



43RD ANNUAL
ASAPS CONFERENCE
8-10 OCTOBER 2021
HOTEL CHADSTONE
MGALLERY BY SOFITEL, MELBOURNE

Friday 8 October 2021

7.30am - 8.00am	REGISTRATION	
8.00am - 10.30am	SESSION 1 - Making Plastic Surgery Great Again	
8.00am - 8.15am	"Know the difference" campaign update: the law, public opinion and AHPRA/ACCC response	Rob Sheen, President ASAPS
8.15am - 8.30am	Making plastic surgery great again	Phoebe Netto, Pure Public Relations
8.30am - 8.40am	Marketing within New Zealand's legal boundaries	Jesse Kenton-Smith
8.40am - 8.50am	Maximising your branding without breaking advertising regulations	Mathew Peters
8.50am - 9.05am	Understanding medical law as it applies to plastic surgery	Lily Vrtik
9.05am - 10.00am	Learning from other mistakes- plastic surgery legal case studies	Paulina Moncrieff (LLB) MIPS

10.00am - 10.30am	Panel Discussion			Rob Sheen, President ASAPS	
10.30am - 11.00am	MORNING TEA				
11.00am - 1.00pm	SESSION 2A - Fat Grafting, facial aesthetics			SESSION 2B	
11.00am - 11.20am	Making breasts more beautiful with fat	Steven Cohen, LA, USA	11.00am - 11.30am	The Aesthetic Marketplace Overview and Challenges	Hanya Oversby
11.20am - 11.40am	Buttock enhancement with fat grafting	Ashkan Ghavami LA, USA			
11.40am - 11.50am	Large Volume fat grafting in breast surgery	Adrian Brooks	11:30am - 12:00pm	Team Building Best Practices & Tips - The 5 Dysfunctions of a Team	Roanne Innes
11.50am - 12.00pm	Reshaping the torso	Morris Ritz			
12.00pm - 12.10pm	Regenerative Aesthetics- the shape of things to come	Jeremy Wilson	12:00pm - 12:30pm	Engaging Your team and Delegating to get things done	Sally Foley Lewis
12.10pm - 12.20pm	Unifying forms of the face	Tim Papdopoulos			
12.20pm - 12.30pm	The importance of facial fat compartments in aging and aesthetics	Damian Marucci			
12.30pm - 12.50pm	My Personal Approach to Aesthetic Facial Surgery in Facial Palsy Patients	Zac Moaveni	12:30pm - 1:00pm	HR Tips for Managing Staff - Disengagement, Stress Bullying & WHS	PANEL
12.50pm - 1.00pm	Lower Eyelid rejuvenation	Nam Anavekar			
	Discussion				
1.00pm - 2.00pm	LUNCH				

2.00pm - 4.00pm	SESSION 3A - Rhinoplasty			SESSION 3B	
2.00pm - 2.20pm	Creativity and Plastic Surgery	Steven Cohen LA, USA	2:00pm - 2:30pm	Building your Personal Brand & Value	John Di Natale
2.20pm - 2.50pm	Regenerative facial surgery- the reconstruction of youth	Steven Cohen LA, USA			
2.50pm - 3.10pm	Primary rhinoplasty for the ethnic nose	Ashkan Ghavami LA, USA	2:30pm - 3:15pm	Surgery Pricing Strategies & Diary Management	Michelle & David Staughton
3.10pm - 3.20pm	Cadaveric bone and cartilage in rhinoplasty	Jack Zoumaras			
3.20pm - 3.50pm	Preservation rhinoplasty	Teoman Dogan Istanbul, Turkey	3:15pm - 4:00pm	Getting more done in less time - How to save 30 hours!	Kate Christie
3.50pm - 4.00pm	Discussion				
4.00pm - 4.30pm	AFTERNOON TEA				
4.30pm - 6.00pm	SESSION 4A - Facial rejuvenation			SESSION 4B	
4.30pm - 4.50pm	The surgical anatomy of the jowl and mandibular ligament	Lennert Minelli	4:30pm - 5:00pm	Love Bubbles – delivering a 5 star practice experience	Jess & Alecia HUNTER PLASTIC
4.50pm - 5.00pm	Enhanced Mid Cheek Correction, combining Malar Fat Pad lift with Maxillary Augmentation.'	Bryan Mendelson			
5.00pm - 5.30pm	The Marionette Facelift: facial jowl reduction and trans-SMAS open threadlift	Francisco Bravo Madrid, Spain	5:00pm - 5:30pm	How to increase your patient conversions for Free with Finance	Tim Boon
5.30pm - 5.45pm	Philtrum Accentuating Upper Lip (PAUL) lift: A cornerstone in facial rejuvenation and attractiveness	Francisco Bravo Madrid, Spain			

5.45pm - 6.00pm	Discussion		5:30pm - 6:00pm	Future of Hospitals & Funds - Improving Relationships and getting lists	PANEL
6.00pm - 8.00pm	WELCOME RECEPTION				
Saturday 9 October 2021					
7.30am - 8.00am	REGISTRATION				
			7.00am - 8.00am	MENTOR Breakfast Workshop - THE BREAST PANEL: Difficult cases & their solution	
8.00am - 9.45am	SESSION 5A - Aesthetic Breast		8.30am - 9.45am	SESSION 5B	
8.00am - 8.15am	Difficult Breast augmentation cases	Paul Harris, London UK	8:30am - 9:15am	Best Practice Marketing - Loyalty & Conversion Strategies	Catherine Maley USA
8.15am - 8.30am	Difficult breast augmentation cases	Andre Cervantes, Brazil			
8.30am - 8.45am	L Scar freehand mastopexy with upper pole autoaugmentation turnover flap	Francisco Bravo Madrid Spain			
8.45am - 9.00am	Revisional breast surgery	Kourosh Tavakoli	9:15am - 9:45am	Marketing Your Practice Made Easy	Russell Pearson
9.00am - 9.15am	Horizontal breast reduction	Damien Grinsell			
9.15am - 9.30am	Updates in ASERF studies into BII	Mark Magnusson	9:45am - 10:00am	Discussion about Loyalty and membership programs	Group Discussion
9.30am - 9.45am	Breast Fat Grafting in massive weight loss patients	Mark Magnusson			

9.45am - 10.15am	MORNING TEA				
10.15am - 12.00pm	SESSION 6A - Aesthetic and Reconstructive Breast Surgery			SESSION 6B	
10.15am - 10.25am	Category Penetration	Mentor Presentation	10:15am - 10:45am	Webmarketing Update - Your Website and Google	Drew Hankin
10.25am - 10.40am		Ashkan Ghavami, LA, USA			
10.40am - 10.50am	Flex HD in breast reconstruction	Brian Thornton, Kentucky, USA	10:45am - 11:15am	Raising the Bar – 5 new ideas to take your practice to the next level	Amber Moncrieff
10.50am - 11.00am	Mesh support in cosmetic surgery rescue of the breast	Hamish Farrow			
11.00am - 11.10am	Tuberous breast surgery nuances	Amy Jeeves	11:15am - 11:35am	Dealing with Unhappy Patients to Avoid Litigation	Lily Vrtik PS
11.10am - 11.20am	Creating cleavage lines in patients with telemastia	Alexander Phoon			
11.20am - 11.35am	Evolving surgical technique to match implant choice	Pouria Moradi	11:35am - 12:00pm	Medicare Coding Quiz and Best practice tips	PANEL
11.35am - 12.00am	Panel discussion				
12.00pm - 1.00pm	LUNCH				
1.00pm - 3.00pm	SESSION 7A - ASAPS Oration, AGM			SESSION 7B	
1.00pm - 1.30pm	ASAPS Oration	Cameron Glover-CEO Interplast	1:00pm - 1:30pm	Best Practice Management Tips	Debbie Edinburg

1.30pm - 2.00pm	My Vision for the RACS	Sally Langley, President RACS	1:30pm - 1:45pm	Virtual Clinic Tours - New Clinics	Clinic Prac Managers
2.00pm - 3.15pm	ASAPS AGM *ASAPS Members only	John Newton, ASAPS Secretary	2:00pm - 3:00pm	Improving your Processes and Prac Management Software Tips	PANEL
3.15pm - 3.45pm	AFTERNOON TEA				
3.45pm-4.00pm		Ashkan Ghavami	3:30pm - 4:00pm	Using Videos to market your practice and brand your surgeon	Julian Mather
4:00pm-4.15pm		Francisco Bravo	4:00pm - 4:30pm	Best Practice Phone Skills	Brooklyn Staughton
4.15pm-4.30pm		Paul Harris	4:30pm - 5:00pm	Better Patient Recovery Journey - Kits & Tips to avoid Complications	PANEL
4.30pm-4.45pm		Paul Harris			
7.00pm - 11.00pm	GALA DINNER				
Sunday 10 October 2021					
7.30am - 8.00am	Registration				
			8.00am - 9.00am	Breakfast Workshop	
8.30am - 10.30am	SESSION 1A - Free Papers		9.30am - 10.30am	SESSION 1B - Title	
8.30am-8.40am	Use of Prevena VAC dressing to salvage infected breast implants	Michelle Locke			

8.40am-8.55am	The Microvascular Free Abdominoplasty Flap in Breast Reconstruction - The Untold Story	Richard Hamilton	9:00am - 9:30am	The Marketing Ladder - Priorities for marketing your practice	John Berry USA
8.55am-9:00am	Thread rhinoplasty: a series of complications	Paul di Giovine			
9.00am-9.10am	Does primary rhinoplasty improve aesthetic outcomes in Cleft patients?	Katie-Beth Webster	9:30am - 10:00am	Making the most of your Frontline	Mara Shorr USA - Shorr Solutions
9.10am-9.20am	Review of risk factors for surgical site infections following major breast reconstruction	Katie-Beth Webster			
9.20am-9.30am	Autologous fat transfer (AFT)	Massimiliano Brambilla , Milan, Italy	10:00am - 10:30am	Practice Management	Jay Shorr USA - Shorr Solutions
10.30am - 11.00am	MORNING TEA				
11.00am - 1.00pm	SESSION 2A - Plastic Surgery Rumble Each Region of Australasia go into battle for the best plastic surgery pearl, Practice management tip and Complication fix up.			SESSION 2B - Title	
	NZ		11:00am - 11:30am	We've been Hacked - Lessons from a Plastic Surgeon Cyberattack	Cybersecurity Update and Best Tips
	QLD		11:30am - 12:00pm	Social Media Tips & How to get more Reviews	Huyen Truong OMD
	NSW				
	SA		12:00pm - 12:30pm	Social Media Marketing Best practices	Drew Hankin AZURI
	WA				

	Victoria		12:30pm - 1:00pm	Social Media Best Practices and Tips	PANEL
	NZ				
1.00pm	LUNCH				
**Please note the program is subject to change without notice					