

Your personal invitation

**A Professional Development Day**

**Friday 28th June 2013**

Gomersal Park Hotel, Cromwell Suite  
Moor Lane, Gomersal, Cleckheaton,  
West Yorkshire BD19 4LJ

This Professional Development Day has been accredited with  
**5 BSHAA CPD points**

## BSHAA PROFESSIONAL DEVELOPMENT DAY

Friday 28th June 2013

5 BSHAA CPD Points

### PROGRAMME

- 9:00 **Arrival and coffee**
- 9:25 **Course Introduction and evaluation**
- 9:30 **What can you do when you miss target?** – In a session lead by Clare Hague and supported by Interacoustics UK we will discuss case studies with real ear measurement results, how to interpret them and how to adapt hearing aid fittings to improve response.
- 10:45 **We will review the practical knowledge gained and reflect on how we can apply our knowledge to everyday hearing aid work.**
- 11:00 **Break**
- 11:30 **How to grab the attention of a baby boomer** – with your help Juiced Orange <http://www.juicedorange.co.uk> will create an ideas table full of marketing and advertising tools designed to stimulate our target audience to take action about their hearing loss.
- 12.30 **Lunch**
- 1.30 **How to grab the attention of a baby boomer** – Juiced Orange will use the ideas created before and during lunch and walk through the process of building a marketing campaign that fits with your ideas
- 2.00 **I'm a hearing aid dispenser and I've been audited!** – BSHAA helped by James Kirkpatrick will talk through what it's like when the HCPC audit your CPD. We will learn:
- What he did differently as a result of the audit.
  - How other dispensers reacted when they heard he was being audited.
  - What he had to do to make his records ready for submission.
  - Examples of what he submitted.
  - How much effort it saves to be up to date.
- 2.45 **Communication is the number one goal** – Lynne Tapper Jill Ridgwell are both Speech and Language Therapists. "We work with adults referred for cochlear implant assessment and with adults post implantation to help them adjust to hearing and communication using a cochlear implant. We work by providing listening activities for people to complete at home and we also do a lot of work around helping people to develop the skills and confidence to use communication strategies to manage difficult listening situations effectively. We think many of the rehabilitation activities we do with cochlear implant recipients would also form part of a holistic intervention package for hearing aid users. We would also welcome the opportunity to explain briefly what a cochlear implant is, share outcomes for adults who have cochlear implants and provide an update of current criteria for cochlear implant referral."
- 3.45 **Close**

For location details please go to <http://www.gomersalparkhotel.com/>  
To book online go to [www.bshaa.com](http://www.bshaa.com) and click on Events

## BSHAA REGISTRATION FORM

at Gomersal Park Hotel, Cromwell Suite

Moor Lane, Gomersal, Cleckheaton, West Yorkshire BD19 4LJ

Name(s) For ALL Delegates:.....

.....

BSHAA Membership No(s): .....

Business Name: .....

Address:.....

Postcode: ..... Email: .....

Please reserve me ..... place(s) at the BSHAA Seminar on Friday 28th June 2013.

Cheques payable to BSHAA (Note the cost of the Study Day and travelling costs are deductible from personal or business tax).

	£
Members	75.00
Non-Members	125.00

Students/Trainees 50% Discount off above prices subject to availability.

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).

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

Please return the completed form together with your cheque payable to BSHAA by **21st June 2013** to:

**Linda Peel, BSHAA**

**Vernon Cottage, Pershall, Eccleshall, Staffs ST21 6NE**

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

