

One-day Connected Forum
31 January 2011, The Sebel Surry Hills, Sydney

- 1) Reputation Management for Law Firms
- 2) Government Online
- 3) Social Media: The New Business Communication Landscape



Executive summaries available at: <http://tinyurl.com/forumwif>

Executing Women's Initiatives Within Firms

Career success in conservative industries

- Making positive change in firms
- Building a strategic network
- Breaking through myths in firms
- Interactive discussions for women in firms



Feedback from previous group leader presentations:

'Inspirational. Practical, real life examples with documented results'
Canon Australia

'Good to hear how other industries do things'
Russell Kennedy Solicitors

'Very relevant and useful'
Deloitte

'The speakers were of very good quality'
Middletons

Hear from our expert panel of speakers:

BLAKE DAWSON
DIVERSITY COUNCIL AUSTRALIA
DELOITTE
NORTON ROSE AUSTRALIA
MIDDLETONS
HUNT & HUNT
MOORE STEPHENS ACCOUNTANTS
JOHNSON, WINTER & SLATTERY
KEMP STRANG LEGAL
ALLENS ARTHUR ROBINSON
SPHINXX

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The ways in which firms are structured, and the methods they use to achieve their goals are still very much aimed toward those that can work full time hours, with little consideration toward women's needs and requirements when it comes to having families or just tending to other outside-of-work commitments.

Unfortunately, regardless of the talents and strengths that women can bring to professional organisations, firms are still often unwilling to be more flexible and accepting to these needs, and are choosing – instead – to primarily take the “safe” route that male employees can offer.

By ignoring the unconscious bias that comes with having female employees in the workforce, professional firms can utilise and make the most of the strengths that all their employees bring to their roles.

Throughout this one-day connected forum, the following critical issues will be explored:

- Implementing realistic expectations
- Ensuring you're working towards what you really want
- The realities of being a part-time partner
- Building a strategic network for an effective and successful career in firms
- Identifying and breaking through the myths surrounding women in firms
- Making positive changes within firms for dynamic career paths for female employees
- Creating inspiring role models that all women within firms can aspire to for the success of their careers
- Utilising online networks and tools for the advancement of women's careers within firms

Join *Diversity Asia Pacific* on LinkedIn:

<http://tinyurl.com/2bc7eel>

Organisations across all sectors are recognising that diversity initiatives are critical in growing strategically as businesses in the context of a diverse population. This group is designed as a space where professionals can share their stories on workplace diversity issues and assist others in advancing diversity within their own organisation.

We invite all professionals of age, gender, ethnicity, religious faith, sexual preference, disability and nationality to join. Share and connect your story with ours!

8:30 Registration and refreshments

9:00 Chairperson's opening remarks

Jennifer Dalitz, sheEO, Sphinxx

Making positive changes for productive women in firms

9:15 Building a successful network and culture to ensure career success for female employees: Moore Stephens' approach

- Ensuring your organisation includes women of various cultural backgrounds and understandings
- Examining possible obstacles for the creation of a supportive work environment
- Ensuring various staff throughout the organisation are supportive of the firm's culture and environment
- Taking effective action to retain and keep valuable female employees

Sandra Felli, Partner, Moore Stephens Accountants

10:00 Driving change for women in the legal profession and beyond: the role firms can play

- Outlining the requirements needed for women advancing to the partnership roles
- Creating a firm that women want to stay in for the long term
- Taking action once you have policies in place

Helen McKenzie, Deputy Managing Partner, Blake Dawson

10:45 Morning refreshments and networking

Examining the myths and realities of women in firms

11:15 Collaborative learning session: Busting myths around women in firms

This interactive session will feature a short introduction from Nareen Young, and will then provide an opportunity for attendees to collaborate and work together on understanding the topic and how action can be taken to combat issues surrounding women in firms.

- Unconscious bias: why does this pose a danger to the opportunities of women in firms?
- Are women really "risky" employees for professional firms?
- Driving a culture that's supportive of women, regardless of stereotypes and negative attitudes
- Demonstrating the value that can be brought to an organisation by women when stereotypes are overcome

Facilitated by: Nareen Young, CEO, Diversity Council Australia

12:00 Illustrating the advantages and possibilities of having a flexible working arrangement: Johnson, Winter & Slattery's approach

- Focusing on the reality of advancing your career while working flexible hours
- Constructing and appointing goals
- Effectively keeping up with the demands of working life
- Finding a balance between work and other commitments

Catie Burdett, Partner, Johnson, Winter & Slattery

12:45 Networking lunch

Inspiring positive firms for female employees

1:45 Outlining the reasons why women choose not to make it to the top of firms

- Putting yourself in their shoes: why would female employees choose to leave your firm?
- Illustrating the other options that are available to women that might discourage their working to reach partner-level roles
- Overcoming resistance in implementing initiatives within support networks for retaining female employees



Alice DeBoos, Partner, Middletons

2:30 Talent Retention and the Gender Equation: Norton Rose's approach

- Clarifying and building the business case for the retention of women
- Thinking about the retention and development of all staff as a strategic issue
- Successful responses to the changing workplace dynamics of professional firms



Sally Macindoe, Partner, Norton Rose Australia

3:15 Afternoon refreshments and networking

3:45 A day in the life of a female partner: what does it look like at the top for women?

- Taking a look at what the top positions are like for women
- Ensuring you're working toward what you really want within your firm
- Implementing realistic expectations for women in firms

Elizma Bolt, Partner, Deloitte

4:30 Interactive panel: Creating positive role models that women can aspire to

Listen to short introductions from Georgia Price, Lisa Berton and Justine Matthews then take the opportunity to chat about the topic, have your say and have your questions answered!

- Ensuring women fill various roles within the organisation
- Talking to the men: ensuring they are on the same page for gender equality
- Advancing female talent for the success of the firm and upcoming female employees



Georgia Price, Senior Associate, Allens Arthur Robinson



Lisa Berton, Partner, Kemp Strang Legal

Justine Matthews, Partner, Hunt & Hunt

Facilitated by: Jennifer Dalitz, sheEO, Sphinxx

5:15 Chairperson's closing remarks and end of connected forum

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POST: Send the completed registration form to Ark Group Australia Pty Ltd, Main level, 83 Walker Street, North Sydney, NSW 2060

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Standard pricing	<input type="checkbox"/> \$1195 + GST = \$1314.50
Early bird (exp: 17/12/2010)	<input type="checkbox"/> Save \$200 \$995+ GST = \$1094.50
Member discount (exp: 17/12/2010) <small>I am a member of Diversity Council Australia, Sphinx, EEONA, Askher.com.au</small>	<input type="checkbox"/> Save \$250 \$945 + GST = \$1039.50

*Please choose one of the following three PDF reports that you would like to receive with your registration:

Executive summaries available at: <http://tinyurl.com/forumwif>

- 1) Reputation Management for Law Firms
- 2) Government Online
- 3) Social Media: The New Business Communication Landscape

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2nd			
3rd			
4th			

Signature

I have read and accepted the booking conditions

Please note: Payment must be received in full prior to the event to guarantee your place

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- Payment enclosed (Cheques should be made payable to Ark Group Australia Pty Ltd)
- Please invoice me

Booking conditions

- Bookings can be submitted at any stage prior to the event, subject to availability. A limited allocation is being held and booking early is therefore recommended. In the event of the booking not being accepted by Ark Group Australia the total amount will be refunded.
- Payment must be received in full prior to the course.
- All speakers are correct at the time of printing, but are subject to variation without notice.
- If the delegate cancels after the booking has been accepted, the delegate will be liable to the following cancellation charges:
 - Cancellations notified over 45 days prior to the event will not incur a cancellation fee.
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- All bookings submitted by e-mail, fax, or over the telephone are subject to these booking conditions.
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- Ark Group Australia will not be held liable for circumstances beyond their control which lead to the cancellation or variation of the programme.
- All bookings, whether Australian or overseas will be charged Australian GST at the prevailing rate at the time of booking.
- Delegates are responsible for their own travel, accommodation and visa requirements.

We occasionally allow reputable companies to mail details of products we feel may be of interest. If you do not wish to receive this service, please tick this box

Event venue and accommodation

The Sebel Surry Hills, Sydney

28 Albion Street

Surry Hills NSW 2010

(02) 9289 0000

<http://www.sebelsurryhills.com.au/>

Can't make the event?

Connected forum CD is available!

If you can't take full advantage of this event, the CD gives you a useful record of the presentations made at the event for your reference. The CD is made available after the event at \$595 plus GST.

For more information contact:

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