



ASMI 2010 CONFERENCE

*Appropriate self-medication ✓
Health literacy ✓
Consumer access ✓
Advertising ✓*

*Bringing
Self Care
to Life*



Thursday 18 November 2010

Australian Technology Park, Redfern, Sydney

A must for anybody with an interest in consumer healthcare (OTC & Complementary Medicines) including marketing, regulatory & sales personnel; government; consumers; advertising/PR agencies; pharmacists & academics



Australian Self Medication Industry (ASMI)





BRINGING SELF CARE TO LIFE

Thursday 18 November 2010, Australian Technology Park, Redfern, Sydney

AGENDA

ASMI 2010 Annual General Meeting (AGM)		
8.45am-9.30am	AGM Registration (ASMI Members Only) - <i>Delegates NOT attending AGM do not need to register before 10.00am</i>	
9.30am-10.45am	Annual General Meeting (ASMI Members Only)	
10.00am-11.00am	Conference Registration Open & Network Morning Tea	
ASMI 2010 Conference: Bringing Self Care to Life		
11.00am-11.05am	Welcome & Conference Overview	Deon Schoombie, Executive Director, ASMI
Health Literacy: Enabling Appropriate Self Care		
11.05am-11.35am	The Use of Online Health Information & Call Centres in the UK	Bob Gann, Head of Strategy & Engagement, NHS Choices (UK)
11.35am-12.05pm	The Use of Online Health Information & Call Centres in Australia	Julian Henderson, CEO, National Health Call Centre Network Ltd
12.05pm-12.55pm	Digital Marketing: Health Communication on the Internet	Ross McDonald, Head of Retail & Consumer Goods, Google Australia & New Zealand Andrew Kemp, Managing Director, Market Reach
12.55pm-1.55pm	Lunch	
1.55pm-3.10pm	Key Stakeholder Panel: <i>The Case For and Against Advertising of Non-Prescription Medicines</i>	Moderator: Dr Norman Swan, ABC Health Report Panellists: Carol Bennett, Executive Director, Consumers Health Forum of Australia; Bill Curtis, Managing Director, CJB; Natalie Gauld, Director, Pharma Projects Ltd; Nicholas Hall, CEO, Nicholas Hall & Company (UK); Brendan O'Loughlin, Chairman, Pharmacy4U
The Role of Self Medication in Self Care		
3.10pm-3.35pm	Self Medication – Integrating Complementary Medicines with OTCs and Prescription Medicines	Dr Lesley Braun, Senior Research Fellow, Department of Surgery, Monash University; Research Pharmacist, Alfred Hospital, Melbourne
3.35pm-4.00pm	Self Medication & the GP's Role in Self Care	Dr Tony Hobbs, GP & Obstetrician, formerly Chair of the National Primary Health Care Strategy External Reference Group
4.00pm-4.45pm	Networking Afternoon Tea	
Wider Consumer Access to Medicines		
4.45pm-5.20pm	The Benefits for Consumers & Taxpayers of Switches Around the World	Nicholas Hall, CEO, Nicholas Hall & Company (UK)
5.20pm-5.50pm	Men's Use of Health Services & Better Access to Medicines	Professor Ian Banks, President, European Men's Health Forum (UK)
Self Care: Where to from Here?		
5.50pm-6.00pm	Summary & Next Steps	Ralf Dahmen, ASMI President
Evening Functions		
6.00pm-7.00pm	Networking Pre-Dinner Drinks	
7.00pm-9.30pm	Awards Dinner	



**Australian Self Medication Industry
2010 Conference & AGM
REGISTRATION FORM**



Register online at www.asmi.com.au/events and save \$20

Personal Details (* Required Field)

Title (Prof/Dr/Mr/Mrs/Ms) _____ First Name* _____ Surname* _____
 Job Title* _____ Organisation* _____
 Address _____
 Suburb _____ State _____ Postcode _____ Country _____
 Telephone* _____ Fax _____ Email* _____
 Specific Dietary request _____ Special Requirements (eg: wheelchair access) _____

Your First Name, Surname and Organisation will be printed on your name badge as they appear above.

Registration Fees (inclusive of 10% GST) **Register online at www.asmi.com.au/events and save \$20**

Early Bird must be received by 31 August 2010

Early Bird Single ASMI Ordinary Member **\$680 per person**
 Early Bird Single ASMI Associate Member **\$530 per person**
 Early Bird Single Non Member **\$740 per person**
 TGA/Government Rate **\$570 per person** (any registration date)

Standard Registration received after 31 August 2010

Standard single ASMI Ordinary Member **\$750 per person**
 Single ASMI Associate Member **\$600 per person**
 Single Non Member **\$800 per person**

Group Bookings (5 or more people)

Early Bird 5 or more ASMI Ordinary Members - **\$550 per person** Standard 5 or more ASMI Ordinary Members - **\$600 per person**
 Early Bird 5 or more ASMI Associate Members - **\$400 per person** Standard 5 or more ASMI Associate Members - **\$450 per person**
 Early Bird 5 or more Non-Members - **\$700 per person** Standard 5 or more Non-Members - **\$770 per person**

Please complete a separate Registration Form for each person on your group or list the full name (as it should appear on their name badge), job title and email address of each member of your group booking on a separate sheet of paper and attach to this form. Please also specify which of the included social functions (see below) each person will attend.

Social Functions

The social functions listed below are included in the registration price (1 ticket to each function per registration). For catering purposes **please indicate which (if any) of these functions you will attend.**

AGM (ASMI Members Only) Pre-Dinner Drinks
 Conference Lunch Awards Dinner

To purchase **additional ticket(s) to the Awards Dinner** (eg for your partner) please write the number of additional tickets (not including registered delegate tickets) here: _____ Additional Tickets are **\$176.00 per person**.

Payment

Grand Total: \$ _____ Late Registration Fee: add \$50.00 if registering after 5pm 31 October 2010

Payment can be made by credit card only and is payable in full upon registration.

Please debit my credit card with the Grand Total amount owing on this form: _____ Diners Club/American Express/VISA/MasterCard (please circle)

Card Number: _____ Card Holder Name: _____

Expiry Date: _____ Card Holder's Signature: _____

Please note that this charge will appear on your credit card statement as "Acuvent".

Thank you for your interest in the ASMI 2010 Conference & AGM. We look forward to seeing you.

Cancellations and Amendments

Registration cancellations must be completed via the online registration system at www.asmi.com.au/events or sent in writing to Deidre Cox at ASMI via email (conference2010@asmi.com.au), mail (PO Box 764, North Sydney NSW 2059) or fax (02 9959 3693).

50% of the registration fee will be refunded for cancellations received up to 30 September 2010. No refunds will be given for cancellations received after 30 September 2010. As an alternative to cancellation, your registration may be transferred to another person up until 30 September 2010 without any extra cost penalty. Transfers made after 30 September 2010 will incur a \$50 transfer fee. Transfers must be notified in writing to Deidre Cox at ASMI via email (conference2010@asmi.com.au), mail (PO Box 764, North Sydney NSW 2059) or fax (02 9959 3693).

Privacy Statement

In accordance with the Privacy Amendment Act 2000, we advise that some information provided in this form will be incorporated into a delegate list which will be supplied to sponsors, exhibitors, delegates and organisers of the ASMI Conference. Please tick below if you do not wish to be included in the delegate list:

No, I do not wish to be on the delegate list



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Mr D C Murphy
Dr J Pentecost
Mr D Stephens
Mr C J Tucker
Mr A J Wardell
Mr W J Wilkinson AO

* Membership list current at time of printing



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