

# Programme

Oticon Regional Seminar, Singapore



More than...

1,000,000

Oticon Opn™ hearing aids sold

From 9 to 13 November 2018

**oticon**  
PEOPLE FIRST





# Friday 9 November

19:30 **Welcome Cocktails**  
Barnacles by the Sea (Hotel)

20:00 **Dinner**







## Saturday 10 November

09:00 **Welcome & State of the Nation**

Michael Bjerggaard

09:45 **New Evidence: Closing a Gap to Normal Hearing**

Nicolas Le Goff

*After a quick recap on how OpenSound Navigator™ works across the Oticon Opn™ family - now including custom hearing aids, we will discuss the new BrainHearing™ evidence. We will expand the “pupillometry journey” started in 2016 with new data showing how Opn supports people with hearing loss by closing a gap to normal hearing. We will also look at new data showing how custom hearing aids support patients in noise.*

10:30 **Break**

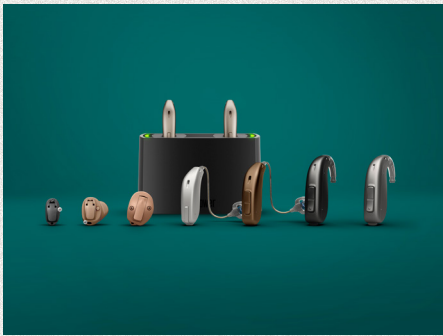
11:00 **New Evidence Workshop**

Nicolas Le Goff

*In this workshop, you will have the opportunity to put the new BrainHearing and custom evidence into practice. We propose 5 scenarios to sharpen your arguments and usage of the evidence among patients, audiologists, and sales reps. Be prepared to share your arguments on stage!*

12:30 **Lunch**





14:00

### **Oticon Siya**

**Carsten Ahlbom**

*You will be introduced to the latest Oticon product family built on the ultra-fast Velox™ platform, the new Oticon Siya family. The Siya family makes state-of-the-art technology and audiology available to even more end-users.*

14:45

### **Break**

15:00

### **Oticon Siya Workshop**

**Carsten Ahlbom**

*You will work with arguments for Siya versus both Opn and Nera/Ria in order to position the new Velox based Siya optimally in your product portfolio. For which users is Siya the optimal choice, and what are the benefits.*

15:45

### **Wrap-up**

16:00

### **End of Today's Professional Programme**

17:30

### **Departure for Sightseeing**

20:00

### **Dinner at the Lavo Restaurant, Marina Bay Sands**

22:30

### **Bus Transfer to Hotel**







# Sunday 11 November

- 09:00     **Velox Custom Platform**  
Carsten Ahlbom  
*This session will go through the most important features and benefits of the latest and smallest custom portfolio based on the Velox platform.*
- 10:00     **Effective Digital Marketing Method Using Efficient Data**  
Jin Gyun Park  
*The world is changing around Digital Marketing. In this session, we will explore various channels, methods, and tools about Digital Marketing. Also, we will look at the 10 most recent trends of Digital Marketing. We will briefly discuss various trends and discuss how to effectively utilize these trends and talk about the direction of building effective communication with the market by using data efficiently in overflowing Digital Media.*
- 11:00     **Break**
- 11:30     **2 Tracks:**
- **Digital Marketing Workshop**  
Jin Gyun Park
  - **Fitting Tips & Tricks**  
Carsten Ahlbom
- 12:30     **Lunch and Getting Ready for Tour**
- 14:00     **Departure from Hotel**
- **Visit to Universal Studios**
- 19:00     **Dinner**



# Monday 12 November

- 09:00     **RemoteCare**  
Michael Bjergegaard  
*We shall share our ideas on how to bring quality hearing care services directly into the homes of end-users and thereby extend your professional reach in your local market.*
- 09:30     **Competitive Challenge, Part I**  
ALL  
*We shall challenge our portfolio against some competitors. The purpose is to optimize arguments selling Oticon products.*
- 10:30     **Break**
- 11:00     **Competitive Challenge, Part II**  
ALL
- 12:00     **Competitive Challenge, Part III & Conclusions**  
ALL
- 13:30     **Lunch**
- 14:30     **Successful Opn Campaigns / End User Stories**
- 15:00     **Break**
- 15:15     **Finally, We Are Off ;-)**  
Michael Bjergegaard
- 16:00     **End of Today's Professional Programme**
- 20:00     **Dinner at the Casserole Restaurant (Hotel)**



# People You Will Meet



**Nicolas Le Goff, PhD**

Senior Researcher



**Carsten Ahlbom**

Senior International Trainer



**Jin Gyun Park**

General Manager - Oticon Korea



**Michael Bjerregaard**

Area Sales Manager



**Anne Rosenius Østergaard**

Export Coordinator







Shangri-La's

## Rasa Sentosa Resort & Spa

SINGAPORE

### FACILITIES

- 1 SEA SPORTS CENTRE - LEVEL 1
- 2 THE FLYING TRAPEZE - LEVEL 1
- 3 SWIMMING POOLS - LEVEL 1
- 4 COOL ZONE - LEVEL 1
- 5 CHI, THE SPA - LEVEL 1
- 6 GYM - LEVEL 5
- 7 RASA BUSINESS LOUNGE - LEVEL 6
- 8 CHILL ON 5 - LEVEL 5

### RESTAURANTS & BARS

- 9 TRAPIZZA - LEVEL 1
- 10 SILOSO BEACH BAR - LEVEL 1
- 11 DINE ON 3 - LEVEL 3
  - 8 NOODLES
  - CASSEROLE
  - SILVER SHELL CAFE
  - THE BUBBLE BAR

### SERVICES

- 12 RECEPTION & CONCIERGE - LEVEL 5
- 13 HOTEL SHOP - LEVEL 5
- 14 HOSPITALITY LOUNGE - LEVEL 5

### FUNCTION ROOMS

- 15 SILOSO BALLROOM - LEVEL 1
- 16 HORIZON PAVILION - LEVEL 5
- 17 RASA SUITES - LEVEL 6
- 18 BOARDROOM - LEVEL 6
- 19 BARNACLES BY THE SEA - LEVEL 1



# Practicalities

## Meeting Room

Siloso 5, Level 1

## Lunch

Silver Shell Café, Level 3

## Attire

- Friday (Hotel) Casual
- Saturday (Lavo Restaurant) Smart Casual  
*Long pants and covered shoes for gentlemen. Please refrain from wearing pool & gym attire, shorts, backpacks, singlets, and/or tank tops.*
- Sunday: Casual
- Monday (Hotel): Business Casual





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