



abdo



abdo Kenilworth

Conference & Exhibition • 30-31 March 2014

The conference in the country



The 'Conference in the Country'

Conference Handbook

ABDO Conference and Exhibition 2014



Association of British Dispensing Opticians



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Welcome to Chesford Grange and the 2014 ABDO Conference and Exhibition

The unprecedented demand for Continuing Education and Training from dispensing opticians, contact lens opticians and optometrists has led us to host our most ambitious conference and exhibition ever. I must take this opportunity to thank our main sponsors CooperVision and Transitions and our other 35 exhibitors for their generous support, without which the provision of such a comprehensive programme of CET would be impossible at such affordable rates. Please take the time to visit our exhibitors from across the sector in the four exhibition areas.

The ABDO CET and conference team have arranged our widest ever range of CET-approved lectures and workshops with sufficient CET points, across every competency area, to help you satisfy all the 'interactive' requirements of the current CET cycle over the two days. The CET programme includes presentations and workshops from over 30 leading academics and eye care professionals and is sure to have something for everyone including the highly sought after peer discussion, which is compulsory for contact lens opticians and optometrists in this CET cycle.

If the pressure to get CET points isn't too great I hope many of you will take the time to visit our Optical Question Time, chaired by Barry Duncan at 9.30am on Monday, when I and a panel of leaders from across the optical sector will answer any questions conference delegates have about ABDO, the Optical Confederation, LOCSU and any wider issues that affect optics and optometry in the UK.

This year's gala dinner on Sunday night will be a splendid occasion, set in the prestigious and opulent surroundings of the brand new IXL Events Centre at Dallas Burston Polo Club. It promises great food, great company, and great entertainment with one or two surprises along the way. For those not wishing to dance until the early hours there will be regular buses back to the conference hotels from around 11pm onwards.

However you spend your time with us at the 2014 ABDO Conference and Exhibition I thank you for your support in attending and wish you an enjoyable couple of days, when I hope you will learn a little, live a little and laugh a lot!

Best wishes.

Peter Black
President



If you arrive on Saturday, make sure you attend the pre-conference drinks reception in the Lower Foyer and Kenilworth Bar, which starts at 8.00pm!

Main sponsors



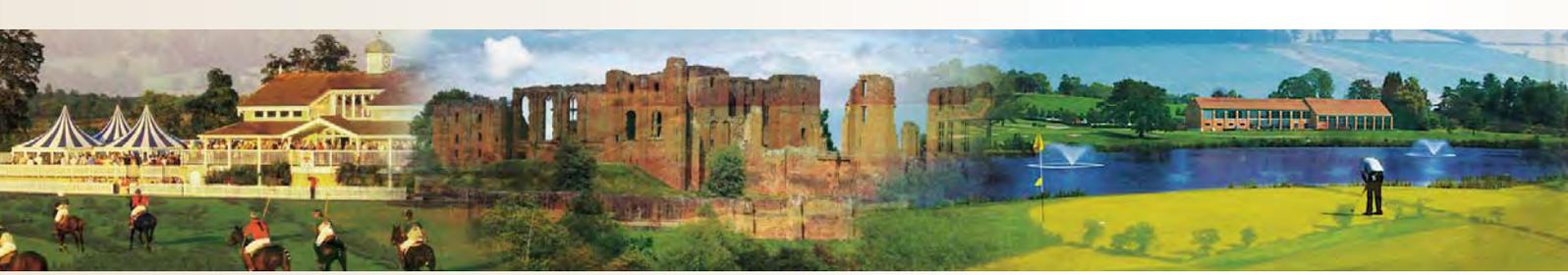
Gala dinner



CooperVision®

Associate sponsors

- Specsavers
- FMO
Pre-conference drinks reception
- Rodenstock
- Essilor
- Optelec
Low vision workshops



The ABC of a great event:

Associations, Bongos and a Cornucopia of everything optical



I'd like to extend a warm welcome to Kenilworth and to take this opportunity to thank you for your support and loyalty to the Association by attending the 2014 conference - I hope that you thoroughly enjoy the event.

The aim of this year's conference is to leave you with a multitude of CET points, a spring in your step, a smile on your face and a mind filled with new ideas and product options. It will be an association of skills, passion, knowledge, innovation, networking opportunities, fun, friendship and the projection of an Association which is active, growing and working for its members. That's the 'A' sorted!

With the significant increase in people attending ABDO events over the past year, we decided to be more ambitious than ever and provide five streams of lectures and workshops, spread over two days. We are privileged to have with us 30 highly respected speakers who will be covering a range of clinical, business and technical topics. I'd like to take this opportunity of thanking all our speakers for their support and for making our event so special. Amazingly, we estimate that 10,500 CET points will be delivered over the two days and all CET competencies will be covered. I'd like to highlight the sterling work of the ABDO CET team and to thank them for attaining CET approval and liaising with speakers.

Business development

Financial growth and business development are highlighted at this year's conference. Firstly, through business opportunities created by forging links with the companies exhibiting with us – there's an exciting mix of product and technology on show. Without the support of our industry partners we could not have such a prestigious event; so please ensure that you visit and talk to each and every one of our exhibitors, make them feel as though their investment has been worthwhile and network with their representatives to find out what's new. Our industry partners have given us their time and financial commitment and the least we can

do is give something back in return. Secondly, through workshops designed to make you think about your current position, presenting you with opportunities to serve the patient better and expand your practices. Paul Surrige is conducting workshops which look at how you can maximise dispensing opportunities and Stuart Jones will discuss how to be more creative and develop a bespoke culture with rimless tailoring techniques.

Dispensing skills

Promoting specialisation and giving you the opportunity to develop your core skills are further aims of our programme. Professor Mo Jalie opens the CET lecture sessions at this year's conference by introducing us to what for the majority of us is an unknown field. He will be explaining the new technologies associated with sliding, electronic and fluid adaptive spectacle lenses, which look like joining our lens product portfolio in the very near future. Years of teaching means that Mo has a gift for explaining complicated concepts in a down to earth way, his lecture is therefore a must for every DO wanting to keep abreast of new technology. It's important to have the tools and the skills to be able to tackle sight impairment effectively and compassionately in practice, hence Jennifer Brower and Annette Ball will present low vision discussion workshops to help you revise and develop your skills in this area. Ted Moffatt will present a workshop on dispensing protective eyewear, while Kevin Gutsell will be making you think about some rarer prescription needs and discussing if they are really as rare as they seem. Sally Bates will talk about dispensing for facial disfigurement and how to apply your skills in this specialist area of work. Adding to the Cornucopia - that's the 'C' dealt with! - Fiona Anderson and Barry Duncan will be hosting paediatric dispensing discussion workshops and utilising morphologically correct model heads.

Public health and eye care

With the population aging and with a public health and a potential social crisis looming, we are delighted to be joined by Professor Darren Shickle, Professor of Public Health at the University of Leeds, who will share the findings of his research into ophthalmic public health. Nick Rumney and Dr Scott Mackie will, respectively, be outlining optometry-led independent prescribing and explaining the care and management of AMD. Colour vision can be impaired with age and Geoff Roberson will be discussing the DO's role in colour vision testing and the prescribing of tints. Dr Andrew Blaikie will be talking to us about the management of amblyopia in children. Michael Gilsenan has been involved in incredible work in



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The conference in the country

Northern Ireland working with local schools to improve the lives and educational outcomes of young people through vision screening and bringing children into practice for regular eye care. He has been active in liaising with the Northern Ireland Parliament to highlight the need for a vision screening programme and will speak about his work and what you can do in your own communities. Competencies in terms of ocular anatomy and detection of ocular anomalies will be visited by Angela McNamee - who will be divulging a wealth of information about the conjunctiva - and Paula Stevens - who will deliver a discussion workshop on ocular emergencies. Peter Charlesworth, who has many years of experience talking about professional conduct, will make us reflect on 'Are we fit to practise?'.

Contact lenses

Contact lenses are prominently featured at this year's conference. I would especially like to thank CooperVision for being a major sponsor and for working with us to bring contact lens education to Kenilworth. Three new specialist companies also join us - David Thomas Contact lenses, UltraVision and Cantor & Nissel. We are delighted that Alcon are also with us. During the dispensing process, how many of us feel confident enough or remember on a regular basis to talk about the contact lens options as an alternative to spectacles? Andrew Keirl will therefore be reminding us of the optical advantages and disadvantages of contact and spectacle lenses. Martin Conway is jetting in from a lecturing engagement in China to be with us and will present lectures on contact lens materials and scleral lenses. Sarah Morgan will both entertain and advise you with her top ten tips for success with contact lens patients. The inspirational Professor Christine Purslow will take the angst out of challenging contact lens patients. Bradley Rogers will talk about the evolution of single-use contact lenses and together with Mark Chatham, and Steve Wright will be conducting a CL peer discussion and a discussion workshop.

EYE TV News

Most of you will have seen ABDO President Peter Black being interviewed by Natasha Kaplinsky as part of a wider initiative to promote the sector. We are very excited that there will be a strong ITN presence at the conference, testament to the hard work of Michael Potter, Head of Marketing and Communications, and the ABDO Board to highlight the skills of DOs. ITN will have screens positioned around the conference venue to relay 'Programme 1' of EYE TV. The ITN team will have an editing suite and a gallery to capture important moments and opinions from the conference.

Networking

I would like to highlight the continuing support of one company in particular for our profession. Transitions Optical, under the new direction of John Schubach, continue to show leadership and appreciate the worth of qualified opticians in practice. They once again saw the importance of working with ABDO and its members and took the decision to sponsor the 2014 ABDO gala dinner. It is thanks to them and their commitment that we can continue to run this enjoyable party and make it accessible to everyone.

I look forward to catching up with as many of you as possible over the weekend, whether it's in lectures, one of the workshops, at the exhibition or... in one of the bars! Talking of which, we have our pre-conference drinks reception, co-hosted by the FMO, as an ice-breaker and opportunity to meet and mingle on Saturday night at 8pm. I would like to thank the FMO for their contribution to this event and look forward to toasting the success of the conference with you.

My final and most sincere thanks must go to Alan Smith and the Event Exchange team who have 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.

Bongos... I'm sure you are still trying to figure out where the 'B' comes in. Well, before and after each break you will be called to action by the sound of some funky bongos and I defy anyone not to be swinging their hips, smiling and nodding their heads in time to the Kenilworth beat.

Have a great time!

Elaine Grisdale FBDO FAAO
Head of Professional Services and International Development

Conference agenda

Sunday 30 March 2014 - Conference, exhibition and gala dinner

Chesford Grange Hotel, Chesford Grange Hotel, Coventry Road, Kenilworth, Warwickshire CV8 2LD

08.30 - 17.00 Registration and help desk open / Exhibition open

Kenilworth Suite	Stratford Suite	Othello Suite	Hamlet Suite	Avon Suite
<p>09.15 - 09.45</p> <p>Promoting our profession</p> <p>Peter Black</p>	<p>09.00 - 11.00</p> <p>CLO peer discussion: Great Expectations</p> <p>Bradley Rogers, Mark Chatham and Steve Wright</p>	<p>09.15 - 10.15</p> <p>Paediatric dispensing discussion workshop</p> <p>Barry Duncan and Fiona Anderson</p> <p>3 CET points</p>	<p>09.15 - 10.15</p> <p>Low vision pathology in pictures discussion workshop</p> <p>Jennifer Brower</p> <p>3 CET points</p>	<p>09.00 - 11.00</p> <p>Workshop: Maximising dispensing opportunities - improving conversion rates and dispensing values</p> <p>Paul Surridge</p> <p>3 CET points **</p>
<p>10.00 - 11.00</p> <p>Sliding, electronic and fluid adaptive spectacle lenses</p> <p>Professor Mo Jalie</p> <p>1 CET point</p>		<p>10.15 - 11.15</p> <p>Paediatric dispensing discussion workshop</p> <p>Barry Duncan and Fiona Anderson</p> <p>3 CET points</p>	<p>10.15 - 11.15</p> <p>A visual guide to LVAs discussion workshop</p> <p>Jennifer Brower</p> <p>3 CET points</p>	
11.00 - 11.30 Exhibition - Tea/coffee				
<p>11.30 - 12.30</p> <p>KEYNOTE LECTURE</p> <p>The future for optics in the UK - a perspective of a critical friend</p> <p>Professor Darren Shickle</p> <p>1 CET point</p>				
12.30 - 13.30 Exhibition - Lunch				
<p>13.30 - 14.30</p> <p>The AMD epidemic - The future's yellow</p> <p>Dr Scott Mackie</p> <p>1 CET point</p>	<p>13.30 - 14.30</p> <p>Ten tips for success with your contact lens patients</p> <p>Sarah Morgan</p> <p>3 CET points</p>	<p>13.30 - 14.30</p> <p>Paediatric dispensing discussion workshop</p> <p>Barry Duncan and Fiona Anderson</p> <p>3 CET points</p>	<p>13.30 - 14.30</p> <p>Low vision pathology in pictures discussion workshop</p> <p>Jennifer Brower</p> <p>3 CET points</p>	<p>13.30 - 14.30</p> <p>An ocular emergency? discussion workshop</p> <p>Paula Stevens</p> <p>3 CET points</p>
<p>14.30 - 15.30</p> <p>Heads you win, tails you lose: the optical advantages and disadvantages of spectacle lenses and CLs</p> <p>Andrew Keirl</p> <p>1 CET point</p>	<p>14.30 - 15.30</p> <p>Ten tips for success with your contact lens patients</p> <p>Sarah Morgan</p> <p>3 CET points</p>	<p>14.30 - 15.30</p> <p>Paediatric dispensing discussion workshop</p> <p>Barry Duncan and Fiona Anderson</p> <p>3 CET points</p>	<p>14.30 - 15.30</p> <p>A visual guide to LVAs discussion workshop</p> <p>Annette Ball</p> <p>3 CET points</p>	<p>14.30 - 15.30</p> <p>Dispensing protective eyewear discussion workshop</p> <p>Ted Moffatt</p> <p>3 CET points</p>
15.30 - 16.00 Exhibition - Tea/coffee				
<p>16.00 - 17.00</p> <p>How to use IP optoms in a world without ophthalmology access</p> <p>Nick Rumney</p> <p>1 CET point</p>	<p>16.00 - 17.00</p> <p>Are you fit to practise?</p> <p>Peter Charlesworth</p> <p>1 CET point</p>	<p>16.00 - 17.00</p> <p>Paediatric dispensing discussion workshop</p> <p>Barry Duncan and Fiona Anderson</p> <p>3 CET points</p>	<p>16.00 - 17.00</p> <p>Low vision pathology in pictures discussion workshop</p> <p>Annette Ball</p> <p>3 CET points</p>	<p>16.00 - 17.00</p> <p>You don't see this every day - or do you? discussion workshop</p> <p>Kevin Gutsell</p> <p>3 CET points</p>

2014 ABDO gala dinner - Dallas Burston Polo Club, Stoneythorpe Estate, Southam, Warwickshire CV47 2DL

18.45 Coaches depart the Chesford Grange Hotel for the gala dinner at the Dallas Burston Polo Club

19.15 - 20.00 Pre-dinner drinks reception

20.00 - 01.00 2014 ABDO gala dinner, after dinner entertainment with live music



Monday 31 March 2014 - Conference and exhibition

Chesford Grange Hotel, Chesford Grange Hotel, Coventry Road, Kenilworth, Warwickshire CV8 2LD

08.30 - 17.00 Registration and help desk open / Exhibition open

Kenilworth Suite	Stratford Suite	Othello Suite	Hamlet Suite	Avon Suite
09.30 - 11.00 Optical question time Chairman Barry Duncan ABDO Peter Black AOP Lyndon Taylor FODO Jayne Rawlinson LOCSU Katrina Venerus	09.00 - 10.00 The evolution of single-use contact lenses Bradley Rogers 1 CET point	09.00 - 10.00 Revealing the secret potential of rimless (discussion workshop) Stuart Jones 3 CET points	09.00 - 11.00 Refraction workshop Fiona Anderson, Chris Bottomley, Sue Deal and John Hardman	09.00 - 10.00 An ocular emergency? discussion workshop Paula Stevens 3 CET points
	10.00 - 11.00 Contact lens case studies - discussion workshop Bradley Rogers, Mark Chatham and Steve Wright 3 CET points ***	10.00 - 11.00 Revealing the secret potential of rimless (discussion workshop) Stuart Jones 3 CET points	6 CET points ****	10.00 - 11.00 Dispensing protective eyewear discussion workshop Ted Moffatt 3 CET points
11.00 - 11.30 Exhibition - Tea/coffee				
11.30 - 12.30 The management of amblyopia in childhood Dr Andrew Blaikie 1 CET point	11.30 - 12.30 Challenging contact lens patients - discussion workshop Professor Christine Purslow 3 CET points	11.30 - 12.30 Dispensing for facial disfigurements discussion workshop Sally Bates 3 CET points		11.30 - 12.30 You don't see this every day - or do you? discussion workshop Kevin Gutsell 3 CET points
12.30 - 13.30 Exhibition - Lunch				
13.30 - 14.30 Why opticians should be doing vision screening in schools Michael Gilsean 1 CET point	13.30 - 14.30 Contact lens materials update Martin Conway 1 CET point	13.30 - 15.30 Workshop: Maximising dispensing opportunities - improving conversion rates and dispensing values Paul Surridge 3 CET points **	13.30 - 15.30 Refraction workshop Fiona Anderson, Chris Bottomley, Sue Deal and John Hardman	13.30 - 14.30 An ocular emergency? discussion workshop Paula Stevens 3 CET points
14.30 - 15.30 Don't forget the conjunctiva Angela McNamee 1 CET point	14.30 - 15.30 Challenging contact lens patients - discussion workshop Professor Christine Purslow 3 CET points		6 CET points ****	14.30 - 15.30 Dispensing protective eyewear discussion workshop Ted Moffatt 3 CET points
15.30 - 16.00 Exhibition - Tea/coffee				
16.00 - 17.00 The Role of DOs in colour vision testing and prescribing of tints Geoff Roberson 1 CET point	16.00 - 17.00 Simply sclerals Martin Conway 1 CET point	16.00 - 17.00 Dispensing for facial disfigurements discussion workshop Sally Bates 3 CET points		16.00 - 17.00 You don't see this every day - or do you? discussion workshop Kevin Gutsell 3 CET points
17.00 Exhibition and conference closes				

All ABDO conference CET points are approved for dispensing opticians and optometrists, except where indicated otherwise. * CET only approved for Optoms & CLOs. ** CET only approved for DOs. *** CET only approved for CLOs. **** CET only approved for DOs & CLOs. All details shown on the conference agenda are correct at the time of going to print.

CET lecture and workshop competencies at a glance

No.	CET Pts	Lecture title	Lecture times	GOC Competencies		
				DO	Optom	CLO
C-33651	③ *	CLO peer discussion: Great Expectations	Sunday 09.00 - 11.00			
C-33263	③	Paediatric dispensing discussion workshop	Sunday 09.15 - 10.15 Sunday 10.15 - 11.15 Sunday 13.30 - 14.30 Sunday 14.30 - 15.30 Sunday 16.00 - 17.00			
C-35135	③	Low vision pathology in pictures discussion workshop	Sunday 09.15 - 10.15 Sunday 13.30 - 14.30 Sunday 16.00 - 17.00			
C-33648	③ **	Workshop: Maximising dispensing opportunities - improving conversion rates and dispensing values	Sunday 9.00 - 11.00 Monday 13.30 - 15.30			
C-33004	①	Sliding, electronic and fluid adaptive spectacle lenses	Sunday 10.00 - 11.00			
C-34754	③	A visual guide to LVAs discussion workshop	Sunday 10.15 - 11.15 Sunday 14.30 - 15.30			
C-33266	①	The future for optics in the UK - A perspective of a critical friend	Sunday 11.30 - 12.30			
C-34735	①	The AMD epidemic - The future's yellow	Sunday 13.30 - 14.30			
C-34570	③	Ten tips for success with your contact lens patients - Discussion workshop	Sunday 13.30 - 14.30 Sunday 14.30 - 15.30			
C-35027	③	An ocular emergency? discussion workshop	Sunday 13.30 - 14.30 Monday 09.00 - 10.00 Monday 13.30 - 14.30			
C-33082	①	Heads you win, tails you lose: The optical advantages and disadvantages of spectacle lenses and CLs	Sunday 14.30 - 15.30			
C-35035	③	Dispensing protective eyewear discussion workshop	Sunday 14.30 - 15.30 Monday 10.00 - 11.00 Monday 14.30 - 15.30			
C-34682	①	How to use IP optoms in a world without ophthalmology access	Sunday 16.00 - 17.00			
C-35476	①	Are you fit to practise?	Sunday 16.00 - 17.00			



No.	CET Pts	Lecture title	Lecture times	GOC Competencies DO	Optom	CLO
C-35092	3	You don't see this every day - or do you? discussion workshop	Sunday 16.00 - 17.00 Monday 11.30 - 12.30 Monday 16.00 - 17.00	COMMUNICATION, OPTICAL APPLIANCES, PROFESSIONAL CONDUCT	COMMUNICATION, OPTICAL APPLIANCES, PROFESSIONAL CONDUCT	
C-35324	1	The evolution of single-use contact lenses	Monday 09.00 - 10.00		CONTACT LENSES	CONTACT LENSES
C-35454	3	Revealing the secret potential of rimless (discussion workshop)	Monday 9.00 - 10.00 Monday 10.00 - 11.00	OPTICAL APPLIANCES	OPTICAL APPLIANCES	
C-35109	6	Refraction workshop	Monday 9.00 - 11.00	REFRACTIVE MANAGEMENT		CONTACT LENSES
C-35113	****		Monday 13.30 - 15.30			CONTACT LENSES
C-35326	3 ***	Contact lens case studies discussion workshop	Monday 10.00 - 11.00			CONTACT LENSES, VERIFICATION & IDENTIFICATION
C-34569	1	The management of amblyopia in childhood	Sunday 11.30 - 12.30	OPTICAL APPLIANCES, OCULAR ABNORMALITIES, PREDIABETIC DISPENSING, REFRACTIVE MANAGEMENT	OPTICAL APPLIANCES, OCULAR DISEASE, BINOCULAR VISION	
C-34894	3	Challenging contact lens patients discussion workshop	Monday 11.30 - 12.30 Monday 14.30 - 15.30	COMMUNICATION, OCULAR ABNORMALITIES, CONTACT LENSES, PROFESSIONAL CONDUCT	COMMUNICATION, OCULAR DISEASE, CONTACT LENSES, CONTACT LENSES	COMMUNICATION, PROFESSIONAL CONDUCT
C-34896	3	Dispensing for facial disfigurements discussion workshop	Monday 11.30 - 12.30 Monday 16.00 - 17.00	OPTICAL APPLIANCES	OPTICAL APPLIANCES	
C-33265	1	Why opticians should be doing vision screening in schools	Monday 13.30 - 14.30	REFRACTIVE MANAGEMENT	ASSESSMENT OF VISUAL FUNCTION, BINOCULAR VISION	
C-35103	1	Contact lens materials update	Monday 13.30 - 14.30		CONTACT LENSES	CONTACT LENSES
C-33246	1	Don't forget the conjunctiva	Monday 14.30 - 15.30	OCULAR ABNORMALITIES	OCULAR DISEASE	CONTACT LENSES
C-35136	1	The Role of DOs in colour vision testing and prescribing of tints	Monday 16.00 - 17.00	OPTICAL APPLIANCES, OCULAR EXAMINATION	OPTICAL APPLIANCES, OCULAR EXAMINATION	
C-35227	1	Simply sclerals	Monday 16.00 - 17.00	CONTACT LENSES, OCULAR EXAMINATION	CONTACT LENSES, OCULAR EXAMINATION	CONTACT LENSES, OCULAR EXAMINATION, VERIFICATION & IDENTIFICATION

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Promoting our profession

Sunday 09.15 - 09.45 - Kenilworth Suite

Peter Black MBA FBDO is the current ABDO President. He has been an ABDO practical examiner and an ABDO tutor for many years, both nationally and internationally. At present, Peter is the professional development manager for Conlons optical group, delivering and authoring CET.

Paediatric dispensing discussion workshop

Sunday 09.15 - 10.15, 10.15 - 11.15, 13.30 - 14.30, 14.30 - 15.30 & 16.00 - 17.00 - Orthello Suite

Barry Duncan FBDO is ABDO members' support manager. He served as ABDO President from 2008 to 2010.

Fiona Anderson BSc(Hons) FBDO R SMC(Tech) qualified in 1986 and has pursued many different aspects within the profession, starting out as a DO in a small independent group in north east Scotland, she became a practice manager, then an area manager and finally training manager. Following a management buyout, she became self-employed and spent two very enjoyable years as a locum DO. In June 2012 she became a director of the two practices, in Aberdeen and Ellon, where she is now based. Fiona's interests in optics are spectacle lenses, quality dispensing, paediatrics and customer service. She is also a member of the ABDO Board and holds the ABDO refraction qualification.

Low vision pathology in pictures discussion workshop

Sunday 09.15 - 10.15, 13.30 - 14.30 & 16.00 - 17.00 Hamlet Suite

A visual guide to LVAs discussion workshop

Sunday 10.15 - 11.15 & 14.30 - 15.30 Hamlet Suite

Jennifer Brower FBDO (Hons) LVA Cert Ed is a DO and low vision practitioner, she is also a past President of the Association. Jennifer is an ABDO Board member, ABDO low vision Committee chairman, ABDO Benevolent Committee chairman and GOC member. Jennifer is a qualified teacher, low vision tutor, LV examiner, LV author and LV lecturer. She wrote the LV core competencies (GOC), is ABDO's LV representative to other bodies and is the ABDO LV advisor.

Annette Ball FBDO (Hons) LVA qualified in 1981 and has held many dispensing management positions in both the independent and multiple sectors during her career. She is now the low vision practitioner at the Queen Elizabeth NHS Trust hospital and BMI Sandringham Private hospital in King's Lynn, Norfolk. Annette is also a theory and practical examiner for ABDO and writes the low vision paper for the Worshipful Company of Spectacle Makers (WCSM) qualification in optical care.

Workshop: Maximising dispensing opportunities - improving conversion rates and dispensing values

Sunday 09.00 - 11.00 - Avon Suite
Monday 13.30 - 15.30 - Orthello Suite

Paul Surridge is a graduate in politics with economics, he has spent over thirty years as managing director of various small/medium sized companies including a leading London based advertising agency serving major clients in retail banking, insurance and investment. For the past 16 years he has been chief executive of the Sight Care Group - a business and product resource organisation for UK independent opticians. Paul has written business articles for numerous journals over the years and has been a speaker covering a wide range of business topics addressing audiences large and small in the UK, USA, the Far East and continental Europe. In parallel with his responsibilities at Sight Care, he has served as non-executive chairman of Vision Aid Overseas.

Sliding, electronic and fluid adaptive spectacle lenses

Sunday 10.00 - 11.00 - Kenilworth Suite

Professor Mo Jalie SMSA FBDO (Hons) HonFCGI HonFCOptom MCM is visiting professor in optometry, University of Ulster and to the educational facility in Paris, Essilor Academy Europe. He also works as a consultant to the ophthalmic industry. He was the head of department of applied optics at City & Islington College from 1986 to 1995 where he taught optics, ophthalmic lenses and dispensing from 1964. He has written several books and educational CDs, holds four patents and runs a web-based course in Spectacle Lens Design leading to the level 7 FBDO (Hons) SLD qualification.

KEYNOTE LECTURE

The future for optics in the UK - a perspective of a critical friend

Sunday 11.30 - 12.30 - Kenilworth Suite

Professor Darren Shickle MB BCH MPH MA MD FFFPHM is professor of public health at the University of Leeds and an honorary NHS consultant in public health. He was previously a clinical reader in public health at University of Sheffield and a Harkness Fellow at John Hopkins School of Public Health and Georgetown University in the USA. He has worked at the Department of Public Health in England and the Department of Health and Human Services in the USA. He is also an ethics advisor for the European Commission and the European Research Council Executive Agency. His main research interest at the moment is ophthalmic public health. His other research interests include public health ethics, genetics and sexual health/HIV.

The AMD epidemic - The future's yellow

Sunday 13.30 - 14.30 - Kenilworth Suite

Dr Scott Mackie PhD BSc(Hons) MCOptom MFDO ABDO (Hons) LVA DipTp(IP) is an optometrist, IP, and runs a specialist ARMD clinic in his practice in Glasgow. He also carried out beta analysis of data from the customised HFP macular screener MPSII. He attends medical retina conferences and keeps up to date with all research in this specialist area. He has presented lectures, case studies and workshops on this topic throughout the UK and Europe.

Ten tips for success with your contact lens patients

Sunday 13.30 - 14.30 - Kenilworth Suite
Sunday 14.30 - 15.30 - Kenilworth Suite

Sarah Morgan BSc MCOptom is an optometrist and staff development consultant. She has worked in a variety of independent and multiple practices, which led to her passion for training. At the University of Manchester she is involved in undergraduate teaching across all three years of the optometry programme and holds the post of vision sciences fellow. With expertise in the field of effective patient communication, she has trained hundreds of staff in her tailored interactive seminars for front-line staff, dispensing opticians, optometrists and colleagues from industry. Her second book, 'The Complete Optometric Assistant', is a ready-to-use training aid, packed with the everyday information essential to all practice staff with recommendations throughout on how best to apply the knowledge in practice when faced with the challenge of enhancing the knowledge and skills of staff.

She has lectured extensively at conferences in Europe, North America, South Africa, Australia and New Zealand. Sarah is a Fellow of the American Academy of Optometry and is a Fellow, past Council member and PR officer of the British Contact Lens Association. Sarah's hobbies include playing the piano and a few other musical instruments, singing, musical theatre, and improvisational and stand-up comedy - her YouTube video 'The Presbyopia Song' was written and performed by Sarah.

An ocular emergency? discussion workshop

Sunday 13.30 - 14.30 - Avon Suite
Monday 09.00 - 10.00 & 13.30 - 14.30 - Avon Suite

Paula Stevens MA ODE BSc(Hons) MCOptom FBDO (Hons)AD SMC(Tech) is an optometrist, principal examiner for the WCSM optical manufacturing qualifications and a practical examiner for ABDO and the WCSM. She is CET coordinator for ABDO. She also holds a Masters' degree in distance and online learning. For many years she taught all aspects of ophthalmic dispensing at City & Islington College.

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Continued

Heads you win, tails you lose: the optical advantages and disadvantages of spectacle lenses and CLs

Sunday 14.30 - 15.30 - Kenilworth Suite

Andrew Keirl BOptom (Hons) MCOptom FBDO is an optometrist and dispensing optician in private practice and associate lecturer in optometry at Plymouth University. His career in optics started in 1979 as a student dispensing optician with Dollond & Aitchison. Following qualification as a DO he worked as a practice manager from 1982 to 1984 before being appointed training officer for D&A. In 1989, he was asked to join the then Anglia Higher Education College in Cambridge to instigate and develop courses in ophthalmic dispensing. During his final four years at APU he joined the optometry programme as a part-time student while at the same time, retaining a full-time teaching and administrative role. He qualified as an optometrist in 2003 and currently works as an optometrist, dispensing optician and contact lens practitioner in his own independent practice in south east Cornwall. Andrew is a member of the Peninsula Optometrists Community Glaucoma shared-care scheme, secretary of the Cornwall and Isles of Scilly Local Optical Committee and has also worked as a low vision practitioner at the Royal Eye Infirmary, Plymouth. He has served on many of ABDO's committees over the years including its Academic Committee and has lectured extensively in the UK on both pre-registration and CET courses. In addition to UK activities, he has lectured and examined in several overseas countries. His current academic activities include ABDO principal examiner for professional conduct in ophthalmic dispensing, ABDO practical examiner, member of ABDO's Continuing Education Review Panel and ABDO College external examiner

Dispensing protective eyewear discussion workshop

Sunday 14.30 - 15.30 - Avon Suite
Monday 10.00 - 11.00 - Avon Suite
Monday 14.30 - 15.30 - Avon Suite

Ted Moffatt FBDO is a highly experienced dispensing optician having qualified in 1962. Now semi-retired, he works as a self-employed optician. He is an ABDO practice visitor, senior ABDO examiner and member of the ABDO Board of Directors.

How to use IP optoms in a world without ophthalmology access

Sunday 16.00 - 17.00 - Kenilworth Suite

Nick Rumney MSc Optom FCOptom DipTp(IP) is currently in private practice, BBR Optometry in Hereford. BBR Optometry was the first UK practice with a Topcon 3D-OCT and regularly scan over 400 patients a month. In 2012 they became the first optometry practice to be granted a Knowledge Transfer Partnership sharing a three-year PhD research student with Aston University investigating enhanced primary care optometry

services. In 2001 Nick was elected to the General Optical Council (Registration Board for Optometrists UK), re-elected in December 2006, and re-appointed in April 2009. He was a member of the GOC Education, Investigation and Audit committee. In March 2013 he stood down from the GOC following a full term of office. Nick is a Fellow of the American Academy of Optometry (AAO) since 1995 and in 2008 was appointed to the International Admissions Committee for the AAO. In 2012 he qualified as an independent prescriber in therapeutics and achieved IACLE accreditation. He is the UK chair of Optometry Giving Sight and has recently been appointed clinical conference coordinator for the British Contact Lens Association. His knowledge and practical experience gives Nick a sound base to deliver this presentation.

Are you fit to practise?

Sunday 16.00 - 17.00 - Stratford Suite

Peter Charlesworth MSc MCOptom is an optometrist and managing director of Perceptive. He is a former examiner and councillor of the College of Optometrists, a member of the GOC's fitness to practise committee and holds an MSc in investigative ophthalmology and vision science from the University of Manchester. He was Boots Opticians tutor/practitioner at the University of Bradford for seven years. His duties there included teaching the law and management module to final year students and a clinical investigative techniques module to the second year. Peter recently retired from the GOC's FTP panel.

You don't see this every day - or do you? discussion workshop

Sunday 16.30 - 17.00 - Avon Suite
Monday 11.30 - 12.30 - Avon Suite
Monday 16.00 - 17.00 - Avon Suite

Kevin Gutsell FBDO (Hons) SLD is experienced in delivering CET and has a wealth of experience in the topics covered from both a professional and commercial perspective. For nearly twenty years he has continued to be a distance learning tutor for ABDO, and now ABDO College and taught for a brief period at the City and Islington College. He is a former board member of the FMO, an ABDO College trustee (since July 2008), a member of the Journal Advisory Panel for *Dispensing Optics* (since 2007), an ABDO Board member and is the current ABDO Vice President.

The evolution of single-use contact lenses

Monday 09.00 - 10.00 - Stratford Suite

CLO peer discussion: Great Expectations

Monday 09.00 - 11.00 - Stratford Suite

Contact lens case studies - discussion workshop

Monday 10.00 - 11.00 - Stratford Suite

Bradley Rogers FBDO (Hons) CL has gained extensive clinical knowledge and expertise through experience spanning a 28 year period. He has held various positions within a practice environment as well as in academia - as programme manager and lecturer at Bradford College - where he wrote and taught course modules in contact lens practice, contact lens visual optics and applied anatomy. His experience has been informed through his attendance of meetings of BUCCLE and ESDO, as well as membership of ABDO and BCLA. Bradley is a practising CLO and works as a contact lens practical examiner for ABDO.

Revealing the secret potential of rimless (discussion workshop)

Monday 09.00 - 10.00 - Orthello Suite
Monday 10.00 - 11.00 - Orthello Suite

Stuart Jones is an experienced individual in the frame design and dispensing realm with over 25 years' varied experience within the industry. He is the founder of Stuart Jones Styling Opticians that specialises in bespoke frame and rimless designs and more recently the owner of the UK agency for Minima eyewear offering rimless, sunglass and acetate frame solutions. He has given many talks and workshops on the world of rimless spectacle design and dispensing.

Refraction workshop

Monday 09.00 - 11.00 & 13.30 - 15.30
Hamlet Suite

Fiona Anderson BSc(Hons) FBDO R SMC(Tech) qualified in 1986 and has pursued many different aspects within the profession, starting out as a DO in a small independent group in north east Scotland, she became a practice manager, then an area manager and finally training manager. Following a management buyout, she became self-employed and spent two very enjoyable years as a locum DO. In June 2012 she became a director of the two practices, in Aberdeen and Ellon, where she is now based. Fiona's interests in optics are spectacle lenses, quality dispensing, paediatrics and customer service. She is also a member of the ABDO Board and holds the ABDO refraction qualification.

Chris Bottomley FBDO R is an ABDO practical examiner and a tutor for the WCSM. He has been in independent practice for over 28 years and was a practice owner for 17 years. He is currently working on a variety of training programmes and course development. He holds the ABDO refraction qualification.

Sue Deal FBDO R is a practising dispensing optician, an ABDO examiner, tutor, supervisor and practice visitor. She is an examiner in spectacle and contact lens manufacturing for the WCSM. She holds the ABDO refraction qualification.

John Hardman FBDO R is a National NVQ assessor for Boots Opticians, an ABDO examiner, practice visitor and supervisor. He holds the ABDO refraction qualification.

Speakers, lectures and workshops



abdo Kenilworth

The conference in the country

Continued



The management of amblyopia in childhood

Monday 11.30 - 12.30 - Kenilworth Suite

Dr Andrew Blaikie has a great wealth of experience with HES paediatric ophthalmology providing care and delivering surgical and optical solutions for children as a consultant for eight years at NHS Fife.

Challenging contact lens patients - discussion workshop

Monday 11.30 - 12.30 - Stratford Suite
Monday 14.30 - 15.30 - Stratford Suite

Professor Christine Purslow PhD BSc MCOptom FBCLA was awarded her PhD from Aston University in 2005. She is a member of the College of Optometrists (UK), and a Fellow of both the IACLE and the BCLA, and a recipient of the Irving Fatt Memorial Award for her work in anterior eye research. Christine has authored several scientific papers and professional articles, and regularly presents to both national and international audiences. For several years, Christine was a senior lecturer and researcher in the School of Optometry & Vision Sciences at Cardiff University where, as co-director of the Contact Lens & Anterior Eye Research Unit (CLAER) she established her research interests examining the ocular surface and the tear film, hand hygiene, and evidence-based practice. Alongside her clinical work, Christine has also been the director of postgraduate taught courses within WOPEC (Wales Optometry Postgraduate Education Centre), based at Cardiff University. Christine moved to Plymouth University in 2012 as professor and head of optometry; where she continues to focus her research and clinical work on the anterior eye.

Dispensing for facial disfigurements discussion workshop

Monday 11.30 - 12.30 - Orthello Suite
Monday 16.00 - 17.00 - Orthello Suite

Sally Bates BSc(Hons) FBDO is a part-time lecturer at ABDO College, responsible for teaching all elements of the ophthalmic dispensing practical examinations and communication skills. Sally is the proprietor of Identity Optical Training, a self-employed locum dispensing optician and an ABDO examiner.



Why opticians should be doing vision screening in schools

Monday 13.30 - 14.30 - Kenilworth Suite

Michael Gilsean FBDO DipScv MASVP is director at Lee Opticians, Warrenpoint. He qualified in 1980 and worked for Clement Clarke Ltd for two years before returning to Northern Ireland where he worked in an independent practice before coming a partner and then sole owner. He has a special interest in dyslexia and paediatric dispensing. Michael attained the school vision diploma in 2009 and was awarded AOP Dispensing Optician of the year in 2011. He is currently conducting a research project with University of Ulster and presented his work to MLAs in the Northern Ireland Parliament in 2012.

Contact lens materials update

Monday 13.30 - 14.30 - Stratford Suite

Simply sclerals

Monday 16.00 - 17.00 - Stratford Suite

Martin Conway FBDO FBCLA is head of professional services at Contamac Ltd, having over 30 years' experience of fitting contact lenses; he was previously general manager for Hydrocurve/Barnes Hind, professional services manager for Sauflon, practice academy consultant for Cibavision UK. At Contamac, he is currently conducting clinical trials of new contact lens polymers and liaising with both R&D and the international sales team. As one of the roles in his present position he supervises classes of practitioners who want to develop their skills in fitting more unusual contact lens designs.

Don't forget the conjunctiva

Monday 14.30 - 15.30 - Kenilworth Suite

Angela McNamee BSc(Hons) MCOptom FBDO (Hons) CL FBCLA Cert Ed is an optometrist, contact lens optician, examiner and trainer, LOC secretary, member of ABDO Journal Advisory Committee, chair of ABDO Contact Lens Committee, member of the Optical Confederation Contact Lens Working group, member of ABDO Continuing Education Review Panel and Advice & Guidelines Working Group. She is also principal theory examiner for the ABDO dispensing diploma and an ABDO practical examiner in dispensing and contact lenses. Angela has many years' experience in delivering CET-accredited presentations and authoring CET-accredited articles.



The Role of DOs in colour vision testing and prescribing of tints

Monday 16.00 - 17.00 - Kenilworth Suite

Geoff Roberson BSc FCOptom completed his pre-registration year in private practice in Croydon where he remained for a further 12 years. In 1985 he took up a full time teaching post at the London Refraction Hospital, a registered charity, becoming its secretary a year later. During his tenure he steered through the transformation to the Institute of Optometry becoming its first director. After leaving the Institute he became a self-employed optometrist, combining part-time community practice with pre and post registration training and other professional consultancies. He has been involved in numerous civil, NHS and GOC disciplinary processes both as expert witness and as professional adviser. He was a member of the Council of the College of Optometrists from 1991 to 2003, which included a four-year period as the chair of the College's Academic Committee. For four months during 2003 he acted as temporary chief executive of the College. From 1976 to 2002 he was an examiner in the professional qualifying and other examinations for the College and its predecessor examining bodies. He is a former member of the General Optical Council Fitness to Practice Panel, former training adviser to DOCET and former Optometric Adviser to Lambeth, Southwark & Lewisham Primary Care Trusts. He is currently professional adviser to the Association of Optometrists and a visiting lecturer at City University Department of Optometry & Vision Science. He writes and lectures on a wide variety of optometric topics.

Lectures and workshops

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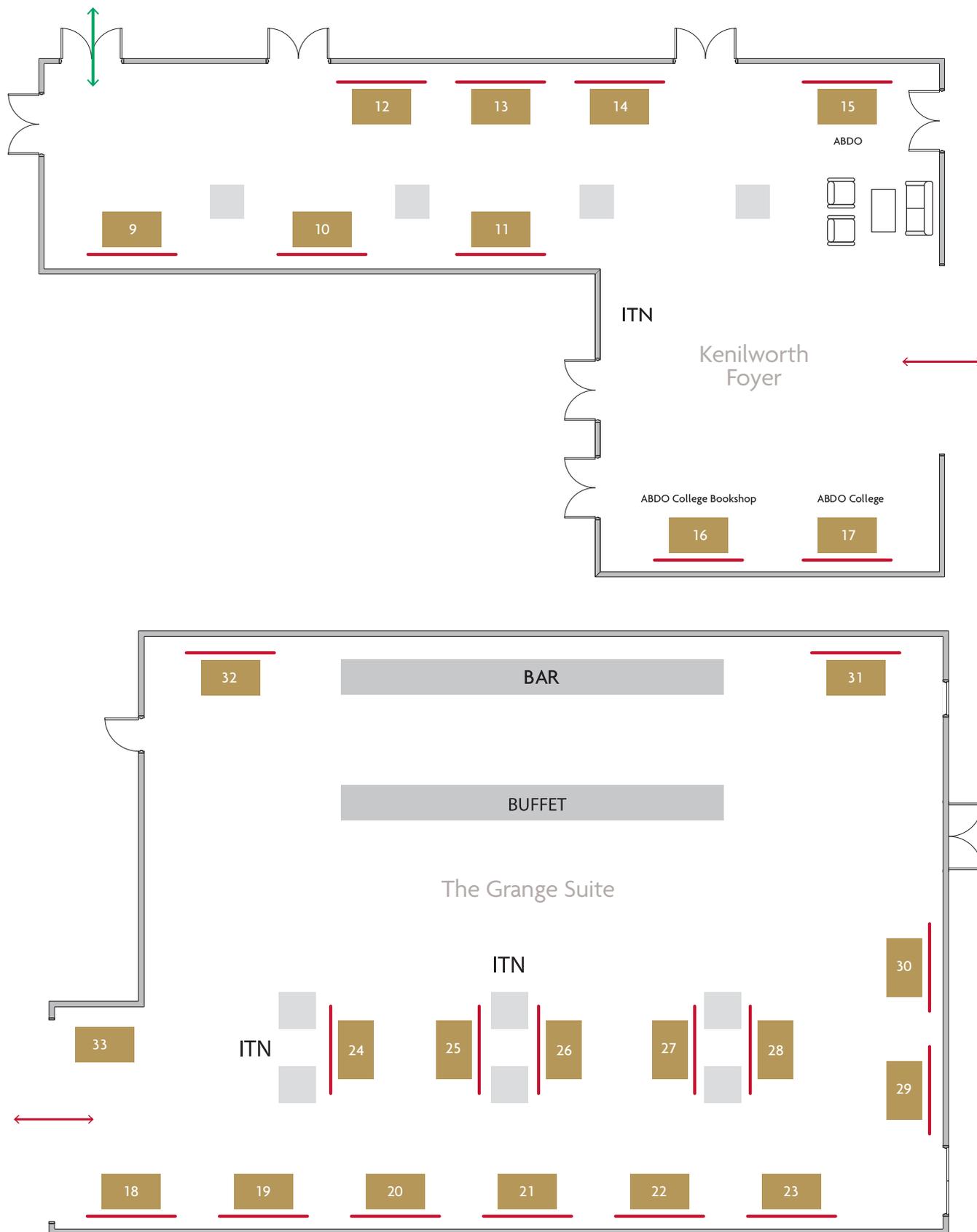
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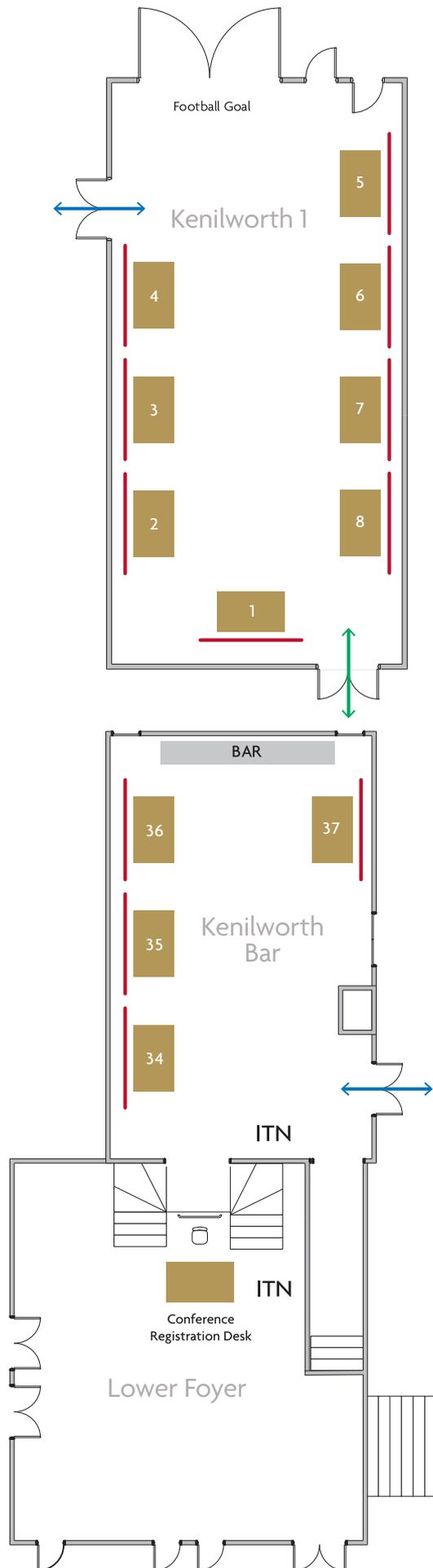
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The exhibition

Floor plans





Exhibitor locator

ABDO	Stand 15
ABDO College	Stand 17
ABDO College Bookshop	Stand 16
Adlens	Stand 27
Alcon	Stand 32
Cantor & Nissel Ltd	Stand 35
Continental Eyewear	Stand 9
CooperVision	Stand 21
David Thomas Contact Lenses	Stand 34
De Rigo	Stand 5
Eyeplan	Stand 26
Eyes Magazine	Stand 7
Essilor	Stand 13
FSB Enterprises Ltd Optical Services	Stand 3
Henry Beaumont Eyewear	Stand 14
Hoya	Stand 19
Kodak Lens / Signet Armorlite	Stand 33
Maui Jim	Stand 28
Menrad	Stand 22
Mondottica	Stand 29
National Eyecare Group / Optinet	Stand 6
Nikon	Stand 30
Ocuco	Stand 12
Optelec	Stand 37
OWP	Stand 25
Safilo	Stand 24
Shamir	Stand 20
Sight Care Group	Stand 4
Silhouette	Stand 2
Spectrum Thea	Stand 1
Specsavers Recruitment Services	Stand 18
Stepper	Stand 10
The Worshipful Company of Spectacle Makers	Stand 8
Topcon	Stand 11
Transitions Optical	Stand 23
Ultravision	Stand 36
William Morris Eyewear	Stand 31

Exhibition layout and stand numbers correct at time of going to print

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