

Programme

Latin America Seminar

2 to 6 October 2019



Wednesday 2 October

Arrivals during the Day - Check In at the

H10 Villa de la Reina Boutique Hotel

Gran Vía, 22
E-28013 Madrid

www.h10hotels.com

20:00 Welcome Cocktail in the Lobby

20:30 Dinner at the Hotel Restaurant Las Infantas



Thursday 3 October

Meeting Room: Goya

- 09:00 News from Oticon and the Industry**
Søren Boelsmand
- 09:45 Oticon Opn S™ – Learnings and Technology**
José Luis Blanco
- 10:15 Tips on Oticon Opn S Rechargeable**
Linda Florian
- 10:45 Logistics – Li-ion Batteries**
Søren Boelsmand
- 11:00 Break**
- 11:30 Spain - the Country and the Market**
Antonio Guirado Gil
- 12:15 Telemarketing in Retail in Spain**
David Ruiz
- 13:15 Lunch**
- 14:15 Characteristics of Severe / Profound Hearing Loss**
José Luis Blanco & Linda Florian
- 15:15 Oticon Xceed**
Linda Florian
- 16:00 Break**
- 16:30 Workshop - Fitting Process with Oticon Xceed**
José Luis Blanco & Linda Florian
- 17:30 End of Today's Programme**
- 20:15 Meet in the Lobby & Departure for Dinner**
- 20:30 Dinner at Restaurant La Paella de la Reina**

Friday 4 October

- 09:00 Black Friday Sale in Mexico**
Miguel del Rello, RdR
- 09:30 Paediatric Study in Argentina**
Veronica Villa, Audisonic
- 10:00 Counselling Training**
Linda Florian & Søren Boelsmand
- 10:30 Break**
- 11:00 MyOticon and Graphical Materials**
Inge Machholdt-Jensen & Søren Boelsmand
- 11:30 Competition**
Søren Boelsmand
- 12:00 Technical Updates**
José Luis Blanco & Linda Florian & Søren Boelsmand
- 12:30 Shop Visit to Instituto Auditivo Salesa**
Pedro Salesa
- 14:00 Lunch at Restaurant Sargo**
- 16:00 Guided Tour in Madrid**
- 21:00 Departure for Dinner at Restaurant Mercado de la Reina**



Saturday 5 October

09:00 Oticon CROS

José Luis Blanco

10:30 Break

11:00 The Paediatric Patient

José Luis Blanco

11:30 Oticon Xceed Play

Linda Florian

12:00 RemoteCare

Linda Florian

13:00 Lunch

14:00 RemoteCare Workshop

Linda Florian & José Luis Blanco

14:45 Conclusions

Søren Boelsmand

22:00 Meeting in the Hotel Lobby

22:30 Dinner and Show at Torres Bermejas

Sunday 6 October

Check-Out & Departures

People You Will Meet



Søren Boelsmand
Area Sales Manager



Linda Florian
Audiological Trainer



José Luis Blanco
Head of Audiologist, Madrid



Antonio Guirado Gil
Sales & Marketing Manager, Madrid



David Ruiz González
General Manager, Audika Spain



Inge Machholdt-Jensen
Export Coordinator

Dinner - Map of Restaurants

1 **La Paella de la Reina**

Calle de la Reina, 39

Distance from Hotel: 280 m (3 min)

2 **Mercado de la Reina**

Calle Gran Vía, 12

Distance from Hotel: 140 m (2 min)

3 **Torres Bermejas**

Calle de Mesonero Romanos, 11

Distance from Hotel: 350 m (5 min)





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