

Programme

Oticon Regional Seminar, Sorrento



From 22 to 26 October 2017

oticon
PEOPLE FIRST

Sunday 22 October

19:30

Welcome Dinner

Sorrento Restaurant Terrace at the Hotel (Floor T)

Monday 23 October

09:00

Welcome & State of the Nation

Michael Bjergegaard

This session will give you an update on the activities and results of WDH (Oticon) and trends in the hearing aid industry.

09:45

BrainHearing: Technology and Research

Nicolas Le Goff

BrainHearing is the approach that drives Oticon to design the sound processing in hearing aids, and to document its benefits for end-users. In this presentation, we shall see how Opn not only supports speech understanding, but also how it supports the brain (cognitive effort, memory recall) of patients, ultimately allowing them to feel more empowered for communicating in everyday noisy environments.

10:30

Break

10:45

BrainHearing Cont.

Nicolas Le Goff

11:15

Evidence Workshop

Nicolas Le Goff

In this workshop, you shall practice how to use the technology and evidence based marketing in different B2B and B2C scenarios. We shall discuss how the HCP can use the evidence influencing the patient's daily life and also how a sales person explains the different technologies to a HCP.

13:00

Lunch



14:00

Product Update

Carsten Ahlbom

Rechargeable: Investigations have shown a great demand for a rechargeable power solution for hearing aids.

This is now available for Oticon Opn miniRITE.

ConnectClip: A new device specifically designed for mobile phones using Android or iOS.

14:45

Break

15:00

Genie Update incl. Q & A

Carsten Ahlbom

Genie 2 - 2017.2: We will go through all the new details in Genie, such as Firmware Updater, Easiness to switch clients, Programming, Language specific offset, Paediatric fitting mode, Families in Selection screen, In-situ audiometry, ConnectClip, Print reports and Fast data view in Noah. It will also be possible to ask general Genie questions.

15:45

Wrap-up

16:00

End of Today's Professional Programme

17:00

Departure for Tour to Capri

19:30

Dinner at Restaurant "Villa Verde"

22:00

Departure from Capri



Tuesday 24 October

09:00 **Opn & the Competition**

Jens Rosenstand

This presentation will focus on the latest releases from our competitors, and how they perform compared to Oticon Opn. We will specifically take a look at connectivity - as new players in the 2.4GHz arena turn up.

10:30 **Break**

10:45 **IFTTT and Opn - Exploring the Possibilities**

Jens Rosenstand

This presentation will focus on a re-cap of the World's first (and still the only on the market) hearing aid connected to the internet, and revisit the possibilities with IFTTT with an ever growing company base on IFTTT.

11:15 **Social Media**

Christina Rexen

We will go through some overall information about Facebook for Business and specifically look into how Oticon can support you with content, what to be aware of and how you can measure your efforts. Consequently, we shall provide you with concrete and useful informaton on how to use Facebook to increase bookings, get valuable customer insights and promote your clinic.

12:15 **Wrap-up**

12:30 **Lunch and Getting Ready for Tour to Pompeii**

13:30 **Departure from Hotel**

14:30 **Guided Tour around Pompeii**

18:00 **Bus Transfer to the Hotel**

20:00 **Dinner at the Hotel** (7th Terrace)

Wednesday 25 October

- 09:00 **Successful Opn Campaigns/End User Stories**
- 09:45 **How to Keep the Momentum in a Very Competitive Environment**
Tommaso Bencini
Best Sales, Marketing and Training tools and strategies to fight your competitors, make your company bigger, your people happier and your clients healthier.
- 10:45 **Break**
- 11:00 **Brainstorming Session/Workshop**
Tommaso Bencini
You will get the opportunity to brainstorm, discuss and prepare for activities keeping up the momentum in a very competitive environment.
- 12:00 **Lunch**
- 13:00 **Workshop Presentations**
- 13:30 **How to Find the Optimal Opn Solution**
Carsten Ahlbom
This session will focus on the counselling of the customer, enabling him/her to make an informed decision on the optimal Oticon Opn solution.
- 14:15 **The Sky Is the Limit**
Michael Bjergegaard
You will get insight into new trends, future innovations as well as our considerations as regards new product solutions.
- 14:45 **Break**
- 15:00 **Finally We Are Off :-)**
Michael Bjergegaard
- 15:45 **End of Today's Professional Programme**
- 19:30 **Meet in the Lobby and Walk to the Restaurant**
- 20:00 **Dinner at Restaurant "O'Parrucchano"**

People You Will Meet



Nicolas Le Goff, PhD

Senior Researcher



Carsten Ahlbom

Educational Manager



Jens Rosenstand

Director, InMarket & Customer Experience



Christina Rexen

Social Media Manager



Tommaso Bencini

Trade Marketing Manager, Oticon Italy



Michael Bjerregaard

Area Sales Manager



Anne Rosenius Østergaard

Export Coordinator



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