

**BIHIMA CONFERENCE 2018 - THE FUTURE OF HEARING TECHNOLOGY
PROGRAMME AGENDA
DAY 1 - FRIDAY 11th MAY 2017**

08:30	Registration: refreshments, exhibition, networking					
09:30	Chairmans Introduction: Paul Surridge, BIHIMA					
09:40	Key Note: Listening to the Future - Hearing Healthcare in an Age of Technological Disruption Dr James Bellini, Futurologist					
10:25	Eurotrak UK 2018: Stefan Zimmer, Secretary General of EHIMA					
11:05	Coffee Break: refreshments, exhibition, networking					
11:55	Exhibition Hall (delegates to select x 2 workshops to attend, Eurotrak is compulsory + 1 manufacturers workshop)	Eurotrak Workshop 1 (Track 1)	Starkey Workshop (Track 2) Thank You For The Music How to achieve best results in hearing aids with music	Unitron Workshop (Track 3) Manufacturers Workshop - Topic TBC	GN Hearing Workshop (Track 4) Going above and beyond traditional hearing care	Widex Workshop (Track 5) How Machine Learning technology advancement is bringing benefits to hearing aid wearers
12:35		Eurotrak Workshop 2 (Track 1)	Sivantos Workshop (Track 2) Creating a Virtual Home Visit	Phonak Workshop (Track 3) Ground-breaking Solutions from Phonak Digital	Oticon Workshop (Track 4) Hearing care is health care	PC Werth Workshop (Track 5) Peripheral and central hearing assessment and therapy – a walk-through
13:15	Lunch: exhibition, networking					
14:20	The Bridget Shield Report 2018: Professor Bridget Shield					
14:55	Will hearing technology ever remove the need for the hearing care professional? Curtis Alcock, Audira					
15:30	Coffee Break: refreshments, exhibition, networking					
16:00	<p align="center">Manufacturers R&D Panel PechaKucha presentations from x8 R&D speakers (20 slides x 20 seconds each), followed by Panel discussion</p> <p align="center">Maja Serman , Research Audiologist, Sivantos: Telecare – more than just remote tuning Oliver Townend, Audiological Affairs Specialist, Widex: Machine Learning Technology Elaine Ng, Senior Researcher, Oticon: Cognitive Control of a Hearing Aid Ayrton Hogan, Global Audiology, Training & Education, GN Hearing R&D: Tele-audiology – Strengthening connections Dr David Akbari, Research Audiologist and Product Development Specialist, PC Werth: Addressing auditory deprivation Michael Waloszek, Phonak & Unitron: The influence hearing instrument web connectivity and e-services are likely to have on future hearing care provision models Paul Lamb RHAD MSHAA, Technical Director, Starkey: Understanding the patient's momentary experience</p>					
17:45	Chairmans Close					
18:00	Evening Entertainment and Dinner Bowl Food Served Futuristic Tech Entertainment - Ipad magician, Ipad portrait artist, Virtual Reality Pod					
21:00	After party at All Bar One (Private Room) Central Birmingham					



SCROLL DOWN TO VIEW DAY 2 AGENDA





**BIHIMA CONFERENCE 2018 - THE FUTURE OF HEARING TECHNOLOGY
PROGRAMME AGENDA
DAY 2 - SATURDAY 12th MAY 2017**

09:00	Arrivals: refreshments, exhibition, networking					
09:30	<p align="center">Key Note: Social fulfilment vs loneliness - how technology can support an aging population Nicola Palmarini, Global Manager AI for Healthy Ageing, IBM</p>					
10:20	<p align="center">The OTC legislation: what will it mean for American audiologists? Dr Wayne J Stabb, Editor of Hearing Health and Technology Matters</p>					
11:00	Coffee Break: refreshments, exhibition, networking					
11:45	<p align="center">Exhibition Hall (Delegates to select x 2 manufacturers workshops to attend)</p>	<p align="center">Starkey Workshop (Track 1) Thank You For The Music How to achieve best results in hearing aids with music</p>	<p align="center">Unitron Workshop (Track 2) Manufacturers Workshop - Topic TBC</p>	<p align="center">GN Hearing Workshop (Track 3) Going above and beyond traditional hearing care</p>	<p align="center">Widex Workshop (Track 4) How Machine Learning technology advancement is bringing benefits to hearing aid wearers</p>	<p align="center">BSHAA AGM (Track 5)</p>
12:20		<p align="center">Sivantos Workshop (Track 1) Creating a Virtual Home Visit</p>	<p align="center">Phonak Workshop (Track 2) Ground-breaking Solutions from Phonak Digital</p>	<p align="center">Oticon Workshop (Track 3) Hearing care is health care</p>	<p align="center">PC Werth Workshop (Track 4) Peripheral and central hearing assessment and therapy – a walk-through</p>	
13:00	Lunch: exhibition, networking					
14:00	<p align="center">The Future Customer - learning from retail Alan Giles, Associate Fellow, Saïd Business School, University of Oxford <i>BSHAA Educational Programme</i></p>					
14:40	<p align="center">The Future Patient – the effect of consumerism – what we can learn from General Practice? <i>BSHAA Educational Programme</i></p>					
15:20	<p align="center">The Future Client – what does this mean for hearing care practice? <i>BSHAA Educational Programme</i></p>					
16:00	<p align="center">Q&A Panel Discussion: What does this mean for your business? <i>BSHAA Educational Programme</i></p>					
16:35	Chairmans Close					
16:45	Conference Ends					