NATIONAL COSMETIC MEDICINE SUMMIT
3–4 August 2018 | Crown Melbourne

INTERNATIONAL KEYNOTE SPEAKER & DERMATOLOGIST TO THE STARS
Dr Chytra Anand, CEO & Consultant Cosmetic Dermatologist, Kosmoderma Clinics

INTERNATIONAL KEYNOTE SPEAKER
Dr Hema Sundaram, Founder & Director, Sundaram Dermatology, Cosmetic and Laser Surgery Centers and Visiting Professor, American Society for Dermatologic Surgery

FEATURED SPEAKERS INCLUDE:

Suzie Hollink, RN & Founder, Clear Complexions Clinics

Dr. Ross Farhadieh, Internationally Renowned Plastic Surgeon at Panthea Clinics Sydney & Canberra & Senior Clinical Lecturer, ANU Medical School

Associate Professor Lynette Cusack, RN/Midwife & Chair, Nursing and Midwifery Board of Australia

Dr. Sean Arendse, Medical Director, Flawless Rejuvenation Medial Aesthetic and Skin Clinics & Senior Emergency Consultant, Alfred Hospital

Tanya Vogt, Executive Director, AHPRA

John Javorniczky, Senior Regulatory Officer (NIR), Australian Radiation Protection and Nuclear Safety Agency (ARPANSA)

Mandy Anderson, CEO and Managing Director, MIGA

Grazina Fechner, Training Solutions Director, Front & Centre

Kelly George, Founder, Kelly George Aesthetics

Dr. Larissa Miller, MBBS, FRACGP, FACAM, Dr. Miller Clinic

Nicole Mclay, A/g First Assistant Secretary, Regulatory Practice and Support, Therapeutic Goods Administration (TGA)

Dr. Christopher Lee, Medical Director, Cosmos Clinic Canberra

DON’T MISS OUT ON OUR PRACTICAL, INTERACTIVE WORKSHOPS!

WORKSHOP A: A Practical Guide to Making Social Media Work for Your Clinic
Trish Hammond, Blogger and GM, Plastic Surgery Hub
Drew Hankin, Managing Director, Azuri Group

WORKSHOP B: The Emerging Profession of Dermal Therapists and How to Build Your Business
Frank Perri, Senior Lecturer & Course Chair, Victoria University
Claire Simpson, Lecturer & Co Course Chair Dermal Sciences, Victoria University
Jennifer Byrne, Lecturer – Dermal Sciences, Victoria University

EXHIBITORS

MEDIA PARTNERS

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>8:30</td>
<td>Registration and Morning Coffee</td>
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<tr>
<td>9:00</td>
<td>Opening Remarks from Chair</td>
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<tr>
<td>9:10</td>
<td><strong>INTERNATIONAL KEYNOTE</strong></td>
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<tr>
<td></td>
<td>The Latest Global Treatment Trends - The Scoop from India’s Top Celebrity Cosmetic Dermatologist</td>
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<td>Dr Chytra Anand, CEO &amp; Consultant Cosmetic Dermatologist, Kosmoderma Clinics</td>
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<tr>
<td>9:40</td>
<td>Regulation of the Advertising of Therapeutic Goods</td>
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<td>Nicole Mclay, A/g First Assistant Secretary, Regulatory Practice and Support, Therapeutic Goods Administration (TGA)</td>
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<tr>
<td>10:05</td>
<td>Practicing Safely: An Update on Nursing Professional Standards and Guidelines</td>
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<td>Associate Professor Lynette Cusack, RN/midwife, Chair, Nursing and Midwifery Board of Australia</td>
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<td>Tanya Vogt, Executive Director, AHPRA</td>
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<tr>
<td>10:30</td>
<td>Networking Break</td>
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<tr>
<td>11:00</td>
<td>Cosmetic Surgery – The Medico-Legal Landscape Now &amp; in Future</td>
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<td></td>
<td>Mandy Anderson, CEO &amp; Managing Director, MIGA</td>
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<td>11:25</td>
<td><strong>FEATURE KEYNOTE</strong></td>
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<td>How to Create Your Raving Fans!! – Roll Out the Red Carpet</td>
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<td>From communication skills, to client/patient experience, business skills, and how to entice your clients/patients and keep them forever. Understanding what your clients and staff needs are and then providing them with that solution.</td>
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<td>Grazina Fechner, Training Solutions Director, Front &amp; Centre</td>
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<td>12:15</td>
<td>Networking Lunch</td>
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<td>1:25</td>
<td>Starting Up Your Cosmetic Practice: Lessons Learnt from a Cosmetic Nurse &amp; Business Owner</td>
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<td>Kelly George, Founder, Kelly George Aesthetics</td>
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<td>1:50</td>
<td>Structuring for Success: Thinking Bigger Than Your One Practice</td>
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<td>Susie Holtink, RN and Founder, Clear Complexions Clinics</td>
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<td>2:15</td>
<td>Networking for Success &amp; Sustainability</td>
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<td>Nicole Montgomery, Director, Trusted Digital Media &amp; Creative Director, Trusted Surgeons</td>
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<td>2:40</td>
<td>Staffing for Success – Effective Recruitment &amp; Development of the Aesthetic Practice Team</td>
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<td>Alfie Lombardi, Chief Enthusiasm Officer, Trusted Surgeons</td>
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**MARKETING & ADVERTISING EFFECTIVELY**

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<tr>
<th>Time</th>
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<tbody>
<tr>
<td>3:35</td>
<td>5 Tips for Your Marketing Strategy That Will Cost You Nothing</td>
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<td>Kate McGrath, Marketing Consultant, HebCoCorp</td>
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<tr>
<td>4:00</td>
<td>Using Social Media Effectively &amp; Avoiding Common Mistakes</td>
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<td>Trish Hammond, Blogger and GM, Plastic Surgery Hub</td>
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<td>4:25</td>
<td>How You’re Failing at Social Media – Making it Work &amp; Converting Traffic to Consultations</td>
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<td>Jonathan Carroll, Marketing Director, Engage Online Marketing</td>
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<td>4:50</td>
<td>Closing remarks from Chair</td>
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<td>5:00</td>
<td>Networking Drinks</td>
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Informa invites all speakers and delegates to an informal drinks reception to relax and unwind after a long day of conferencing!

**SPONSORSHIP AND EXHIBITION OPPORTUNITIES**

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For further information, please contact:
Samantha Lister, Sponsorship Manager
Phone: (+61) 2 9080 4432
Email: samantha.lister@informa.com.au

**VENUE DETAILS**

Crown Melbourne, 8 Whiteman St, Southbank VIC 3006
Phone: (03) 9292 8888, www.crownmelbourne.com.au

**REGISTER NOW**

WORKSHOP A: A Practical Guide to Making Social Media Work for Your Clinic
9am – 12.30pm

Aesthetic clinicians will have the chance to have their own social media and blog platforms critiqued by content and SEO experts at this year’s National Cosmetic Medicine Summit – 3-4 August 2018 in Melbourne. Trish Hammond and Drew Hankin will offer a truly interactive session, highlighting the five mistakes that aesthetics clinics make when promoting their business through blog posts and social media updates; and offer industry-specific advice on how to get your digital channel to where you want them to be. Trish Hammond is an award-winning beauty blogger and CEO of Plastic Surgery Hub. Drew Hankin is the Managing Director for specialist medical marketing agency, Azuri Group.

Please BYOD: interactive session

Learning Outcomes:
- Design a high level communications strategy for your business model
- Develop an effective social media content plan
- Learn the digital communications basics of what you need to know to successfully grow your business by using tools such as SEO, Google Analytics and Google AdWords
- Gain a deeper understanding of the possibilities of social to improve your bottom line and how to go about implementing your social strategy

Facilitators:
Trish Hammond, Blogger and GM, Plastic Surgery Hub
Drew Hankin, Managing Director, Azuri Group

WORKSHOP B: The Emerging Profession of Dermal Therapists and How to Build Your Business
1:30pm – 4.30pm

While Dermal Therapies has seen a steady evolution over time, in more recent years’ growth has become much more expansive. This is due to the world-wide web and social media allowing consumers to do their research and connect with others so that they are more knowledgeable. Consequently, this has led to greater demands from clients for services which give the best results and are delivered by expert therapists. Add to this the vast array of innovative products coming on to the market, the technological developments of machines and new educational providers offering different qualifications; trying to make sense of it all can be confusing.

This dynamic and interactive session will cover three main areas to help you gain the most salient knowledge you’ll need.
- The growth of Dermal Therapies and most importantly its future direction
- The steps to transition your business i.e. the appropriately educated therapist
- Scope of practice and ethical practices as a dermal therapist so that you will have a clearer understanding of the dermal point of difference.

Who should attend?
This program is for business managers, clinic owners and anyone wanting to expand their practice.

This dynamic and interactive session will cover three main areas to help you gain the most salient knowledge you’ll need.

Facilitators:
Frank Perri, Senior Lecturer & Co Course Chair, Victoria University
Claire Simpson, Lecturer & Co Course Chair Dermal Sciences, Victoria University
Jennifer Byrne, Lecturer – Dermal Sciences, Victoria University

DAY 2
PRE-CONFERENCE WORKSHOPS | THURSDAY 2ND AUGUST 2018

8:30 Arrival Coffee
9:00 Opening Remarks from Chair
9:10 INTERNATIONAL KEYNOTE
Holistic Beauty & Quality Patient Experiences
Dr Hema Sundaram, Founder & Director, Sundaram Dermatology, Cosmetic and Laser Surgery Centers of Rockville, Maryland and Fairfax, Virginia, USA and Visiting Professor, American Society for Dermatologic Surgery (invited)

9:40 Empowering Patients and Optimising Experience
Ross Farhadieh, Plastic Surgeon, Panthea Clinics Sydney & Canberra

10:05 Medical Emergencies in Cosmetic Practice
Dr Sean Arendse, Medical Director, Flawless Rejuvenation Medical Aesthetic and Skin Clinics, Senior Emergency Consultant, Alfred Hospital

10:30 Morning Tea
11:00 Introducing CoolSculpting to Your Practice – Tips & Techniques for Success
Dr. Christopher Lee, Medical Director, Cosmos Clinic Canberra

TOOLS, TECHNOLOGIES & TALENT TO GROW REVENUE
11:25 Hair Loss Update and Overview
Dr Larissa Miller MBBS, FRACGP, FACAM, Dr Miller Clinic

11:50 Combination Treatment of Mid & Lower Face with Non-Surgical Thread Lift: Why Your Patients Need Them
Dr Gordon Ku MBBS, FAAAM (A4M), CPCAs., Board Certified Cosmetic Physician, Me Clinic

12:15 Working Together - How Allied Health Professionals Can Build Your Business
Frank Perri, Senior Lecturer & Course Chair, Victoria University

12:40 Networking Luncheon

REGULATION, LEGAL CONSIDERATIONS & BEST PRACTICE
1:40 NSW Health Investigations into the Operation of Cosmetic Clinics
Bruce Battye, Director Pharmaceutical Regulatory Unit, NSW Health

2:20 Update on the Development of the Laser/IPL regulations
David Urban, Senior Regulatory Officer (NIR), Australian Radiation Protection and Nuclear Safety Agency (ARPANSA)

2:45 Navigating the Regulation Minefield
Dr Liang Joo Leow, Department of Dermatology, St Vincent’s Private Hospital, Sydney, Clinical Advisory and Innovation Council, St Vincent’s Health Australia

3:10 HYPOTHETICAL PANEL
Examining, Navigating and Avoiding Medical Negligence in a Cosmetic Practice

The hypothetical follows a case of medical negligence in a cosmetic medical practice. The panel will debate the complex issues of the case and go through step by step how the case should have been managed, lessons learnt from the case and how to avoid scenarios like this occurring in future.

Janine McIlwraith, Principal Lawyer, Slater and Gordon

3:50 Closing Remarks from Chair
4:00 End of Conference
Easy Ways to Register

1. Web

2. Telephone
   +61 (0)2 9080 4307 – Quoting P18A01

3. Email
   info@informa.com.au – Quoting P18A01

Stay Connected

#cosmeticsummit18

Pricing Details

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<th>Conference Package</th>
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<th>STANDARD RATE: Book &amp; pay from 16 June 2018</th>
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<td>PRICE</td>
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<tr>
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Note: All delegates must be from the same company and register at the same time to qualify.

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