

Programme

Oticon Regional Seminar 2020



From 5 to 9 January 2020

oticon

HYATT REGENCY

THE KILIMANJARO



Sunday 5 January

Arrival During the Day and Check-in at

Hyatt Regency Dar es Salaam - the Kilimanjaro

24 Kivukoni

Dar es Salaam

[Link to hotel website](#)

19:00 **Welcome Cocktails (Level 8)**

20:00 **Welcome Dinner (Level 8)**



Monday 6 January

09:00 Welcome & State of the Nation

Michael Bjerregaard

09:45 Severe to Profound Hearing Loss – Understanding the User Group

Johanne Rumley

The physiology and auditory performance of people with severe to profound hearing loss differ from that of milder hearing loss. This presentation will provide a good foundation for understanding the user group.

10:30 Break

11:00 Oticon Xceed: Opening a World of Power

Maureen Doty Tomasula

For power users, every single dB and speech cue counts. Now, Oticon Xceed brings the open sound experience to adults with severe-to-profound hearing loss. We will review Oticon's new power family and how the proven OpenSound Navigator™ and OpenSound Optimizer™ can benefit this important but challenging user group.

11:45 Oticon Xceed Play: More Access to Speech

Maureen Doty Tomasula

Oticon Xceed Play BTE SP and UP set new standards within paediatric power hearing aids with the ground-breaking OpenSound Navigator. In this session we present how these new instruments address the unique needs of children with hearing loss and how the complete paediatric portfolio puts Oticon back in a strong competitive position.



12:15 EduMic
Johanne Rumley

EduMic is the new classroom solution from Oticon. It is a remote microphone system that provide students with help overcoming key challenges in the classroom: noise, distance and reverberation.

12:45 Lunch

14:00 Challenges & Opportunities in the Paediatric Market
Maureen Doty Tomasula

Children are one of our most precious resources, and delays in providing appropriate amplification can have permanent and life-long consequences. In this interactive session, we will present obstacles in the paediatric market and discuss what tools and opportunities are now available to leverage and expand your sales opportunities in this market.

14:30 Workshop: Objection Handling Xceed and Xceed Play
incl. Q&A and Break
All

In this workshop, we shall prepare and role-play arguments for upgrading existing Oticon solutions to Xceed or Xceed Play.

16:00 Wrap-up

16:30 End of Today's Professional Programme

17:30 Bus Departure from Hotel

18:15 Dinner at the Restaurant "Waterfront" (Outdoor Restaurant)

21:00 Bus returns to the Hotel



Tuesday 7 January

09:00 Life-changing Technology

Michael Bjerregaard

Oticon is setting a new course. We are shaping the future with a new Oticon brand platform making us the strongest brand in the industry.

09:30 New Oticon Opn S™ Evidence

Johanne Rumley

We are digging deeper into Brainhearing™ and will share new groundbreaking research on the benefits of OpenSound Navigator™.

10:00 Update on Competitive Power Landscape

Maureen Doty Tomasula

We will look into the audiological approach of our competition and discuss the implementation of cutting edge technologies to the benefit of end-users.

10:45 Break

11:00 Workshop: Objection Handling on Competition

All

In this workshop, we shall challenge Oticon against competition and optimize arguments selling Oticon.

12:15 Wrap-up

12:30 End of Today's Professional Programme & Lunch

13:30 Departure from Hotel

13:45 Boat Trip

- Swimming, snorkeling, etc.

17:30 Arrival at the Hotel

19:30 Dinner at the Restaurant "Oriental" (at the Hotel)



Wednesday 8 January

09:00 MyOticon

Anne Rosenius Østergaard

What's new in the updated MyOticon Portal and how to navigate.

09:45 Oticon CROS: New Amplification Benefits for Persons with Single-Sided Deafness

Maureen Doty Tomasula

The new Oticon CROS expands our portfolio with a unique wireless solution offering benefits unavailable from any other manufacturer. We will discuss candidacy, instrument practicalities and fitting steps.

10:15 REM AutoFit

Johanne Rumley

Verification of hearing aids is important and comes with great benefits. REM AutoFit provides a means of achieving verification benefits faster.

10:45 Break

11:00 Genie Workshop in 3 slots: Xceed, Xceed Play & CROS

Maureen Doty Tomasula

In this workshop, we'll go over the new elements in Genie 2 for fitting Xceed, Xceed Play and CROS, the bimodal fitting panel REM AutoFit and EduMic; we'll include a hands-on exercise for CROS.

12:00 Lunch

13:00 AUDITEC: The Story of a Family Business

Mounir Kadaoui

The seventeen years career of a company where all the family is involved.

13:20 Facebook Presentation

Jawad Ben Brahim

Promoting Oticon in Tunisia. Develop a distinct and value-based positioning idea and make sure to have a good after sales service.

- 13:45 Conclusions & Thanks**
- 14:45 End of Today's Professional Programme**
- 16:00 Bus Departure from Hotel**
- 16:30 Guided Tour at the Village Museum (Outdoor Museum)**
- 17:30 Bus Transfer**
- 18:00 Guided Tour at the National Museum (Indoor Museum)**
- 19:00 Bus Transfer**
- 19:30 Dinner at the Revolving Restaurant "Akemi"**
- 21:30 Bus returns to the Hotel**



People You Will Meet



Maureen Doty Tomasula, AuD

International Trainer



Johanne Rumley

Clinical Audiologist



Michael Bjerregaard

Regional Sales Director



Anne Rosenius Østergaard

Export Coordinator

Practicalities

Meeting Room

Kibo 1

Lunch

The Palm Brasserie (Ground Floor)

Attire for Dinners

Smart Casual





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