



EA Signature Series

The EA Evolution - Looking Beyond AI

Date/Time:

Monday, 21 Oct 2024

Tuesday, 22 Oct 2024

Location:

Langham Melbourne

Welcome from EAN!

It is with great pleasure that we invite you to 2024's EA Signature Series. The past 12-months have been ground-breaking for the modern workplace with the introduction of AI and Automation technologies becoming commonplace. Couple these breakthroughs with the shift to how people are working - remote, hybrid, agile and virtual. This is just the beginning of the 21st Century's great workplace evolution. An evolution that will reinvent and redefine the Executive Assistant and Executive Support role.

Evolutions identify the opportunities and discard the obsolete. Out with the old, and in with the new. The speed and impact of shift from the old to new will be dramatic and catch many off guard. Change and uncertainty is guaranteed. For the career EA, complacency is not an option!

Now is the moment to step up and thrive in an environment of uncertainty. Harness your EA Intelligence over artificial intelligence. Move from service and support to sophistication.

We see two evolutions occurring simultaneously – a Workplace Evolution and an EA Evolution. At this year's 2024 EA Signature Series we address both aspects. We will be taking you beyond the technology and engaging your human advantage. Shining a light on the trends of disruption and building a mindset for the future.

Join your peers and gain clarity into the future of the EA role and understand how to be a part of this great evolution.

Natasha Cannon



EXCEPTIONAL SPEAKERS



Marty Wilson
International TEDx Speaker
on Resilience & Change,
Corporate MC, Former
Australian Comic of the Year



Kirryn Zerna
Keynote Speaker,
Masterclass Presenter &
Author



Michelle Huntington
Motivational Keynote
Speaker, TEDx Speaker,
Pilot and Podcast Host



Kim Seeling Smith
Business Futurist.
International Speaker,
Trainer, Coach, Mentor and
Author



Michelle Bowden
Keynote Speaker, Authority
on Presenting Persuasively
in Business, Author

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Melbourne Schedule




Day 1

Day 2

Workplace Evolution

- 1.00 PM WELCOME
- 1.10 PM The Evolving Role of EAs in the Age of AI
 David Thomson
- 1.30 PM Workplace 2035: Thrive in the age of AI and the Polycrisis
 Kim Seeling Smith
- 2.15 PM Emotional Intelligence in an AI-Forward World
 Stephanie Tranquille
- 3.00 PM BREAK
- 3.30 PM The Connect Effect - The Art of Deeper Connection in a Digital World
 Kirryn Zerna
- 4.15 PM Preparing for a Bold Future - Strategies for Certainty & Innovation
 Marty Wilson
- 5.00 PM End of Day 1
- 5.00 PM Networking Drinks

EA Evolution

- 9.00 AM WELCOME
- 9.15 AM How to Persuade: The skills you need to get what you want
 Michelle Bowden
- 10.00 AM Innovating and Thinking Differently for the Future
 Guy Newman
- 10.45 AM BREAK
- 11.15 AM Conquering Fear and Embracing Risk
 Matt Brady
- 12.00 PM Anti-fragility - Thriving in Chaos
 Michelle Huntington

*Human + machine collaboration.
While some manual labour will indeed be eliminated by intelligent machines, far more jobs will be augmented by them.*

Day 1 - 21 Oct

WORKPLACE EVOLUTION

Day One - Focused on the Workplace Evolution.

This day covers themes on technology and other disruptors to the workplace. Specifically looking at AI and beyond, we identify the specific traits you'll need to ensure you retain high trust and flexibility in the modern organisation.

There is no new normal. The one constant is change. What used to work is no longer sufficient for top performance.

From the six-generational workplace, to connecting with local, remote and disparate teams, we ensure you are adapting to the new ways of working, and building a more effective and resilient Executive Support partnership.

1.00 PM WELCOME

1.10 PM THE EVOLVING ROLE OF EAS IN THE AGE OF AI



The *New Normal* is the "No Normal". Change is now the predominant activity of modern workplaces, requiring EAs to innovate and grow. Your ongoing success will be determined by how well you navigate the unexpected and build new strategies for the future.

In this session, David will look at how the EA role is expected to develop in the face of technology and workplace changes. Plus get you thinking about how to best position your mindset to see the opportunities. If you still think the EA role is all about minutes, meetings and inboxes then there's a chance you will struggle in the coming years. Start evolving your perspective to see the opportunities in the new EA role.

- The *No Normal* workplace - Looking beyond AI as a disruptor.
- Taking stock of how EAs can tame technology.
- Building your roadmap for the future.

David Thomson

1.30 PM WORKPLACE 2035: THRIVE IN THE AGE OF AI AND THE POLYCRISIS



Did you know that 45% of global CEOs believe their companies won't survive the next decade without significant changes? This is a wake-up call from PwC's latest CEO survey.

With AI accelerating at breakneck speed, the convergence of multiple crises (the 'Polycrisis'), and an unprecedented talent shortage, the coming decade is set to be both extraordinarily challenging and exhilarating.

To not only survive but thrive in this transformative era, we need to go:

- From Revenue to Responsibility: The business evolution required for today's consumer and workforce
- From Employees to Entrepreneurs: The workforce revolution and its implications on success
- From Desk to Distributed: The workplace renaissance changing how and where we do what we do
- From Command to Connect: The leadership evolution that must happen

Kim Seeling Smith

2.15 PM EMOTIONAL INTELLIGENCE IN AN AI-FORWARD WORLD



As technology continues to transform the workplace, the importance of human-centered skills—like empathy, emotional intelligence, and effective communication—becomes even more vital. In this session, we'll explore the delicate balance between embracing technological innovations and nurturing the uniquely human qualities that remain irreplaceable in today's modern work environment.

Day 1 - 21 Oct

WORKPLACE EVOLUTION

We see the Executive Assistant (EA) role evolving into the Relationship Hub of the organization, ensuring that vital human connections are maintained. Join us as we uncover actionable techniques to strengthen emotional intelligence, cultivate deeper professional relationships, and highlight the enduring value of human skills in an increasingly digital world.

"EA Intelligence Over Artificial Intelligence" – Discover how technology and human skills synergize to elevate performance, with a focus on how emotional intelligence plays a crucial role in fostering collaboration, creativity, and problem-solving in complex situations. Learn strategies for preserving meaningful personal interactions, even as automation and digital communication rise.

Finally, understand the transformative power of empathy in the workplace, and how it can help you build more authentic and impactful connections in professional settings.

Stephanie Tranquille

3.00 PM BREAK

3.30 PM THE CONNECT EFFECT - THE ART OF DEEPER CONNECTION IN A DIGITAL WORLD



One of the biggest challenges organisations face today is the impact of the digital world on the depth and resilience of our connections – both with customers and within the business. Technology and AI have revolutionised communication, bringing global teams closer together, customer engagement at our fingertips. And yet, many of our leaders and teams are struggling to build deep connections in this digital landscape.

The Connect Effect takes you on a powerful journey to relearn the art of deep connection in a digital age. Explore this huge opportunity to use digital channels to exponentially increase innovation, reach customers all around the world and revitalise culture. It's about bringing the best of human connection with the best of technology to cultivate deeper and more impactful connections with customers and teams.

In this interactive and action-oriented session audiences will learn to:

- **Trust:** Discover the keys to spark authentic rapport, whether the first interaction occurs online or in person. Turn initial attention into meaningful engagement, creating a continuous cycle of opportunity.
- **Tribe:** Develop the rhythms and rituals that fast-track rapport for our new world of hybrid, globally diverse, digital teams, overcoming the digital communication divide.
- **Thrive:** Learn how to repair and strengthen connections when disconnection inevitably occurs. Embrace disconnection not as a failure, but as a chance to forge deeper, more resilient connections with customers and within your teams.

Kirryn Zerna

4.15 PM PREPARING FOR A BOLD FUTURE - STRATEGIES FOR CERTAINTY & INNOVATION



This session will delve into essential strategies for staying agile and proactive in an ever-evolving professional landscape. As technology and market dynamics continue to shift, it's crucial to anticipate challenges, embrace innovation, and maintain a proactive stance.

You will gain practical insights into scenario planning, risk management, and continuous learning to enhance your readiness for future challenges.

- Understand effective strategies for future-proofing the EA role amidst industry shifts and technological advancements.
- Gain insights into scenario planning and risk management techniques to navigate uncertainties effectively.
- Learn actionable tips for continuous learning to stay ahead in a dynamic environment.
- Develop an adaptable mindset that embraces change and fosters resilience in the face of rapid transformations.

Marty Wilson

5.00 PM END OF DAY 1

5.00 PM NETWORKING DRINKS

Day 2 - 22 Oct

EA EVOLUTION

Day Two – Focused on the Executive Assistant Evolution.

Your role is evolving at an amazing pace - *if you allow it!* To be part of that evolution *YOU* need to prepare and change your mindset, your approach, and even your beliefs.

We look at the Human-skills required to build a long and successful professional career. You will be challenged to examine your role with a more considered and innovative mindset. By expecting disruption and change you will learn what it takes to maintain composure and focus using, what we call, *Strategic Sophistication*.

You need to think differently, elevate your mindset, and capitalise on opportunities as they become available.

9.00 AM WELCOME

9.15 AM HOW TO PERSUADE: THE SKILLS YOU NEED TO GET WHAT YOU WANT



As a business professional there is nothing more important than the art of persuasion. You rely on your persuasive abilities to develop productive relationships and drive results. So, ... How Persuasion Smart are you? Join Michelle Bowden, the creator of the Persuasion Smart Profile, to extend your persuasive reach and develop your Persuasion Toolkit in a practical, fun and interactive session. Discover how being persuasive is a skill set that can be developed like any other skill.

- Learn that we are all persuaded in different ways and this should affect your approach when attempting to be persuasive.
- Learn what your results on the Persuasion Smart Profile mean when it comes to your persuasive reach.
- Learn about your persuasive strengths and weaknesses and the way in which you typically try to persuade others.
- Learn how to extend your persuasive reach and appeal to all four persuasive types through a variety of tips and techniques.
- Learn best practice techniques for engaging and persuading your stakeholders, no matter their persuasive preference or style.
- Manage conflict respectfully and for results.

Michelle Bowden

10.00 AM INNOVATING AND THINKING DIFFERENTLY FOR THE FUTURE



Have you ever thought about how you think? Innovative thinking and problem-solving are essential for Executive Assistants to navigate the complex challenges that drive Executive and organisational success.

In this interactive session we will explore.

- How does thinking relate to 'True Confidence?'
- Can a simple thought experiment reduce your stress levels?
- How to break out of conventional thought patterns with assumption busting
- Build your thinking muscles

Guy Newman

Day 2 - 22 Oct

EA EVOLUTION

10.45 AM BREAK

11.15 AM CONQUERING FEAR AND EMBRACING RISK



Fear and risk aversion can immobilise even the most talented, hindering their full potential. Imagine tapping into your mind's incredible power to overcome fear and embrace once-impossible opportunities...

In this compelling keynote, unravel the secrets to unlocking your potential, attaining a flow state, and activating your inner BOSS (Brain's Optimal Success Strategy).

- **BOSS Strategy Unleashed:** Uncover the revolutionary BOSS (Brain's Optimal Success Strategy) method—a game-changing approach to quell fear and anxiety.
- **Gain pragmatic insights** into reshaping your thought patterns and conquering challenges with ease.
- **Conquer Fear with Mind Power:** Leverage your brain's extraordinary capabilities to transform fear into an ally, not a hurdle.
- **Crush self-doubt, embrace calculated risks,** and cultivate unwavering confidence in your own abilities.

Matt Brady

12.00 PM ANTI-FRAGILITY - THRIVING IN CHAOS



What if you could change your relationship with adversity and stress and see it as an opportunity to grow, and not just bounce back but grow stronger. In a world where chaos is the norm, what if you could do more than endure? What if every challenge, mistake, and high-pressure moment became fuel for your growth?

"Anti-Fragility" is not just about surviving; it's about thriving in chaos.

Offering a bold approach to transforming volatility into a strategic advantage.

You'll learn how to harness the unexpected, leverage setbacks, and turn pressure into your secret superpower.

Key Takeaways:

- **Embrace Chaos as Opportunity:** Learn to thrive in unpredictable situations, turning chaos into a proving ground for your adaptability and leadership skills.
- **Leverage Mistakes as Momentum:** Reframe failures as feedback loops that propel you forward, using every misstep as a stepping stone to success.
- **Thrive Under Pressure:** Master strategies to maintain peak performance under stress, transforming high-pressure moments into opportunities for growth and recognition.
- **Unlock the Anti-Fragile Mindset:** Go beyond resilience. Discover how to bounce forward—stronger, smarter, and more agile—by using challenges as fuel.

Join us and discover how to keep going until you can't—and then go further. In a world that's constantly changing, anti-fragility is your edge.

Michelle Huntington

12.45 PM CLOSE OF EVENT

*What Inspiring, insightful, informative & incredible sessions. Learnt, laughed and loved. Truly honoured to be there and hear from such amazing speakers. A must for all EA's to take some time out of the office and focus on you.
EA - 2023*

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The Langham, Melbourne is desirably located on the banks of the Yarra River and surrounded by the City of Melbourne's captivating Arts and Leisure district.

Their elegant venues are the perfect place to host your event. Whether you're planning an intimate get-together or a spectacular celebration, The Langham Hotels and Resorts is the perfect partner to make sure your next event is unforgettable. From elegant cocktail parties and gala dinners to memorable meetings and conferences, elevate your event experience with unique venues, world-class catering and exceptional service.

Experience luxurious rooms and suites, interactive open kitchen at Melba Restaurant, stylish afternoon tea at Aria Bar & Lounge and relaxing treatments at Chuan Spa.





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