THURSDAY 26 OCTOBER 2017

1.30pm - 5.30pm  Conference Registration open

2.00pm - 5.00pm  Pre-conference Workshop: Walk the store – maximise your pharmacy appeal

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 your in-store sales opportunities? Is your stock placed in the best location? Are your signs clear and easily readable? 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.

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: Q7 Ballroom

5.00pm - 7.00pm  Welcome Reception
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.

Venue: Trade Exhibition Area

FRIDAY 27 OCTOBER 2017

7.30am - 5.00pm  Conference Registration opens

8.30am - 8.45am  Conference Welcome
Speaker: Natanya McLennagh, 2016 Pharmacy Assistant of the Year

8.45am - 9.15am  Industry update
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 GCPA and future opportunities.

Speaker: Kos Sclavos, Vice President, The Pharmacy Guild of Australia, Queensland Branch

9.15am - 9.45am  What is ‘the microbiome’?
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.

Speaker: Kelli Proudfoot, National Training Manager, Evolution Health

9.45am - 10.15am  Marketing to women - from tweens to baby boomers
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.

Speaker: Mel Kettle, Communication & Social Media Expert

10.15am - 11.15am  Beauty from within – how to maintain beautiful, healthy skin
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.

Speaker: Dr David Cannata, Product Training Manager, Swisse Wellness

POINT BREAK ROOM
Pharmacy Knowledge
Chairperson: Cathy Marshall
Usher: Sherree Walters

DIAMOND HEAD ROOM
Personal & Professional Development
Chairperson: Jacqueline Thistleton
Usher: Jill Power

LONGBEACH ROOM
Management Master Class
Chairperson: Tina Scrine
Usher: Katy Duldig

11.15am - 11.45am  Beauty from within - how to maintain beautiful, healthy skin

Speaker: Dr David Cannata, Product Training Manager, Swisse Wellness

11.50am - 12.20pm  Vitamin and mineral supplements (VMS) is the highest growing OTC category in pharmacy. This session will explore tools for supporting customers enquiring about alternative treatment options.

Speaker: Kari Steele, Clinical Programs Manager, Health World Ltd

12.20pm - 1.15pm  Lunch & Trade Displays

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### POINT BREAK ROOM

**Pharmacy Knowledge**

1.15pm – 2.45pm  
Chairperson: Dimitri Costi  
Usher: Deb Scholz

#### 1.15pm - 1.45pm  
**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

#### 1.45pm - 2.15pm  
**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 include top tips to help support parents promote good gut health in babies and toddlers.  
**Speaker:** Liz Betson, Infant Nutrition Advisor, Nestlé

#### 2.15pm - 2.45pm  
**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

### DIAMOND HEAD ROOM

**Personal & Professional Development**

1.15pm – 2.45pm  
Chairperson: Kylie Warwick  
Usher: Danielle Wise

#### 1.15pm - 2.45pm  
**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

### LONGBEACH ROOM

**Management Master Class**

1.15pm – 2.15pm  
Chairperson: Ian Bartlett  
Usher: Kathy Knack

#### 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

### FRIDAY 27 OCTOBER 2017 (CONTINUED)

#### 2.45pm - 3.30pm  
**Afternoon Tea & Trade Displays**

#### 3.30pm - 4.00pm  
**Infant nutrition – what pharmacy assistants need to know**  
This session will cover the pharmacy assistants 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 Nutritional

#### 4.00pm - 4.30pm  
**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  
**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.  
**Speaker:** Joyce McSwain, Clinical Program Director, Gold Coast Primary Health Network – Persistent Pain Program

#### 7.00pm - midnight  
**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  
**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  
**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  
**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 Pharmacist of the Year 2017

#### 10.00am - 10.30am  
**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**
### 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

### 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 AS8500, 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

### Caring for your customers – Options for pain management
This session will explore management options for pain. Find out what 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:** Calvin MacKenzie, General Manager, AFT Pharmaceuticals (Australia)

### 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

### 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

### 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

### 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

### How “digitally engaged” is your business?
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

### 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

### 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