

BALENS *are proud to announce our first* Continual Professional Development Event

The journey of a practice - important stages to protect you and your clients

being held at the **Holistic Health Show** *on*
Sunday 13th and Monday 14th May 2012

As part of our ethos to add value to our client and business relationships, Balens are proud to announce our first CPD and networking event for our clients. This is a totally subsidised conference; the modest fee of **£15.00 for the day**, inclusive of lunch, refreshments, attendance certificate and free entrance to the Holistic Health Show, will be donated to our new Balens charity, that is currently in the process of being set up (we are hoping that it should be ready within the next month, please see website for further details on this). The money will be held in the "Clients Statutory Trust Account" and moved across to the new charity on completion.

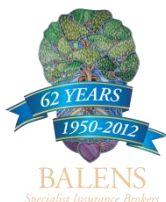
Event Details:

- Dates:** Sunday 13th May 2012 or
Monday 14th May 2012
- Times:** Event 10.20 – 16.15 Show open 10.00 – 17.00
- Venue:** Holistic Health Show – Hall 7, National Exhibition Centre, Birmingham, B40 1NT
- Cost:** £15.00 for the Day, inclusive of lunch and refreshments, plus attendance certificate for 6 hours learning with others. This £15.00 will be donated to the Balens Charity, whose aim is to support the Health and Wellbeing Sector.
- Travel:** By Car - Visitors from any direction can travel to The NEC site directly using the following motorways - M1, M5, M6, M6 Toll, M40 and M42. Ample parking is available at NEC car parks at £8.00 for the day.
By Train – Hall 7 is 5 – 10 min walk from Birmingham International Railway Station
For further travel details please visit www.thenec.co.uk/travel
- Speakers:** Full speaker details may be found on our website at www.balens.co.uk/cpd.aspx
- For Bookings:** Please contact Claire Squire on E-Mail: events@balens.co.uk Phone: 01684 580795

Places are limited to 250 per day, so early booking is advised

Those who do not wish to attend the CPD Event, can still gain free entrance to the show,
by following the link on our website: www.balens.co.uk/cpd.aspx

Event sponsored by: Balens Ltd, Zurich, DAS Legal Expenses and Ansvar Insurance





Program

The program will be repeated over both days of the event. Program content was developed from responses to a questionnaire sent to our clients in 2011.

10.00	Holistic Health Show opens	Refreshments and networking
10.20 – 10.35	Welcome and introduction	by Chair
10.35 – 11.30	Your Vision, Your Message	
Session 1	Attracting clients. Legal issues around advertising including information on the ASA and avoiding problems. Techniques for networking and getting your message out.	
	Lecturers: Ian Lickorish and Paul Grant	
11.35 – 12.30	Negotiating the Boundaries - managing difficult situations with your clients	
Session 2	A lecture exploring the relational dynamics that may be played out between practitioners and clients during treatment. By raising awareness and understanding of these dynamics the practitioner can explore new ways to communicate and respond more effectively to challenging situations in clinic.	
	Lecturers: Tsafi Lederman and Jenny Stacey	
12.30 – 13.30	Lunch and show	
13.30 – 14.25	Complaints – How to avoid, how to handle	
Session 3	Avoiding the possibility of things going wrong. Case study discussion to include a clinician and medico legal experts point of view. The importance of record keeping	
	Lecturers: David Balen, Paul Grant and Laurence Butler	
14.30 – 15.25	Your Business, Your Future	
Session 4	General business, finance and legal issues to consider, including some common pitfalls and how to avoid these plus expert help that is available.	
	Lecturers: David Balen and Paul Grant	
15.30 – 16.15	Panel Discussion – The Bigger Picture – what is the climate and future like for non-pharmaceutical Health care?	
Session 5	Is acceptance and growth still happening or is there alienation and potential decline. General Panel Discussion with Questions and possibly answers from the floor. Closing of day.	
16.15	Refreshments, networking and show	
17.00	Show closes	