



CONFERENCE PROGRAM

THURSDAY 26 OCTOBER 2017

1.30pm - 5.30pm	Conference Registration open
2.00pm - 5.00pm	<p>Pre-conference Workshop: Walk the store - maximise your pharmacy appeal</p> <p>This interactive workshop will introduce attendees to the 'Walk the Store Checklist', which can be used in-store to assess a pharmacy from a patient perspective. Are you making shopping difficult for the customer? Are you maximising companion sales opportunities? Is your stock where it should be? Is signage and ticketing right? Are staff accessible? These are just some of the metrics that will be covered in the session. Attendees will also be given a 'Walk the Store Checklist' to take back to their pharmacy to measure their own results.</p> <p>Facilitator: Kos Sclavos, Vice President, The Pharmacy Guild of Australia, Queensland Branch Cost: \$50 for conference delegates; \$80 for non-conference delegates Inclusions: Afternoon tea Venue: QT Ballroom</p>
5.00pm - 7.00pm	<p>Welcome Reception</p> <p>The Welcome Reception provides the perfect opportunity to meet fellow delegates and make new friends. This function will be held in the Trade Display area, allowing you to meet with suppliers and view the exhibition before the conference officially begins on the Friday morning.</p> <p>Venue: Trade Exhibition Area</p>

FRIDAY 27 OCTOBER 2017

7.30am - 5.00pm	Conference Registration opens
8.30am - 8.45am	<p>Conference Welcome</p> <p>Speaker: Natanya McLenaghan, 2016 Pharmacy Assistant of the Year</p>
8.45am - 9.15am	<p>Industry update</p> <p>A must attend for all pharmacy assistants, this session will highlight the current issues affecting pharmacy and their impact on the role of pharmacy assistants. This industry update will also explore the 6CPA and future opportunities.</p> <p>Speaker: Kos Sclavos, Vice President, The Pharmacy Guild of Australia, Queensland Branch</p>
9.15am - 9.45am	<p>What is 'the microbiome'?</p> <p>The term microbiome refers to the complex ecosystem that lives on and within the human body. Learn more about how the microbiome has a considerable impact on our health and strategies to help support a healthy microbiome.</p> <p>Speaker: Kelli Proudfoot, National Training Manager, Evolution Health</p>
9.45am - 10.15am	<p>Marketing to women - from tweens to baby boomers</p> <p>Women are responsible for 85% of consumer purchases, yet most feel misunderstood by marketers. This session will reveal the influence and buying power of women, stereotypes to avoid, generational differences to consider, where women are online, and why storytelling is so important.</p> <p>Speaker: Mel Kettle, Communication & Social Media Expert</p>
10.15am - 11.15am	Morning Tea & Trade Displays

PHARMACY KNOWLEDGE POINT BREAK ROOM 11.15am - 12.20pm Chairperson: Cathy Marshall		PERSONAL & PROFESSIONAL DEVELOPMENT DIAMOND HEAD ROOM 11.15am - 12.20pm Chairperson: Jacqueline Thistleton		MANAGEMENT MASTER CLASS LONGBEACH ROOM 11.15am - 12.20pm Chairperson: Tina Scrine	
11.15am - 11.45am	<p>Beauty from within - how to maintain beautiful, healthy skin</p> <p>More and more consumers are becoming aware of how their diet, lifestyle and supplements can impact the health and appearance of their skin. This session will discuss strategies to help fight against the signs of premature ageing, as well as maintain skin radiance and healthy hair.</p> <p>Speaker: Dr David Cannata, Product Training Manager, Swisse Wellness</p>	11.15am - 11.45am	<p>The changing nature of pharmacy - where do pharmacy assistants fit in?</p> <p>There is no doubt that pharmacy is in a transition period. This changing nature affects everyone in the industry, but especially pharmacy assistants on the front line. This session will explore the science to navigating change, which starts with embracing change, as well as the following factors:</p> <ul style="list-style-type: none"> - Evolution - how pharmacy has changed - Transformation - how to be involved and stay ahead - How to be ready and prepared for change - Tools to help navigate change - Examples of real life change makers <p>Speakers: Dimitri Costi, Business Support Pharmacist, The Pharmacy Guild of Australia, Queensland Branch; Kelly Danvers, Business Support Officer, The Pharmacy Guild of Australia, Queensland Branch</p>	11.15am - 12.20pm	<p>Are your staff your most important asset?</p> <p>We all know the consequences of a poor hire, but given the gap in time and space between recruitments we don't always put the necessary time and appropriate steps into our next hiring process. This session will explore the different candidate evaluation elements - interviews, psychometric assessments (personality and cognitive) and simulation tasks or assessment centres - to help you maximise the opportunity of adding a real asset to your team when next hiring.</p> <p>Speaker: Adrian Searle, Principal, Decision Health</p>
11.50am - 12.20pm	<p>Modern applications for ancient spices</p> <p>The scientific literature and consumer interest in complementary medicines for a variety of health conditions is growing exponentially. This presentation will explore tools for supporting customers enquiring about alternative treatment options.</p> <p>Speaker: Kari Steele, Clinical Programs Manager, Health World Ltd</p>	11.50am - 12.20pm	<p>Pharmacy's front line: how pharmacy assistants help support customer health</p> <p>Vitamin and mineral supplements (VMS) is the highest growing OTC category in pharmacy. This session will demonstrate how you can better engage and help deliver positive health outcomes for your customers, as well as sustainable results for your pharmacy's bottom line.</p> <p>Speakers: Jana Fulcher, Territory Manager QLD, Apotex; Matthew Hatchman, Territory Manager QLD, Apotex</p>		
12.20pm - 1.15pm	Lunch & Trade Displays				



CONFERENCE PROGRAM

FRIDAY 27 OCTOBER 2017 (CONTINUED)

PHARMACY KNOWLEDGE POINT BREAK ROOM 1.15pm - 2.45pm Chairperson: Dimitri Costi		PERSONAL & PROFESSIONAL DEVELOPMENT DIAMOND HEAD ROOM 1.15pm - 2.45pm Chairperson: Kylie Barwick		MANAGEMENT MASTER CLASS LONGBEACH ROOM 1.15pm - 3.00pm Chairperson: Simon McInerney	
1.15pm - 1.45pm ISOWHEY FOR HEALTHY LIVING	Healthy ageing This session will explore the important dietary and lifestyle considerations for muscle mass maintenance and health in ageing, and the role of pharmacy assistants in supporting customers. Speaker: Isabelle Baissac, Naturopath	1.15pm - 2.45pm itk intellknow	Active listening: benefits to you, your customers and your pharmacy Active listening is as much about observing, interpreting and considering what is not said as it is about what is said. It enables pharmacy assistants to expand their ability to reduce misunderstandings and give customers 'super' service. Good listening does not just happen with the ears, but with all of our senses, including our intuitive sense. As good customer service is all about creating trust and building rapport, it is essential that we learn to quickly read the hidden messages, put customers at ease, and give them the confidence to know that they are getting the best of services. Speakers: Laurie Kelly, Director, Mindworks; Sue-Ellen Kusher, Competency Based Trainer	1.15pm - 2.15pm Health Advice Plus	Transforming your pharmacy - what it means and how to achieve it For a business transformation to be successful, the entire pharmacy team needs to be aligned and understand not only the need for change, but the importance of change. This session will outline business transformation, highlight key indicators of change including insights from the Guild's Customer Experience Index program, and demonstrate how Health Advice Plus is the avenue to achieve change within community pharmacy. Speaker: Natalie Smith, National Manager Business Support, The Pharmacy Guild of Australia
1.45pm - 2.15pm Nestlé Start Healthy Stay Healthy	Good gut feeling The more that is discovered about the human microbiome, the more understanding we have of the importance of promoting gut health from early infancy. This session will educate pharmacy assistants about infant nutrition and the role of infant formulas which contain probiotics. Speaker: Liz Betson, Infant Nutrition Advisor, Nestlé			2.15pm - 3.00pm Guild Training	Rostering 101 Rostering staff is one of the most difficult tasks in managing a pharmacy, thanks to the service, security and legal requirements as well as financial considerations. This session will provide practical checklist on key rostering considerations. This is a must attend session for any staff member in charge of staff rostering. Speakers: Amanda Seeto, Community Pharmacist & Branch Committee Member, The Pharmacy Guild of Australia, Queensland; Tina Scrine, Industrial Relations Manager, The Pharmacy Guild of Australia, Queensland
2.15pm - 2.45pm Ego the science of healthy skin	Healthy skin, healthy business This session will reveal how confident, high quality skin care recommendations can help your pharmacy to grow its customer base by building lifelong customer trust and loyalty. Speaker: Rebecca Coulson, Key Account Representative, Ego Pharmaceuticals				

2.45pm - 3.30pm	Afternoon Tea & Trade Displays
3.30pm - 4.00pm aspen NUTRITIONALS	Infant and toddler nutrition - information for pharmacy assistants This session will cover the pharmacy assistant's role in the infant nutrition category, important guidelines for the industry, and other vital information pharmacy assistants need to know. Speaker: Les James, Area Manager, Aspen Nutritionals
4.00pm - 4.30pm PHARMACY ASSISTANT of the Year 2017	The Pharmacy Guild of Australia/Maxigesic Pharmacy Assistant of the Year Award 2017 This session will showcase the eight State and Territory Finalists of the Pharmacy of the Year Award for 2017. The winner of the Award will be announced at the Conference Dinner. Facilitator: Kathy Gribble, Workplace Trainer/Assessor, The Pharmacy Guild of Australia, Queensland Branch
4.30pm - 5.00pm HEALTH - HYGIENE - HOME	Navigating strong pain relief in pharmacy The upcoming pain rescheduling will bring about various changes in pharmacy. This insightful session will explore how crucial your role will be in helping customers navigate multiple pain relief options available. Plus hear from three time Olympian Melinda Gainsford-Taylor about her journey to success, the pain points she incurred throughout her career, and how she overcame them. Speaker: Joyce McSwan, Clinical Program Director, Gold Coast Primary Health Network - Persistent Pain Program; Melinda Gainsford-Taylor, Olympian
7.00pm - midnight Ego the science of healthy skin PS	Conference Dinner - Medieval Whether you come dressed as a king, queen, court jester, brave knight or damsel in distress, you will be sure to celebrate like royalty at our Medieval themed Conference Dinner! Join in on the excitement as the winner of The Pharmacy Guild of Australia/Maxigesic Pharmacy Assistant of the Year Award is announced. Dinner includes live entertainment, a three course meal, drinks and live entertainment. Venue: QT Ballroom

SATURDAY 28 OCTOBER 2017

8.15am - 3.30pm	Registration desk open
8.45am - 9.00am Guild Training	Pharmacy Feud - Trivia Session Don't miss this fun session designed to clear away the cobwebs from the night before. With great prizes are up for grabs for the winning table, this session is definitely worth getting out of bed for!
9.00am - 9.30am Care Pharmaceuticals For the best of health	Clinical pearls of paediatrics Join Consultant Paediatrician Dr Jonny Taitz as he reveals the clinical information and top tips for helping parents with paediatric and childhood issues. Speaker: Dr Jonny Taitz, Specialist Paediatrician
9.30am - 10.00am GOLD CROSS	Excellence in pharmacy Join 2017 Guild Pharmacy of the Year winner, Lucy Walker, as she outlines how her pharmacy is leading the way in providing innovative and optimal healthcare for members of her rural community. Lucy will also share how her strong commitment to staff is a key feature of her pharmacy's operations, and an underlying foundation of her pharmacy's ability to provide the very best advice and services to customers and patients. Speaker: Lucy Walker, Winner, Guild Pharmacy of the Year 2017
10.00am - 10.30am PS Pharmacy of the Year 2017	Customer service - turning customers into advocates In the new era of retail and in a landscape as competitive as pharmacy, the customer experience is often the key differentiator and has the ability to turn any pharmacy business from good to great. This session will explore the psychology of advocacy and how frontline staff can impact the engagement, spend, loyalty and ultimate financial outcomes of a pharmacy business. Speaker: Amanda Stevens, Customer Experience Expert
10.30am - 11.00am	Morning Tea & Trade Displays



CONFERENCE PROGRAM

SATURDAY 28 OCTOBER 2017

PHARMACY KNOWLEDGE POINT BREAK ROOM 11.00am – 12.30pm Chairperson: Kelly Danvers		PERSONAL & PROFESSIONAL DIAMOND HEAD ROOM Development 11.00am – 12.30pm Chairperson: Jason Carter		MANAGEMENT MASTER CLASS LONGBEACH ROOM 11.00am – 12.30pm Chairperson: Amanda Seeto	
11.00am - 11.30am 	Allergies in children Up to 40% of children in Australia and New Zealand are affected by allergic disorders, such as hay fever, at some stage in their lives. These conditions can result in uncomfortable symptoms, which can greatly impact a child's ability to learn and play. This session will outline the symptoms and causes of hay fever in children, common triggers, as well as provide practical management tips and guidance on how to provide effective symptom relief so children can get back to having fun! Speaker: Michelle McPherson, Sanofi Consumer Healthcare	11.00am - 12.30pm 	The key to really connecting This interactive workshop provide a step-by-step process for improving communication, collaboration and creative innovation. Speaker: Amanda Stevens, Customer Experience Expert	11.00am - 11.45am 	The Customer Experience Index – what are your customers saying about your pharmacy? Do you know what customers are saying about your pharmacy? The Customer Experience Index is a new business enhancement tool launched by The Pharmacy Guild which allows you to look at your business through the eyes of your customer. This session will provide an overview of the Customer Experience Index, the results to date, and the simple ways you can offer your customers a more complete service. Speaker: Jill Power, Business Support Coordinator, The Pharmacy Guild of Australia, Queensland Branch
11.30am - 12.00pm 	Flexibility, innovation & growth - the enhanced QCPP This session will provide an overview of the QCPP program and discuss the revised QCPP requirements including the relationship of QCPP requirements to AS85000, the five domains, QCPP rules and terms, and the QCPP handbook. Understanding the transition arrangements to new QCPP requirements and the fee structure will also be discussed. Speaker: Peter Guthrey, QCPP Technical Manager, The Pharmacy Guild of Australia			11.45am - 12.30am 	How “digitally engaged” is your business? Do you Twitter or blog? Does your pharmacy use Flickr, YouTube or Facebook? In today's competitive environment it is more important to be digitally engaged, and to use digital tools and techniques to interact with customers. Find out what digital engagement is, and how you can apply it effectively in your pharmacy. Speaker: Aaron D'Souza, General Manager, Pharmacy.com.au
12.00pm - 12.30pm 	Caring for your customers – Options for pain management This session will explore management options for pain. Speaker: Calvin MacKenzie, General Manager, AFT Pharmaceuticals (Australia)				
12.30pm - 1.30pm Lunch & Trade Displays					
1.30pm - 2.00pm Medicinal cannabis – an update This session will discuss the current regulatory issue surrounding medicinal cannabis, the clinical use and pharmacology of medicinal cannabis, and emerging medicinal cannabis dispensing issues in Australia of which pharmacy assistants need to be aware. Speaker: Greg Perry, Director Medicinal Cannabis Unit, Queensland Government Department of Health					
2.00pm - 2.30pm 					
A shot at improving community health Pharmacies have been providing successful in-store vaccinations for many years. Proactive interaction with patients is a cornerstone of a successful vaccination program. This interactive session will discuss the current statistics, myths and trends, and how pharmacy teams should work together and be proactive when it comes to vaccination services to improve community health. Speakers: Jacqueline Thistleton, Pharmacy Business Support State Manager, The Pharmacy Guild of Australia, Queensland Branch; Kelly Danvers, Business Support Officer, The Pharmacy Guild of Australia, Queensland Branch					
2.30pm - 3.00pm 					
Pain management – staying one step ahead in this ever changing pain environment The pain landscape is changing. This session will explore the upcoming changes and what it means for the pharmacy and patients. More importantly, this session will describe, how pharmacy assistants can employ the tools of “Ask”, “Assist” and “Advise” in ensuring that their patients receive the best health advice. Speaker: John Bell, Community Pharmacist					
3.00pm - 3.30pm 					
Body lengths – the highs & lows of being a professional athlete Join Olympic Gold medallist, Order of Australia medallist, International Swimming Hall of Fame inductee, bestselling author and media commentator, Leisel Jones, as she shares her amazing story of personal growth and success. Leisel will also reveal the key ingredients for attaining success, team building, developing self-belief, overcoming adversity and goal setting. Speaker: Leisel Jones, Olympic Swimmer					
3.30pm - 4.00pm Conference Close & Afternoon Tea					