your resilience to challenging situations and maintaining a work-life balance

**Expert Facilitator: Therese Toohey** Executive Director  
**TTCo**

Therese Toohey is the founder and Executive Director of TTCo. She is a highly qualified and experienced consultant, facilitator and coach with a degree in Education (Psychology) and a Masters Degree in Educational Leadership. Therese is also accredited in the Genos Model of Emotional Intelligence, HBDI and DiSC Model of Behaviour.

## ABOUT THE CONFERENCE

Building on the success of previous years, the Public Sector Executive Assistant Summit 2009 will bring together a series of new case studies and expert sessions specifically tailored to the development needs of Executive Assistants and Personal Assistants working in today's rapidly changing public sector.

The Summit will deliver a holistic program that focuses on how executive support professionals can become more effective in their role. Senior EAs from high-profile public sector agencies will reflect on their experiences and lessons learnt during their careers, while a selection of expert insights will delve into the developmental issues that impact on the EA role and relate to the advancement of the EA/PA career.

This informative and well-rounded event will equip delegates with practical ideas and tools to further enhance their skills, better enable them to add value to their organisations and realise their career potential.

## WHO WILL ATTEND

- Executive Assistants
- Personal Assistants
- Executive Coordinators
- Executive Officers
- Executive Support
- Project Officers
- Administrative Staff
- Office Managers
- Departmental Assistants
- Business Support

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\* Please photocopy this form if more than three will attend

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<input type="checkbox"/> Please confirm my registration for the <b>Public Sector Executive Assistant Summit 2009</b>						
No. #	Options	Standard Rate	Early Bird Rate*	Super Saver Rate**	Group Discounts Available:	
<input type="checkbox"/>	Conference + 4 Workshops (4 days)	\$2795 + GST = (\$3074.50)	\$2695 + GST = (\$2964.50)	\$2595 + GST = (\$2854.50)	3 - 4 people: 10% off Standard Rate	
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<input type="checkbox"/>	Conference + 1 Workshop (2.5 days)	\$1895 + GST = (\$2084.50)	\$1795 + GST = (\$1974.50)	\$1695 + GST = (\$1864.50)	<b>Conditions:</b>	
<input type="checkbox"/>	Conference Only (2 days)	\$1595 + GST = (\$1754.50)	\$1495 + GST = (\$1644.50)	\$1395 + GST = (\$1534.50)	Group Discounts apply for bookings made simultaneously and on one invoice only. Only one discount applies. Group discounts apply to standard rates only. Group discounts are not applicable to Early Bird or Super Saver rate. Individual workshops not valid with Super Saver or Early Bird Discounts	
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