

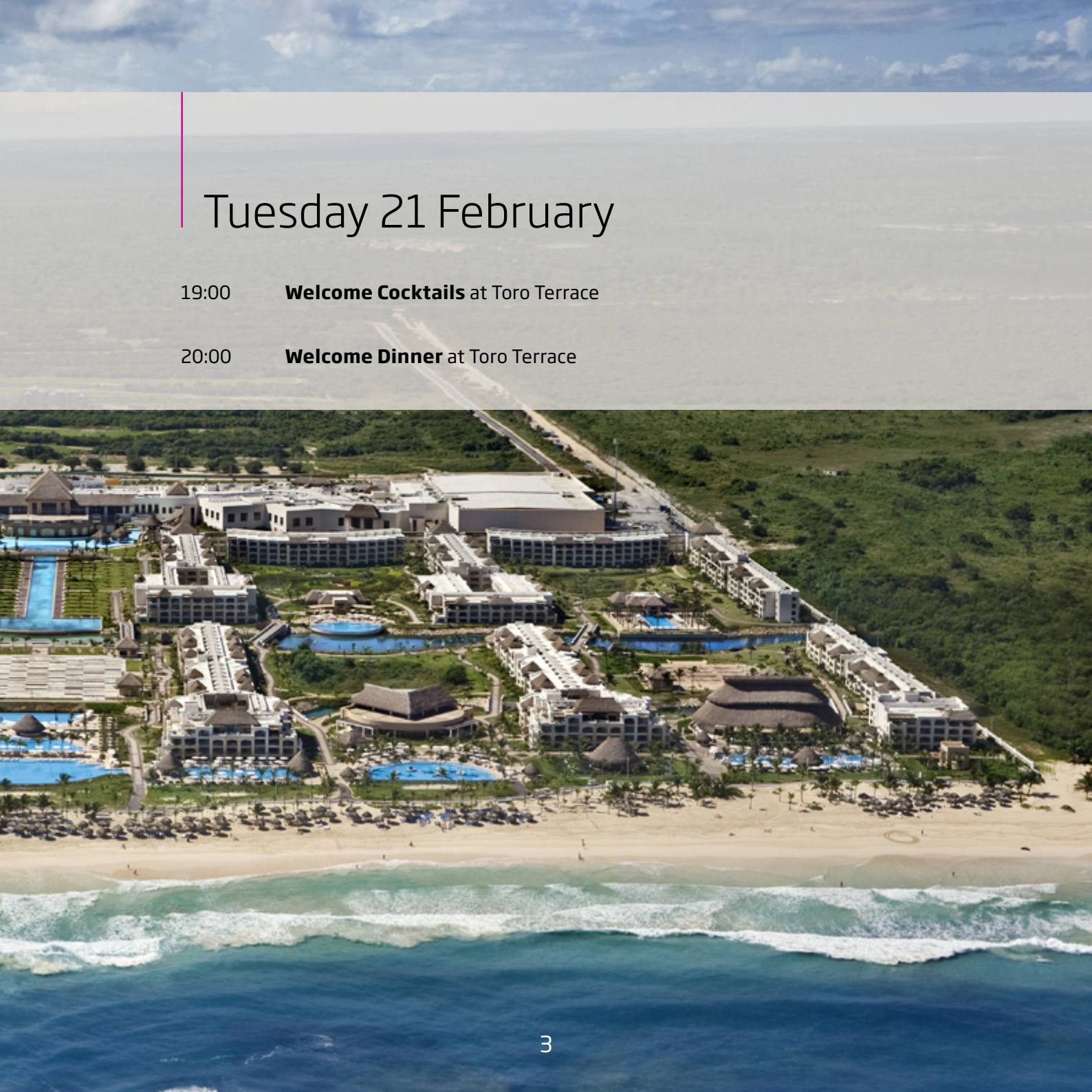
Programme



Oticon Export Seminar
21 to 25 February 2017

oticon
PEOPLE FIRST





Tuesday 21 February

19:00 **Welcome Cocktails** at Toro Terrace

20:00 **Welcome Dinner** at Toro Terrace

Wednesday 22 February

09:00 Welcome & Introduction

Peter Ladischensky

10:00 Audiology & Cognition

Nicolas Le Goff

A discovery tour of the technology and the benefits of Opn to your patients. In the first part, we will discuss what makes OpenSound Navigator a different and better solution to handle noise in hearing aids. In the second part, we will see that Opn not only helps patients understanding speech in noise, but also provides cognitive benefits by making speech understanding easier and improves the patient's ability to remember speech.

11:00 Coffee Break

11:30 New Technologies in Oticon Opn

Nicolas Le Goff & Carol J. Barnett

We will cover the news in Oticon Opn and review how frequency lowering can help patients with severe loss at high frequencies reclaim access to high frequency speech information. Speech Rescue, Oticon's approach to frequency lowering works together with OpenSound Navigator to provide noise free information.

12:45 Lunch

14:00 Working & Living in the Dominican Republic

Carlos Torres & Cristina Fontcuberta

The Oticon distributor in Dominican Republic is Laudio, owned by Carlos Torres and Cristina Fontcuberta. Carlos and Cristina, who are Spanish, will tell us about the country and the culture. A mix of Caribbean beauty and challenging business culture.

14:15	Bridging the Portfolios <i>Carol J. Barnett</i> <p>With the introduction of Opn, Oticon has two current portfolios for the customers to choose products. In this presentation, we will review BrainHearing and how the product features support it. We will go over the products updates for IniumSense and Velox products.</p>
14:45	5 Never To Forget <i>Carol J. Barnett</i> <p>When Opn was launched, Oticon made a list of 5 important talking points of the product family. In this presentation, we will review each of those 5 talking points and how they relate to supporting and selling the product.</p>
15:00	Coffee Break
15:15	Workshop <i>Michael Bjergegaard</i> <p>The purpose of this session is to practice selling Opn in an actual sales situation. The intention is to use information and elements from throughout the day (the 5 Never To Forget). Time will be allocated to get/give feedback, tips, ideas and hints to the given performance.</p>
16:30	Leisure Time
19:00	Oticon Cocktail Hour at Drums Pool
20:00	Dinner - Your Choice of Restaurant

Thursday 23 February

09:00

Facebook Marketing in Iceland

Anna Linda Guðmundsdóttir

Over the last 2 years, Facebook marketing has become an important part of the marketing mix of Heyrnartaekni in Iceland. We will learn about the strategy, selection of materials, resources invested and the results of Facebook marketing activity.

09:30

Digital Marketing

Kristoffer F. Gjørdvad

There is no “digital strategy” anymore; just strategy in a digital world! Digital is infused throughout everything – today it is fundamental. 90% of all media interactions are screen based and 60% of all research is done online. Customers are in control and want immediate access to information and services. Your success depends on your ability to evolve and deliver value to your customers, given this new digital world, and the new customer journeys within it. This session will give you an overview to some of the most important trends and opportunities within digital marketing.

10:30

Coffee Break

11:00

Creating Bold Growth in a Disruptive Age

Troels Palshof

Accelerating technology will create disruptive change in every industry, but at the same time holds unprecedented opportunity for those willing and able to think and act differently. Troels will in his key note present:

- ▶ Drivers behind the disruptive change facing us
- ▶ The upcoming ‘battle of the ear’, erasing the boundaries of the hearing aid industry
- ▶ How you can seek bold new growth opportunities

13:00

Getting Ready for Boat Trip

- 13:30 **Departure from Hotel**
▶ Boat Trip incl. Snorkeling & Swimming
- 18:00 **Return to Hotel**
- 19:00 **Oticon Cocktail Hour** at Guitar Pool
- 20:00 **Dinner - Your Choice of Restaurant**



Friday 24 February

08:30

A Scientific Perspective: The Links Between Hearing, Listening, Memory and Cognition

Douglas Beck

Hearing is the perception of sound, whereas listening is the ability to make sense of sound. For the human brain to maximally understand speech in quiet and in noise, the brain must compare and contrast sounds from the left and right ears. In this scientifically based 90 minute presentation, we'll address the acoustic phenomena associated with understanding speech in noise and we'll address the essential amplification processing strategies which benefit the brain in this most important task. We'll review essential and contemporary neuroscience research and findings which supports these opinions, discoveries and outcomes.

10:00

Coffee Break

10:15

A Marketing Mindset incl. Workshop

Kristoffer F. Gjørdvad

In this session, Kristoffer will share best practices from our retail group with focus on how to create a good marketing plan that can serve as an operational tool for you. You will be introduced to a step-by-step guide to marketing planning which can be used for forecasting, setting targets and planning the activities needed to meet the sales goals. The session will open with an interesting perspective that will serve as food-for-thought for how to approach marketing within our business.

12:15

Lunch

13:30

Priming

Carol J. Barnett

Several years ago, Oticon introduced the priming concept and how to influence patient's perceptions of hearing loss and hearing aids by following its principles. Recently, Oticon updated the priming materials for the Opn products. In this presentation, we will review priming and how to use it, along with the updated priming materials for Opn.

15:00

Coffee Break

15:15

Wrap-up

Peter Ladischensky

16:00

Leisure Time

19:30

Cocktails at Sax Pool

20:00

Farewell Dinner at Sax Pool



Speakers



Douglas Beck, AuD earned his doctorate from the University of Florida. After joining Oticon in 2005 as Director of Professional Relations, Beck served as Web Content Editor for the American Academy of Audiology (2008-2015). He currently serves as Adjunct Professor of Audiology at Lamar University, Senior Editor for Clinical Research at the Hearing Review, Director of Academic Sciences at Oticon Inc and Adjunct Clinical Professor of Communication Disorders & Sciences at the State University of New York at Buffalo. Dr. Beck is among the most prolific authors in audiology with 161 published articles and more than 1100 abstracts, interviews and op-eds written for the AAA (2008-2015) and Audiology Online (1999-2005) addressing a wide variety of audiology and professional topics.



Carol J. Barnett, AuD, CCC-A, F-AAA is the Senior International Trainer for Oticon. Dr. Barnett has worked in a variety of settings including otolaryngology offices, private audiology practices, hospitals and manufacturers. She has experience with all aspects of audiometric testing such as basic evaluations, evoked potentials, vestibular testing, hearing aid evaluations/fittings and rehabilitation.



Troels Palshof, Partner, Disrupt & Company, is a serial entrepreneur. Since founding his first company at the age of 22, he has been working with business, concept and idea-development for close to 20 years. Troels has founded several businesses, nurturing them from start-up level to their successful international launch. Troels is a passionate entrepreneur in pursuit of an increasingly developed approach to discovering and delivering truly new solutions.



Kristoffer Finsteen Gjødvad, Senior Marketing Director, WDH Retail, has been working in the field of marketing for approx 12 years of which the last 7 years have been in hearing care. Kristoffer has a background in the Branding and Marketing Agency business, and have solid experience with Branding, Digital Marketing, Marketing Management and Business Development.



Nicolas Le Goff, is a Senior Researcher at Oticon and he has been the Project Leader on Research for Benefits of Oticon Opn and has driven the development of the audiology of the OpenSound Navigator. He has a PhD in Psychoacoustics from the Technical University of Eindhoven, Netherlands.

Practicalities

Meeting Room

Fillmore 1

Attire

Welcome Dinner: Casual

Farewell Dinner: Business Casual

Check-out Time on Departure Day

12:00 noon

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