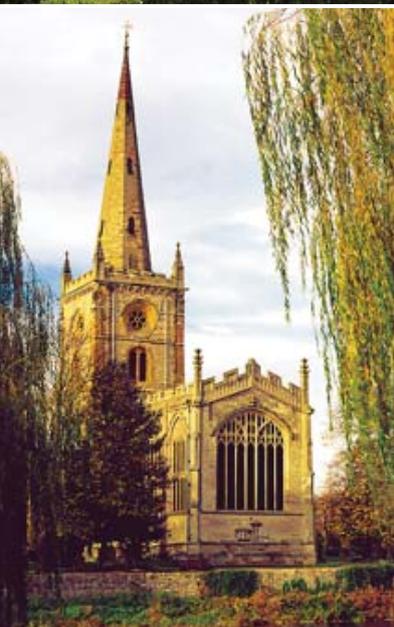





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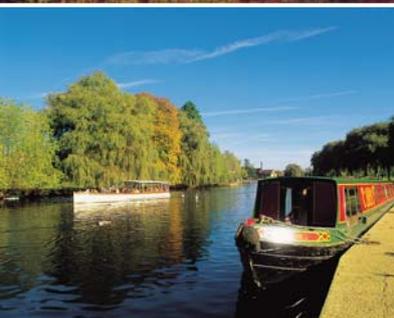
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Conference Handbook

ABDO Conference and Exhibition 2012



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Welcome to **Stratford-upon-Avon**

Welcome to Stratford-upon-Avon and the 2012 ABDO Conference and Exhibition. This delightful town, set in the beautiful rural Warwickshire countryside on the banks of the river Avon, is steeped in culture and history, and is one of the most important tourist destinations in the UK.

Stratford-upon-Avon was originally a small settlement founded by the Saxons in the 7th century. In 1196, John de Coutances, Bishop of Worcester, established a town on his land near the "strete ford", where the Roman road from Banbury crossed the river Afon. The Bishop obtained a charter from King Richard I to hold a weekly market, and Stratford soon became a bustling centre of commerce.

In 1295 a chapel school was established, and in 1553 it was granted a royal charter by Edward VI. The new grammar school was attended in the 1570s by Stratford's most famous son, William Shakespeare, and it survives today as the King Edward School, still housing the original chapel.

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As you look through this brochure you will see the packed programme we have arranged for you with a wide variety of lectures and workshops to choose from, plenty of CET points to help you top up in these last few months of the current CET cycle, and much to see at the exhibition. The gala dinner, set in the Heritage Motor Centre at Gaydon, promises to be a splendid occasion with dinner, entertainment and dancing into the night.

On Saturday afternoon we have the AGM at which the important vote will take place on the proposed new Articles of Association, designed to bring us into line with modern Companies legislation. I do hope that all of you here this weekend who are Full members of the Association will attend the AGM and exercise your privilege to vote, as the decision to adopt the new Articles, and the separate vote proposing a change of name for the Association, rest with you.

I should like to extend a special welcome to anyone attending the conference for the first time. It is a wonderful opportunity to meet like minded people, and to talk over common interests, so please take time to mingle, to network, and hopefully to make new and lasting friendships.

I wish you a really enjoyable weekend and hope that however you choose to spend your time with us in Stratford-upon-Avon, it will truly be "as you like it" and "all's well that ends well".

Jennifer Brower
President

A 3D vision for the future:

differentiation, diversification and development



Firstly, I would like to take this opportunity to thank you for your support and loyalty to the Association by attending the 2012 conference and hope you enjoy being part of our flagship weekend.

Pleasure and action make the hour seem short

Othello

Compared with previous years, I'm even more excited about what we have in store. Indeed I think you're in for a treat and as with anything that's enjoyable (and in-line with Shakespeare's quote from Othello above) our time together will just fly by.

We know what we are, but know not what we may be

Hamlet

The idea behind this year's conference is to provide a 3D vision for the future. The 3Ds in question are differentiation, diversification and development. I've been able to talk to members about their everyday role in practice and many have asked for ideas on how to develop further professionally and personally. Hopefully this year's conference will therefore assist you in thinking 'outside of the box' and to explore new opportunities.

The conference offers a useful opportunity to acquire CET points before the end of the current CET cycle. What will happen beyond 2012 is still a little hazy; we are therefore delighted to have Linda Ford with us from the GOC to present their plans for the future provision of CET and to answer any questions you may have. Linda will not only be giving a presentation on Sunday afternoon, but she will also be mingling with delegates throughout the weekend and noting opinions.

An ABDO team effort

On the subject of CET, I would like to thank Paula Stevens and Hilary Murrells at the ABDO CET department for their unstinting work in getting approval for the presentations and workshops on this year's programme. I'd also like to give an extra special mention to Paula who has developed additional online learning and has been liaising with authors to ensure additional CET points are available.

A number of other ABDO colleagues have worked tirelessly behind the scenes to ensure the success of the 2012 conference. Michael Potter is the creative arm of the ABDO team; it's thanks to Michael that we have enjoyed a conference publicity campaign which included over 25 adverts, appearing across five optical journals, to keep ABDO in the forefront of people's minds. Michael also has a great eye for detail and organisation and above all helps to keep me focussed when I sometimes go off at a tangent. Katie Docker and her team have been ever present and ready to assist members in the booking process; at a particularly busy time, they have provided wonderful support. Sheila Hope has also been a key figure in promoting the event, featuring coverage in *Dispensing Optics* and continually banging the drum about this year's conference. Finally, I'd also like to thank Barry Duncan, ABDO's members' support manager, who has given invaluable help in organising the golf tournament, his knowledge and enthusiasm for the game got it off the ground. Special thanks also have to go to the golf tournament sponsors Marchon, Shamir and Transitions Optical.

Conference changes

One of the major changes to this year's conference is the more clinical and practical approach. The low vision and handmade frames workshops have been updated since our previous conference and we have introduced a new, three-session, refraction workshop worth six CET points. Topics covered in the refraction workshop sessions will include retinoscopy, subjective refraction and binocular balance. It is designed to show DOs how they can move from an understanding of the subjects they have previously studied to an execution of the practical skills required. We are very grateful to Topcon, particularly Bryony Stather, for providing us with equipment. I would also like to thank Chris Bottomley for putting the refraction workshop together.





Due to the increasing demand for information regarding supervision and examinations, we are delighted to welcome Alicia Thompson, ABDO's director of professional examinations, who will be talking on Saturday to existing and potential students, together with supervisors, about what is required to pass the final qualifying examinations.

A subject particularly close to my heart is children's eye care. As part of a new ABDO initiative, at the ABDO stand in the reception lounge, delegates can find out how to become proficient at presenting eye care to primary children, how to get involved with vision screening in schools and how to become ambassadors to promote our fantastic profession to teenagers considering their career options. Following his recent article in *Dispensing Optics*, we are delighted to welcome Michael Gilsenan over from Northern Ireland to share his experience of vision screening with you.

Special thanks and acknowledgements

A special thank you has to go to all the speakers without whom we wouldn't have a programme. We have an agenda rich with clinical, business and technical content delivered by top class orators. A lot of work goes into preparing for a presentation and I'd like to thank all our speakers for the efforts they have put into joining us this weekend. It would be remiss of us to offer anything less than first class oratory when in such a splendid setting as Stratford-upon-Avon.

It is important to highlight that ABDO would like to thank all the exhibitors and industry partners without whom we would not have such a prestigious conference. At a time when there are significant demands on marketing budgets, it is great to see so many people with us, underlining their confidence in ABDO and its members. I would like to encourage all delegates to visit and talk to each and every one of our supporters, make them feel as though their investment has been worthwhile, network with their representatives and find out what's new. The sponsors and exhibitors have given us their time and a financial commitment, the least we can do is give something back in return.

I would like to single out one company in particular for their continued and undying support for our profession. In a year where we witnessed companies commit to commercial policies based on aggressive marketing, rather than direct interaction with professionals, Transitions Optical continue to show leadership and appreciate the worth of qualified opticians in practice. On behalf of Transitions, Luca Conte and Matt Dorling made the decision to sponsor the 2012 ABDO gala dinner and it's thanks to them and their commitment that we can continue to run this enjoyable party and make it accessible to everyone. The Heritage Motor

Centre in Gaydon is the fantastic location for this event and I hope that you will enjoy the unique surroundings and have a great evening wining, dining and dancing with friends.

My final thanks must go to Alan Smith and his team at Event Exchange who have once again worked tirelessly, often above and beyond their remit, to ensure that we have a successful and enjoyable conference. It is always a pleasure to work with people with such a pleasant disposition and fantastic work ethic.

Looking to the future

I sincerely hope that you will enjoy this special weekend and that it will further enhance your pride in your Association and your profession. We have already started planning for our next conference, which will be held in April 2014 and I look forward to any ideas you might have to make it a success. In the meantime, ABDO will be holding a special CET event and presidential handover party at Optrafair 2013. We look forward to welcoming as many of you as possible to these future events and to a host of other ABDO area activities throughout the year ahead.

Have a great time!

Elaine Grisdale FBDO FAAO
Head of Professional Services and International Development



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Conference agenda

Friday 28 September 2012 - Pre-conference golf tournament

The Stratford on Avon Golf Club

The pre-conference golf tournament is sponsored by Marchon, Shamir and Transitions Optical

11.00	Registration - refreshments on arrival: bacon rolls and tea/coffee
12.00	Tee off for 18 holes of golf - golfers playing in four-balls, setting off at 10 minute intervals
18.00	Three-course dinner and prize giving

Saturday 29 September 2012 - Conference, AGM, exhibition and gala dinner

The Holiday Inn, Stratford-upon-Avon

13.00 - 17.00 Registration and help desk open / Exhibition open

	The Blenheim Suite	The Packwood Suite
14.00 - 15.00	Exam revision session: Portfolio and all that jazz Alicia Thompson	Do spectacles cause facial basal cell carcinoma? Sally Bates

1 CET point

15.00 - 15.30 Exhibition - tea/coffee

15.30 - 16.30	Exam revision session: FQE - That's the way to do it! Alicia Thompson	Where practices stand after PCTs go, LOC's role - Overview of optics 2012 and scope for DOs Mike Cody and Barry Duncan
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17.00 ABDO AGM followed by the ABDO Benevolent Fund AGM in the Charlecote and Harewood Suite

18.45 Coaches depart The Holiday Inn for the gala dinner at the Heritage Motor Centre

The Heritage Motor Centre, Gaydon

19.15 - 20.00 Pre-dinner drinks reception

20.00 - 01.00 2012 ABDO gala dinner and party - Sponsored by Transitions Optical
After dinner entertainment - live music from Hit Squad

Sunday 30 September 2012 - Conference and exhibition

The Holiday Inn, Stratford-upon-Avon

08.30 - 17.00 Registration and help desk open / Exhibition open

	The Charlecote and Harewood Suite	The Packwood Suite	The Warwick Suite
09.00 - 10.00	Making everything you can out of everything you've got Julian Wiles	Diversify! Real life inspirational stories Jo Holmes, with children Ros Kirk, with hospitals and prisons Alan Parkhurst, with LOCs	Low vision workshop: How easy is it to use a magnifier? Annette Ball Nick Black Stephen Golding Sally Williams

1 CET point

2 CET points

10.00 - 10.30 Exhibition - tea/coffee

	The Charlecote and Harewood Suite	The Packwood Suite	The Warwick Suite	The Blenheim Suite
10.30 – 11.30	Becoming a styling practice - Building a bespoke business around eyewear Stuart Jones	'Computer says no' - What a difference a decade makes Paul Walden	Low vision workshop: How easy is it to use a magnifier? Annette Ball Nick Black Stephen Golding Sally Williams	Refraction workshop Stage 1: Retinoscopy Chris Bottomley Sue Deal John Hardman
11.30 - 12.00	Exhibition - tea/coffee			
12.00 - 13.00	Face to face Duncan Counter	Recent thinking on protection from the sun's spectrum Andy Hepworth	Exams drop-in session (CL and FBDO) Rosemary Bailey Keith Cavaye Alicia Thompson	Refraction workshop Stage 2: Subjective refinement Chris Bottomley Sue Deal John Hardman
13.00 - 14.30	Exhibition - lunch			
14.30 - 15.30	Avoid slips and trips in our elderly patients Anita Morrison-Fokken	The DOs role in developing a lifestyle/healthy vision practice Frank Munro	Handmade frames workshop Debbie Anderson Fiona Anderson Ted Moffatt Diane Nash Daryl Newsome Miranda Richardson	Refraction workshop Stage 3: Cover tests/OMB/FD Chris Bottomley Sue Deal John Hardman
15.30 - 16.00	Exhibition - tea/coffee			
16.00 - 17.00	From mediocrity to centre stage - people strategies for successful practice growth Paul Surridge	To refer or not to refer... that is the question Angela McNamee	Handmade frames workshop Debbie Anderson Fiona Anderson Ted Moffatt Diane Nash Daryl Newsome Miranda Richardson	Enhanced CET from January 2013 Linda Ford <i>General Optical Council</i>
17.00	Exhibition and conference closes			

Sunday 30 September 2012 - Careers, schools and vision screening sessions

Special presentation and discussion sessions at the ABDO stand in the reception lounge

10.30 - 11.30	Getting involved with vision screening in schools	Michael Gilsenan
12.00 - 13.00	Primary school talks	Jo Holmes and Christopher Heap
14.30 - 15.30	Be a Careers in Optics ambassador	Peter Black

 All ABDO conference CET points are approved for dispensing opticians and optometrists. * Except where indicated, approved for DOs only.

 Additional post-conference online learning CET.

Annual General Meetings

17.00, Saturday 29 September - in the The Charlecote and Harewood Suite

The twenty sixth AGM of the Association will be held at 5.05pm on Saturday 29 September 2012. This will be preceded at 5pm by the separate class meeting of the Full Members and the AGM will immediately be followed by the AGM of the ABDO Benevolent Fund.

5.00pm - ABDO class meeting of the Full Members Special Resolution

That all variations and abrogations of the rights of the class of Full Members of the Association proposed to be made by the passing of special resolutions numbered 1 and 3 set out in the Notice convening the Annual General Meeting of the Association on 29 September 2012 be approved.

Association of British Dispensing Opticians Agenda

1. Receive apologies for absence.
2. Receive the minutes of the 2011 AGM.
3. Consider any matters arising.
4. Receive the President's report.
5. Receive the report of the Board and the audited financial statements of accounts for the Association.
6. To reappoint Burgess and Hodgson as auditors in accordance with the Companies Act 2006 and to authorise the Board to make appropriate remuneration.
7. **Special Resolutions:**
 1. That new Articles of Association of the Association in the form produced to the meeting, and initialled for the purposes of identification by the chair of the meeting, be, and are hereby, adopted in substitution for, and to the exclusion of, the existing Articles of Association of the Association.
 2. That the name of the Association be, and is hereby, changed from "The Association of British Dispensing Opticians" to "The British Association of Opticians", conditional upon the directors of the Association determining the date on which the change of name shall take effect.
 3. Subject to and conditional upon the passing of both special resolutions 1 and 2 above, and with effect from the date of the certificate of incorporation issued by the Registrar of Companies of the new name, that the Articles of Association of the Association be, and are hereby, amended by:

3.1 substituting "FBAO" for "FBDO" in Articles 27.2 and 30;

3.2 inserting at the end of Article 30:
"The Regulations may prescribe that a Fellow at the date of adoption of these Articles may use the designatory letters "FBDO" for a limited period set out in the Regulations."

4. Subject to and conditional upon the passing of special resolution 2 above and special resolution 1 above not being passed, and with effect from the date of the certificate of incorporation issued by the Registrar of Companies of the new name, that the Articles of Association of the Association be, and are hereby, amended by:

4.1 in Article 1.1 of the document entitled "Articles of Association" in the definition of "Association" substituting "The British Association of Opticians" for "The Association of British Dispensing Opticians";

4.2 in Article 13.1 of the document entitled "Articles of Association" substituting "FBAO" for "FBDO".

8. To consider any other relevant business. No votes will be taken on any matters raised under this item. If appropriate, they may be returned to the Board. Members should notify the general secretary, in writing in advance, of their intention to raise any such matter. No resolution relating to Special Business may be brought before the meeting unless notice thereof was given to the general secretary by Friday 17 August 2012.

Note about proxy votes

A member of the Association of British Dispensing Opticians is entitled to appoint a proxy to exercise any or all of his or her rights to attend, speak and vote at the meeting annual general meeting, or a separate meeting of the class of Full Members, of the Association. A proxy does not need to be a member of the Association.

The existing Articles state that no one is qualified to act as a proxy who is not a Full Member. That restriction is no longer permissible under the Companies Act 2006, which allows a member to choose anyone he or she wishes to act as his or her proxy.

ABDO Benevolent Fund Agenda

1. Apologies.
2. To approve the minutes of the 2011 AGM.
3. Matters arising.
4. Chairman's report.
5. Adoption of accounts for 2011.
6. Reappointment of auditors.
7. Any other business.

“ ABDO will be holding its AGM, CET lecture sessions and a networking social event at Optrafair 2013, another great reason to attend! ”

Elaine Grisdale FBDO FAAO
Head of Professional Services and International Development, ABDO

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Speakers, lectures and workshops

Saturday 29 September

Exam revision session: Portfolio and all that jazz

14.00 - 15.00: The Blenheim Suite

Exam revision session: FQE - That's the way to do it!

15.30 - 16.30: The Blenheim Suite

Alicia Thompson BSc(Hons) FBDOR (Hons) SLD SMC(Tech) started her career in optics in 1987 as an apprentice optical technician at Derby Optical Company. She gained her SMC qualification in 1991. She then worked between the workshop and practice before starting a dispensing course by distance learning and block release at Anglia Ruskin University. She then moved into practice full time to complete her pre-registration year and was made branch manager on qualifying in 1994. During her years in practice, she became increasingly involved in helping both dispensing and optometry students prepare for their examinations. She applied to Aston University in 1996 when an opportunity arose for a clinic teaching position, and was promoted to clinic manager. She became ABDO's director of professional examinations in January 2008.

Do spectacles cause facial basal cell carcinoma? > 1 CET point

14.00 - 15.00: The Packwood Suite

The purpose of this lecture is to consider what evidence there is available to demonstrate that spectacles could be linked with the cause of facial basal cell carcinoma.

Sally Bates BSc(Hons) FBDOR Cert Ed is a self-employed locum dispensing optician and the proprietor of Identity Optical Training, which specialises in training courses for practical examination revision and optical assistants training. She is an ABDO examiner and is a part-time lecturer at ABDO College, where she is responsible for teaching all aspects of practical ophthalmic dispensing. As a DO lecturing in the field of optics since 1993, Sally is passionate and enthusiastic about her profession and endeavours to instil these qualities in students by relating optical topics to 'real life' experiences in practice and dealing with patients.

Where practices stand after PCTs go, LOC's role - Overview of optics 2012 and scope for DOs

15.30 - 16.30: The Packwood Suite

Mike Cody FBDOR CL and **Barry Duncan** FBDOR

Mike Cody FBDOR CL is a director of an independent group of opticians based in the Midlands. A former ABDO Board member, he is currently secretary of ABDO Area 5 and has extensive LOC experience.

Barry Duncan FBDOR is ABDO's members' support manager. He qualified in 1999 having trained with Dollond & Aitchison. Soon after he became a distance learning tutor and in 2003 he became an ABDO practical examiner. He was ABDO President from 2008 to 2010. He currently sits on the Executive Committee of Optometry Scotland and has a keen interest in children's dispensing.

Sunday 30 September

Making everything you can out of everything you've got > 1 CET point

09.00 - 10.00: The Charlecote and Harewood Suite

This presentation will examine validated field research which suggests what clients want and expect and their real 'in practice' experiences, with reference to Synovate's consumer research findings March 1-5 2007 and Mystery Shopping, The Results Company/NOP April 2002. Designed for opticians who own their own business, or those responsible for practice services and growth, the strategy can be applied to any size of practice or group of practices. This presentation will show how the dispensing transaction cannot be divorced from considerations of clinical needs and why the practitioner should not associate business growth with non-professional behaviour.

Julian Wiles BA(Hons) joined the Norville Group in 1984, became a frame sales representative in 1986 and in 1990 was appointed Norville Group field sales manager. He moved on to become Norville Autoflow sales manager, then Norville Group NLS sales manager and from 1998 to 2001 was Norville Group director of prescription lens sales. In 2001 he joined Taylor Optical Products as sales manager becoming a director and shareholder in 2004. In 2009 he became a director of Performance Lenses Ltd and currently acts as territory sales manager UK & Ireland for Younger Optics Europe. He is an experienced lecturer and presenter.

Diversify! - Real life inspirational stories

09.00 - 10.00: The Packwood Suite

Diversify! - Jo Holmes, with children

"I glued the pages of the booklet together to form one long strip and got a tall child to hold it up... then another child pointed at it, to indicate where I was in the talk with a feather duster... this was fun for the children and a great source of amusement." If you want to hear more, please join Jo at 9am Sunday morning.

Jo Holmes FBDOR is a dispensing optician based in Tiverton, Devon. Since qualifying in 1991 with Dollond & Aitchison, she has been working for The Pilgrim Optical Practice. Now one of the directors, she is involved with the business aspect as well as the dispensing side of the operation. Through her own children, Jo has become more involved with schools and after joining various PTAs felt she had more to offer than just fund raising. She wanted to help the children more directly, so suggested exciting optical projects, helped in science weeks and offered competitions for the children to get involved with. When CET became compulsory Jo joined the ABDO Area 7 committee, she was determined that points would be readily accessible to DOs in her area and became actively involved in arranging the CET days on a regular basis. She became the Area chair a couple of years ago; she finds this role fun and rewarding. In her spare time Jo is 'mum's taxi' for her children.

Diversify! - Ros Kirk, with hospitals and prisons
Have you ever thought that your practice needs expanding and your turnover increasing without overselling? How near is your local hospital eye

department? How near is your local prison or young offenders' institute? What effect on profit would there be if you put yourself out to offer them a service?

Ros Kirk FBDOR qualified in 1971 and has been a partner in a practice in Reading, Berkshire for 31 years. Past President of ABDO and IOA, she currently sits on the ABDO Journal Advisory Committee. Ros has a special interest in optical politics, both in the UK and around the world.

Diversify! - Alan Parkhurst, with LOCs

Alan Parkhurst FBDOR is an ABDO past President, he will share his experience with LOCs and explain the benefits of DOs becoming more involved.

Low vision workshop: How easy is it to use a magnifier? > 2 CET points

09.00 - 10.00 & 10.30 - 11.30: The Warwick Suite

Delegates attending the workshop will compare different types of magnifier to ascertain their advantages and disadvantages for everyday tasks.

Annette Ball FBDOR (Hons) LVA currently runs the low vision service at the Queen Elizabeth II Hospital NHS Trust, Kings Lynn and the BMI, The Sandringham Hospital, Kings Lynn. She also works in private practice as the practice manager/dispensing optician.

Nick Black FBDOR CL (Hons) LVA originally from New Zealand, Nick completed a BSc at Victoria University, Wellington before attaining the FBDOR qualification in 1995. He provided a low vision service at St Helens Hospital between 1996 and 1999. Since achieving (Hons) LVA in 2004, he has been involved in improving the provision and awareness of the first community-based LV scheme in the UK. He is the ABDO representative on the England Implementation Committee for the UK Vision Strategy.

Stephen Golding FBDOR (Hons) LVA is the senior dispensing optician at Manchester Royal Eye Hospital. He is an experienced speaker on low vision and has authored several CET articles on frame materials.

Sally Williams FBDOR (Hons) LVA qualified as a DO in 1974 and attained the Low Vision Honours qualification in 1997. In 1983 she became involved with low vision work on a full-time basis, covering hospital clinics in East Anglia. In 2002 she joined the Suffolk Low Vision Services Committee, chairing it since 2004. In 2009 she became self-employed working in low vision at hospitals in Bury St Edmunds, Great Yarmouth and Kings Lynn and at an optometrist's practice in Thetford. She has a wealth of experience in assessing for low vision and supplying all forms of low vision aids, as well as closely working with other agencies for the benefit of the visually impaired individual.

All these workshop speakers are ABDO Low Vision Committee members.

The low vision workshops are sponsored by Optelec Ltd.



Becoming a styling practice - Building a bespoke business around eyewear

10.30 - 11.30: The Charlecote and Harewood Suite

Eyewear designer Stuart Jones views design and styling in the same way a cosmetic dentist views their work or a plastic surgeon undertakes the responsibility for creating the right look. No longer is eyewear just a clinical aid that has to be worn. A practice has at its disposal dispensing experts that are able to dress the naked face to create an individual look. Eyewear has to be carefully measured fitted and made to exacting standards.

Stuart Jones is an accomplished public speaker and experienced broadcaster, his optical design knowledge has been featured on radio and TV. Over the past twenty years he has acquired experience in dispensing, frame design, management and practice ownership, which culminated in Stuart Jones Styling Opticians, Manchester.

'Computer says no' - What a difference a decade makes > 1 CET point

10.30 - 11.30: The Packwood Suite

This presentation will deal with traditional specialist lens supply for higher prescriptions, challenging prisms and prism control along with specific finishing and handmade lens manufacturing. It will then go onto examine new production methods in freeform and the viable solution of troublesome prescriptions in this newest of lens making mediums. The talk will also touch on occupational and sun lens options.

Paul Walden has been working for Norville Group for the last 25 years, starting in manufacturing in Gloucester. He has also worked in many of Norvilles' regional locations including the Norville London branch back in the 1990s, where he honed his skills in customer service, before moving up to take over the Bolton manufacturing location and development of business in the North West. Paul moved into the sales and marketing department in the late nineties to develop the specialist sports, safety and export Rx business, latterly taking over as UK sales manager lenses. Paul is now a director and is involved in many aspects of the business including new technologies in lenses, equipment and IT initiatives, as well as looking after sales and marketing of the Norville Group lens business worldwide.

Refraction workshop > 2 CET points approved for DOs only

10.30 - 11.30, 12.00 - 13.00 & 14.30 - 15.30: The Blenheim Suite

This three-session workshop will provide professional interactive learning discussion and practical sessions focusing on objective and subjective refraction techniques, binocular balancing, cover test, OMB and fixation disparity. The discussion and subsequent participation will reinforce the understanding of core competencies in ophthalmic dispensing.

Christopher Bottomley FBDOR is a dispensing optician involved in education and training. He is an ABDO practical examiner and has been in practice for over 28 years and a practice owner for 17 years.

He is currently working on a variety of training programmes and course development.

John Hardman FBDOR joined Dollond & Aitchison in 1995 and qualified as a DO in 1998. He has worked as a practice manager in both Liverpool and Manchester and as a mobile DO in the North West. He is a qualified NVQ A1 assessor and internal verifier and he is presently the Boots Opticians apprenticeship support colleague for the north of England. He is also an NVQ Assessor for the Worshipful Company of Spectacle Makers.

Sue Deal FBDOR is a practising dispensing optician, an ABDO examiner, tutor and practice visitor. She was one of the first opticians to pass the ABDO refraction examination and is a refraction examiner for opticians in Malaysia. She is also an examiner in optical production processes for the Worshipful Company of Spectacle Makers.

Getting involved with vision screening in schools

10.30 - 11.30: The Reception Lounge, ABDO stand

The tests that are required when doing a comprehensive vision screening in schools will be demonstrated. The paper work and record keeping that needs to be completed for the pupil, parent and teacher will also be outlined. The necessary tests for school screening are as follows:

- Accommodation • Convergence
- Eye tracking • Distance vision acuity
- Near vision acuity • Pattern glare
- +1.00 test • Motility • Retinoscopy
- Ocular muscle balance at both distance and near

Michael Gilsean FADOMFDO has been working as a DO for almost 30 years, initially for Clement Clarke Ltd in Bedford and Wigmore Street, London, before returning home to work in Co Down, Northern Ireland. He is the sole owner of two successful optical practices. He is a former President of the Irish Association of Dispensing Opticians. Michael's professional interest has always been paediatric dispensing with a particular interest in dyslexia. In 2005 he opened a visual stress clinic within his practice. With the results that he saw at the clinic it was evident to him that our profession could be doing much more to help under achieving school children. In 2009 Michael was the first dispensing optician to obtain a diploma in school vision. In 2011 Michael was awarded AOP Dispensing Optician of the Year for his work with children's vision. He is a passionate believer that a lot more could be done by the ophthalmic professions to help those who suffer from dyslexia, dyspraxia and other autistic spectrum disorders and a firm believer that all the relevant professions must work closer together to achieve the best result for these patients.

Face to face > 1 CET point plus AL

12.00 - 13.00: The Charlecote and Harewood Suite

The presentation will cover aspects of facial measurement, most of which will be applicable to the ordering of handmade frames. It will be amply supported visually by many photographs to

illustrate the explanations and handouts will enable the delegates to carry the information forward. The content will include not only how to execute the measurements but how the various parameters interact and come together as a whole for frame ordering.

Duncan Counter FBDOR is an independent optical trainer. He is a practising dispensing optician from the South West who has, over the last few years, concentrated increasingly on the educational side of optics. He has been an ABDO practical examiner for many years, an examiner for the Worshipful Company of Spectacle Makers and also tutors student DOs in their preparation for examinations, both in the UK and overseas. In the past he has served the Association both in roles in Area 7 and nationally, as President in the mid-90s and was the first chairman of the CET committee. He has given many accredited CET presentations over the years and written several articles in various publications. His article 'A measured approach' won the *Dispensing Optics* readership prize for best CET article in 2008.

Recent thinking on protection from the sun's spectrum > 1 CET point

12.00 - 13.00: The Packwood Suite

A review of healthy vision linked to visual protection and visual quality will be covered during this session. Areas covered in more detail will include the impact of UV and blue light on the eye along with a detailed look at distracting, discomfort and disabling glare.

Andy Hepworth BSc FBDO graduated from APU in 1996 with an honours degree in Optical Management and following two years in practice management joined Essilor Ltd. Since 2003 he has been working as Essilor's professional relations manager, a role that includes creating and delivering presentations to optical colleges and universities along with CET to optical professionals. Since 2007 he has sat on the *OT* magazine editorial advisory board, which offers guidance and direction to the fortnightly journal.

Exams drop-in session (CL and FBDO)

12.00 - 13.00: The Warwick Suite

Rosemary Bailey FBDO (Hons) CL
Keith Cavaye FBDO (Hons) CL FBCLA
Alicia Thompson BSc(Hons) FBDO R (Hons) SLD SMC(Tech)

Primary school talks

12.00 - 13.00: The Reception Lounge, ABDO stand

Jo Holmes FBDO and Christopher Heap FBDO present their experiences of working with primary schools.

Jo Holmes comments: "I do this to raise awareness of the eye exam and eye health in young children. It turns out its quite easy to get your 'foot in the door' when being invited into schools, as teachers have lots of projects they need to present to their pupils. There seem to be regular weeks during the school year like 'healthy eating week', 'science week', 'sports week' and if you offer your services with a subject, they will gladly call on you to help them out and with this age group it's easy to adapt speaking about the eye into any of these categories. My aim whenever I go into the schools is to bond with the children quickly by making

Sunday 30 September - continued

Primary school talks (continued from overleaf)

them laugh from the beginning, they love seeing their teachers in really bright colourful big frames (remember the 'Chelsea set' from the 80s?), this can be an ice breaker; or I give some of the kids jobs like holding some of the props and I always give prizes for answering questions. Once you have won the children over and have their attention, this is where the fun starts! Drawing a simple eye diagram and asking what each part is called can bring a lot of interaction and I'm always impressed by how much the children know, just telling them a little bit more stretches them and their knowledge. I find if these facts can be related to everyday things in their own lives that they are familiar with, like the latest TV/film characters, you've found common ground and the children take it all on board. I really look forward to seeing you on the ABDO stand and swapping stories and experiences, I don't think you ever stop learning when doing these projects, so see you there!"

Avoiding slips and trips in our elderly patients > 1 CET point plus AL

14.30 - 15.30: The Charlecote and Harewood Suite

This is a talk about fall risk factors in the elderly, relating to different types of spectacle lens design and visual acuity.

Anita Morrison-Fokken MCOptom DipTrans ACIL is currently self-employed as a low vision consultant and specialist German-English translator. In 1985 she qualified in Germany as a Staatl. gepr. Augenoptikerin /Augenoptiker-meisterin and registered as an optometrist with the GOC in 1992; she also has a Diploma in Translation. She has worked at the Birmingham and Midland Eye Hospital, in private practice, was director of low vision services at Birmingham Focus and since 1993 she has been a visiting member of staff at Aston University.

The DOs role in developing a lifestyle/healthy vision practice > 1 CET point

14.30 - 15.30: The Packwood Suite

This lecture will consider various physiological aspects that help maintain optimum visual health. Normal ocular physiology will be compared with changes encountered with different types of ocular disease and other changes associated with various toxins absorbed by the human body. Risk assessment with regard to minimising structural and physiological functional compromise will be considered and discussed. Various challenges, interventions and advice for patients will be presented in a practical and logical fashion for delegates to consider.

Frank Munro BSc FCOptom DipTp(IP) is a practising community optometrist with a small group of practices in the Glasgow area. In 2007 he was awarded an Honorary Life Fellowship by the College of Optometrists for his services to optometry. As a member of the Optometry Scotland Executive he has worked with the Scottish Government to help implement universal GOS eye care for all in Scotland.

He lectures and teaches on a wide range of clinical, professional and political optometric subjects. He is a visiting lecturer to Glasgow Caledonian University, past chairman of The Scottish Committee of Optometrists, a past President of the College of Optometrists and past chairman of Optometry Scotland. He is currently chairman of the NHS Education for Scotland (NES) Advisory Board for Optometry and professional executive adviser to Optometry Scotland.

Handmade frames workshop > 2 CET points

14.30 - 15.30 & 16.00 - 17.00: The Warwick Suite

The handmade frames workshop will provide an interactive demonstration and hands on experience of essential and necessary facial measurements to produce a bespoke, handmade frame. The workshop will allow delegates to practice the skills required and to learn about differences in frame materials when producing a handmade product. Those attending can also do the 'Face to face' additional learning.

Debbie Anderson FBDO qualified in 1995 and currently works part-time at the Royal Eye Infirmary in Plymouth. Debbie became an ABDO practical examiner in 2005 and examines regularly at Aston University and overseas when needed.

Fiona Anderson BSc(Hons) FBDO R SMC(Tech) qualified in 1986. Having been in practice with an independent group in the north east of Scotland, a few years ago she took a 'leap of faith' and decided to set up as a mobile locum DO. Her interests are general dispensing and ophthalmic lenses, combined with providing informed patient choice that leads to satisfied customers. Her other optical activities include being an ABDO practical and theory examiner, ABDO Area 12 chairman, a member of the Executive Committee of Optometry Scotland and ABDO representative to the Optometry Scotland Council, as well as being a member of the ABDO Board.

Ted Moffatt FBDO qualified 1962. He is now semi-retired, but still works as a self-employed optician. He is an ABDO practice visitor and a member of the ABDO Board.

Diane Nash BSc(Hons) FBDO CL currently holds the position of CLO at Scrivens Opticians and is a distance learning tutor for ABDO College.

Daryl Newsome FBDO R CL is currently a principal partner in Newsome Opticians, which employs a staff of 10; he is involved in all aspects of running and managing this busy practice.

Miranda Richardson BSc(Hons) FBDO is currently working part-time in practice, managing the branch as the sole DO. She has been a qualified dispensing optician for approximately 10 years. She is also a theory paper marker and practice visitor.

All these workshop speakers are ABDO practical examiners.

Be a Careers in Optics ambassador

14.30 - 15.30: The Reception Lounge, ABDO stand

The Careers in Optics working group is a cross-sector initiative. The Group's aim is to raise awareness of optometry and dispensing optics as career choices so that the profession can recruit bright, well-motivated students from all parts of the country and from all walks of life. The group want to make sure students know just what a fast-moving, dynamic profession we work in, and the opportunities it can provide.

Peter Black MBA FBDO will outline how ABDO members can become Careers in Optics ambassadors. Peter is the retail development director for Conlons Opticians and ABDO's current Vice President.

From mediocrity to centre stage - people strategies for successful practice growth

16.00 - 17.00: The Charlecote and Harewood Suite

In his presentation Paul Surridge will draw upon years of experience of seeing first-hand how independent practices across the UK present and market their practices to the public. He will specifically focus on the key topics of leadership, staff motivation, customer care, differentiating the independent model and the importance of engaging with social media.

Paul Surridge is a graduate in politics and economics, he has spent over thirty years in corporate roles managing a variety of small and medium sized businesses in both the UK and overseas. For the past 15 years he has been chief executive of Sight Care - the business and product resource group for seven hundred UK opticians. In recent years he was also a trustee and latterly chairman of Vision Aid Overseas.

To refer or not to refer? - that is the question > 1 CET point

16.00 - 17.00: The Packwood Suite

Dispensing opticians have a duty to refer, but may be unsure how, to where, and which conditions require referral. This talk will cover commonly-encountered conditions and scenarios which may present to the dispensing optician, suggesting the appropriate course of action in each case.

Angela McNamee BSc(Hons) MCOptom FBDO (Hons) CL FBCLA Cert Ed is an optometrist and trainer, she is an experienced author, speaker and lecturer having written and delivered a number of CET-approved articles and lectures.

Enhanced CET from January 2013

16.00 - 17.00: The Blenheim Suite

Linda Ford is the General Optical Council's (GOC) head of education and standards. She is responsible for overseeing the GOC's CET scheme. Linda will discuss the changes that to the scheme that come into effect in January, and how they affect dispensing opticians. There will be an opportunity for questions afterwards.

AL = Additional post-conference online learning CET

All ABDO conference CET points are approved for dispensing opticians and optometrists (except where indicated otherwise)

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The exhibition in the Ballroom

Floor plan



Exhibition details correct at time of going to print

Exhibitor locator



ABDO College	Reception lounge
ABDO College Bookshop	Reception lounge
Association of British Dispensing Opticians	Reception lounge
Adlens	Stand 10
Bigatmo	Stand 4
Bradford School of Optometry and Vision Science	Stand 29
Bushnell Performance Optics UK Ltd	Stand 22 & 26
Charmant	Stand 21 & 27
Continental Eyewear	Stand 32
Eyes Magazine	Stand 31
Essilor	Stand 13
FEI	Stand 16
Hoya	Stand 24
International Eyewear	Stand 25
Macular Disease Society	Stand 28
Mainline Instruments	Stand 30
Marchon	Stand 18
Max Eyewear Limited	Stand 39
Menrad	Stand 14
Mondottica	Stand 11
National Eyecare Group/Optinet	Stand 40
Nikon	Stand 8
Norville Optical	Stand 19
Ocuco	Stand 15
Optisoft	Stand 6
Optometry Giving Sight	Stand 41
Optometry Today/OT Bookshop	Stand 37
Rodenstock	Stand 9
See20/20	Stand 12
Shamir	Stand 33
Silhouette	Stands 2 & 3
Stepper	Stand 17
The Worshipful Company of Spectacle Makers	Reception lounge
Topcon	Stand 38
Transitions Optical	Stand 23
Vision Aid Overseas	Stand 7
Viva Eyewear	Stand 20
William Morris Eyewear	Stand 1

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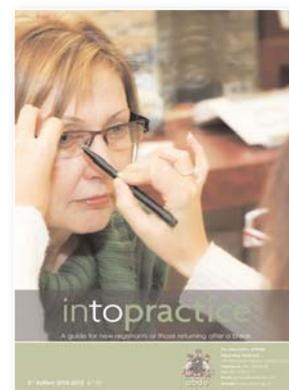
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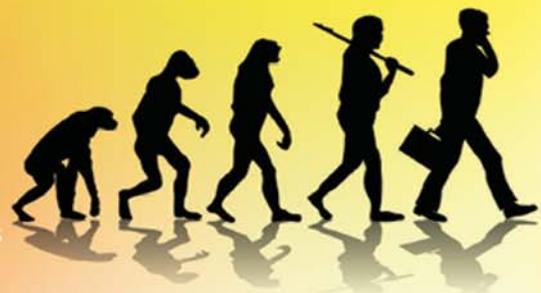
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