

# Balens 2017 CPD Conference Program

Monday 22<sup>nd</sup> May 2017 – Gallery Suites, NEC, Birmingham



- 09:15 – 09:45 **Registration**
- 09.45 – 10.00 **Welcome & Introduction ~ Aims and Objectives of the day**  
**David Balen** – Balens Ltd
- 10.00 – 11.00 **Developing Your Professional Practice**  
**Jayne Goddard** – MSc, FCMA, FRSM President, The Complementary Medicine Association  
In this ground-breaking lecture you will learn about the savvy use of marketing approaches, including social media and newsletters, to retain existing clients, rekindle former clients and recruit new clients. A useful and insightful guide into methods to grow and develop your business.
- 11.00 – 11.15 **Refreshment Break**
- 11.15 – 12.45 **A Journey Into The Science Of Mind Over Body**  
**Jo Marchant** - Science Author of New York Times Bestselling book **Cure**  
Can the mind heal us? Scientists are often sceptical, but recent research in a range of fields is showing how our mental state can play a crucial role in determining both symptoms we experience and underlying processes of disease. Placebos trigger biological changes similar to those caused by drugs. Mood predicts complication rates during surgery. Immune responses are influenced by taste and smell. In this talk, Jo Marchant will discuss the potential – and limits – of the mind in physical health, and ask how we might harness these principles in medical care.
- 12.45 – 14:00 **Lunch & networking**
- 14:00 – 14.40 **Legal update – a talk in two parts**  
**Leases** - **Paul Grant** – Partner – BSG Solicitors  
A general overview of the rights and obligation of leasing or buying a practice to include advice on how to interpret, check rights, responsibilities and obligations of tenant and landlord or licence. What questions should you ask to avoid common pitfalls prior to entering into a contract, such as restrictive covenants restricting you from practice? An interactive session- bring your questions.  
**Social Media** - **Cassandra Dighton** – BSG Solicitors  
Twitter, Facebook, Instagram.... Social Media is here to stay – but is it friend or foe to healthcare practitioners? Cassandra Dighton will be discussing recent cases that have centred on Social Media usage providing a checklist of considerations before you post as well as advising on the steps that can be taken if you find yourself or your business the victim of a negative social media campaign.
- 14.40 – 15.10 **Warwick Holistic Health Questionnaire (WHHQ) – Development and evaluation of a patient-reported outcome measure to assess changes in health and wellbeing of those having Craniosacral Therapy (CST).**  
**Nicola Brough** - MPhil, RCST, Warwick University, Body worker and energetic practitioner  
Identifying outcomes important to clients, is essential in holistic care. The WHHQ has been developed with input from CST users and practitioners. The 25 item questionnaire incorporates holistic statements and represents new concepts in health care evaluation, such as self-agency and self-care. An ideal tool to audit practice, if reliability and validity is confirmed the WHHQ could be validated for use in complementary therapies more widely.
- 15.10 – 15.20 **Comfort Break**
- 15.20 – 16.20 **Building Healthcare Networks in your Local Community**  
**Robert Verkerk PhD** - Founder & Executive Director, Alliance for Natural Health International  
We are stronger together – with more and more reliance being placed upon ‘evidence’, there is a growing need for further research into the effectiveness of many different forms of alternative medicine. The Hawthorn Health Initiative (HHI) is a networking group, which is looking to develop avenues for therapists and their clients alike to give feedback on the effectiveness of the different treatments that they receive. The talk will give feedback from the HHI meeting on Sunday 21<sup>st</sup> May.
- 16.20 – 17.00 **Q & A Panel Discussion** - most lecturers from the day
- 17.00 **Networking & Close**

## Event Details:

- Date:** Monday 22<sup>nd</sup> May 2017
- Timings:** Registration 09.15 (for 09.45 am start) – 17.00
- Venue:** Gallery Conference Suite 1 - 3 – Mezzanine Floor – NEC, Birmingham
- Cost:** £28.00 for the Day, inclusive of refreshments, attendance certificate for 6 hours learning with others, speaker notes and free entry into the Holistic Health Show.
- Refreshments:** Tea/Coffee included, optional sandwich bag lunch available at £8.00 per person.
- Filming:** As in previous years, the event will be filmed, with recordings of all lectures available on our website after the event. If you do not wish to be recorded, we request that you please sit in a location out of camera shot and make your views known to the film crew.
- Travel:** By Car – Excellent motorway access, with ample parking available for which there is a charge.  
By Train – Gallery Conference Suites are 5 – 10 min walk from Birmingham International Railway Station – see also <http://www.thenec.co.uk/visiting-us>
- Bookings:** To secure your place please e-mail [events@balens.co.uk](mailto:events@balens.co.uk) confirming your:
- ✓ **Name**
  - ✓ **Postcode**
  - ✓ If you wish to have **lunch or not**.
- We will then contact you with regards to confirmation and payment details. Please note there may be a 2 – 3 day turn around for this. We are aiming for bookings to be taken from 13<sup>th</sup> March.
- Tickets:** Your ticket for entry to the CPD Event, together with lunch voucher if booked, will be sent to you slightly nearer to the event date, along with receipt for your payment.
- We will also registered you with the Holistic Health Show which this year will be in Hall 20 and closer to the CPD Event. Your ticket for entry into the show will be sent to you under separate cover. **You will need to bring your show entry badge with you to gain entry into the show. Lunch for those who have booked this will be served in a reserved area within the show.**
- COA:** An attendance certificate noting 6 hours learning with others will be sent to you after the event. It is important that you register with our teams on arrival, to ensure receipt of your Certificate of Attendance.
- Contact us:** We trust that the event will be a successful and positive experience. Should you have any questions, please do not hesitate to contact us at [events@balens.co.uk](mailto:events@balens.co.uk) or telephone **01684 898 995**. Further details and recordings from previous years are available on our website at <http://www.balens.co.uk/cpd.aspx>

## Event kindly sponsored by:

