



Professional Development Day Booking Form

Please reserve me place(s) on Friday March 4th at the Hilton Hotel, Manchester Airport

Please reserve me place(s) on Saturday March 5th at the Radisson Blu Hotel, Stansted Airport

Members £70.00 / HCA Members £50 / Student Members £35.00 / Non-Members £100.00

Prices are per person and are inclusive of VAT. They cover the seminar, lunch and refreshments. If you require a vegetarian meal or have any special needs please advise. Please send a SAE if a VAT invoice is required (no other receipt will be issued).

Cheques payable to BSHAA (Note the cost of the Professional Development Day and travelling costs may be deductible from personal or business tax).

Name	BSHAA Membership No	Cost £
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Name	BSHAA Membership No	Cost £
		Total £

Business Name	
Address	
Postcode	
Email	Telephone

NOTE: No refunds will be given if notice of cancellation is received within 10 days of the Development Day.

If you park at the hotel you **MUST** advise reception of your registration number **WHEN YOU ARRIVE**. Failure may lead to you receiving an automatic parking penalty from the external company which manages parking.

Please return the completed form together with your cheque payable to BSHAA by 29th February 2016 to:
Linda Peel, BSHAA, Vernon Cottage, Pershall,
Eccleshall, Staffs ST21 6NE

EMAIL ADDRESS WILL BE USED TO NOTIFY YOU OF IMPORTANT BSHAA UPDATES.

www.bshaa.com/site/events
**SAVE TIME
BOOK
ONLINE**

BSHAA

Development Days

March 4th & 5th 2016

Enhancing your hearing care brand



9.30 a.m. to 6 p.m.
Friday March 4th Hilton Hotel
Manchester Airport

9.30 a.m. to 6 p.m.
Saturday March 5th Radisson
Blu Hotel, Stansted Airport

Just
£70.00
INC VAT

- ✓ **PARKING**
- ✓ **REFRESHMENTS**
- ✓ **LUNCH**

Full programme inside →



For directions to the venues and to book online go to
www.bshaa.com/site/events

Professional Development Days

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Enhancing your hearing care brand

09.30-10.00 Registration and reception

10.00-10.30 Welcome and introduction (Q's Post its)

Questions to be given to audience at the start:

- Core issues that will shape next three years in audiology
- What would you like the Society to be doing?
- What Q's do you want to ask the President and CEO?

Session 1 – Business

Geoffrey Cooling

What's in a brand?

In this session Geoff will discuss how you may define a brand in simple terms. He will also cover how important the patient/customer is in defining you and your companies brand.

This session will look at how important it is to align all patient touch points. The aim of this session will be to identify your brand and ensure your website and social media is working to its full potential to drive appointments into your clinics.

10.30-11.30 Learning objectives

Engaging customers with your business

- I. Learn ways to articulate and build your brand
- II. Identify ways to use your website to its full potential
- III. Social media to engage your customers

11.30-12.00 BSHAA Member Update by CEO/President

12.00-13.00 Lunch

Session 2 – Commercial

This session will aim to help you develop your commercial aspects of your clinic to ensure it is family centred when engaging customers in your clinic. This session will centre around how we maximise this contact with both customer and their family to continue the brand perception they have formed on their journey to you.

This session will also cover the importance of keeping good, accurate records in providing a great customer experience and protecting the brand you have built. We will discuss the expectation as an HCPC registrant and identify ways in which we can augment and build effective customer records that help you in both the service of your customers and the development of your business.

13.00-14.30 Engaging customers in your clinic

- I. Family centred approach - setting up the agenda
- II. Keeping good records

14.30-14.50 Coffee break

Session 3 – Clinical

Jay Jindal and Andrew Coulter

Jay will take us on a trip through the customer journey revisiting the importance of great basics in audiometry whilst looking forward to why and when to use additional tests to ensure you are starting off with the best diagnosis for each customer.

This session will compliment the sessions at the AGM on fitting hearing aids and will really help you deliver the highest quality of hearing care to your customers.

14.50-16.20 Engaging customers in clinical assessment

- I. Peer to peer learning (case studies, scientific papers, review studies etc.)
- II. Assessing the clinical needs of your customers

16.20-16.30 Comfort break

16.30-17.00 Group reflections

17.10-18.00 Otometrics workshop

This session will make use of the manufacturer's presence to allow you to revisit some of the basic features of your equipment as well as learning how to access and utilise successfully the additional benefits to maximise all interactions with your customers/patients.