



In association with:



COUNCIL OF DEANS OF HEALTH



5th Annual Conference Reshaping the Nursing Workforce Empowering professionals in a changing climate

Tuesday 8th February 2011, Westminster Studio, London SW1

Keynote speakers:

Anne Milton MP

Parliamentary Under-Secretary of State for Public Health

Dame Christine Beasley DBE

Chief Nursing Officer for England



Live and on-demand on policyreview.tv

Speakers include:

Dr Peter Carter

Chief Executive/General Secretary,
Royal College of Nursing

Sue Bernhauser

Dean, Human and Health Sciences,
University of Huddersfield; Chair,
Council of Deans of Health

Paul De Ravee

General Secretary, European
Federation of Nurses
Associations (EFN)

Professor Dickon Weir-Hughes

Chief Executive and Registrar,
Nursing and Midwifery Council

Alison Robertson

Director of Nursing and Patient Safety,
St George's Healthcare NHS Trust;
Chair, Leaders in Nursing

Professor Steve West

Vice Chancellor,
University of the West of England

An innovative and flexible approach by the nursing profession will be **critical** to enable health services to deliver the highest standards and attractive careers in a challenging period of financial and organisational change.

Now in its **fifth successful year**, this national conference and Policy Review TV programme brings together nursing professionals and educationalists from across the UK with health managers to address solutions to the workforce, health care and financial challenges.

For more information please visit:

www.neilstewartassociates.com/sh277

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Agenda (subject to change)

09:00 Registration, refreshments and exhibition

SESSION ONE

 Available on policyreview.tv

- 09:00 Welcome from conference chair
Sue Bernhauser, Dean, Human and Health Sciences, University of Huddersfield; Chair, Council of Deans of Health
- 10:00 An overview of current developments
Dr Peter Carter, Chief Executive/General Secretary, Royal College of Nursing
- 10:15 International examples of best practice and lessons for UK nursing
Paul De Raeve, General Secretary, European Federation of Nurses Associations (EFN)
- 10:35 Response to the Browne Review and its impact on the future of nursing workforce
Professor Steve West, Vice Chancellor, University of the West of England
- 10:55 Keynote address
Anne Milton MP, Parliamentary Under-Secretary of State for Public Health
- 11:05 Questions and discussion
- 11:20 Refreshments, exhibition and networking

SESSION TWO

Awareness raising seminars

11:50 Delegates should choose to attend one of the following practical seminars. Places will be allocated on a first come, first served basis and are subject to maximum capacities.

- A** Fit for practice: how to utilise the new pre-registration standards
Garth Long, Education Advisor, Nursing and Midwifery Council
- B** Reducing Attrition – student success and retention
Pauline Walsh, Head, School of Nursing and Midwifery, Keele University
- C** Demonstrating the contribution of specialist nurses to patient care
Dr Alison Leary, Macmillan Lead Cancer Nurse, Royal Brompton and Harefield NHS Foundation Trust

12:40 Buffet lunch, exhibition and networking

SESSION THREE

 Available on policyreview.tv

- 13:40 Topic to be confirmed
Professor Steve West, Vice Chancellor, University of the West of England
- 14:00 Skills retention through lean times
Anne O'Brien, Director of Clinical Governance, NHS Professionals
- 14:15 Engaging staff in a cold climate: improving workforce moral and productivity
Alison Robertson, Director of Nursing and Patient Safety, St. George's Healthcare NHS Trust; Chair, Leaders in Nursing
- 14:30 Evidence-based decision making on nursing staffing and workforce
Sue Smith, Director of Nursing and Patient Safety, North Tees and Hartlepool NHS Foundation Trust
- 14:45 Questions and discussion
- 15:00 Refreshments, exhibition and networking

SESSION FOUR

 Available on policyreview.tv

- 15:25 Afternoon keynote address
Dame Christine Beasley DBE, Chief Nursing Officer for England
- 15:45 Panel discussion
Transforming community services: meeting the aspirations and requirements to promote high quality care
Dame Christine Beasley DBE, Chief Nursing Officer for England
Professor Dickon Weir-Hughes, Chief Executive and Registrar, Nursing and Midwifery Council
Karen Charman, Head of Employment Services, NHS Employers
Ursula Gallagher, Director of Quality, Clinical Governance and Clinical Practice, Ealing Primary Care Trust
Tristan Johnson, Acute Liaison Nurse for Learning Difficulties, Norfolk and Norwich University Hospitals NHS Foundation Trust and winner of the Chief Nursing Officer's award 2010
- 16:30 Closing comments from chair
- 16:35 Conference closes

Register online today:

www.neilstewartassociates.com/sh277 / Tel: 020 7960 6027 / Fax: 020 7960 6237

Purpose of the Conference:

This conference is unique in bringing together nursing leaders from both education and practice and is a fantastic opportunity to network about solutions, share ideas about coping with the speed of change, discuss your concerns and take back valuable lessons for the coming year.

By attending this event you will:

- Make sure you are up to date on new policy pressures and how they will affect nursing
- Understand the demands for change that will be placed on nursing from the CSR, the government's reform agenda and the speed of change in hospital and community nurses from PCT changes
- Hear the Nursing and Midwifery Council's publication of new standards for education elaborated
- Consider the impact of GP commissioning, the disbanding of Primary Care Trusts and Strategic Health Authorities
- Find out how the structural reforms to educational standards from the Browne Review will affect the nursing workforce
- Discuss the implications of the changes necessary to enhance post-registration career frameworks and how to make nursing 'a life-long career'
- Examine the retention issue across nursing and what happens as the rest of the economy comes out of recession
- Listen to international examples of good practices and consider how such practice can be adapted in the UK
- Understand how new innovations, patterns of working, team shapes and technologies are changing nursing in hospitals, and transforming community services

Who should attend:

- Clinical Educators
- Deans of Nursing
- Senior Lecturers and Researchers
- Directors of Nursing
- Chief Nurses
- Heads of Nursing and Midwifery
- Personnel and Recruitment Nurses
- Clinical Managers
- Practice Managers
- Senior Nurses
- Consultant Nurses
- Advanced Practice Nurses
- Directors of Clinical Quality
- Directors of Performance
- Directors of Patient Experience
- Health Visitors
- Public Health Nurses
- Community and District Matrons and Nurses
- School Nurses
- Independent Nurses
- Practice Nurses and Managers
- Nurse-led GP practice Managers
- NHS Trust Chief Executives and Directors
- SHA Workforce Directors
- NHS HR Directors and Workforce Planners
- Private Sector Nurse Managers
- Managers of Nurse Recruitment Agencies
- Trust Board Members and Chairs
- PCT Nursing Leads
- Directors of Social Services
- Directors of Adult Services
- Directors of Children's Services
- Managers of Independent Care Homes
- Nursing Associations and Forums
- Professional Associations
- Health Organisations
- Charity Foundations
- Voluntary Organisations in Health and Social Care
- Think Tanks
- Media

Sponsorship and Exhibition Opportunities

To find out more about the bespoke packages on offer please contact **Andy Josephides** on **020 7960 6853** or e-mail andy.josephides@neilstewartassociates.co.uk



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Can't get away, can't afford the time or full cost? Need network feedback? Attend a regional satellite conference!

- See and hear all the speakers and interact remotely
- Receive all the back-up papers and research
- Network with your peers and benchmark your own work. Make contacts for follow up
- Environmentally friendly option

Attending a satellite conference costs just – **£195.00 + VAT** (£229.13)*. See the conference website for locations near you or complete this booking form.

Host your own satellite conference:

- Become our local partner
- Policy Review works with regional and local partners to create a satellite conference featuring the live conference broadcast and debate relating to your region
- Could you benefit from hosting a satellite event?
- If you have a lecture theatre, council chamber or board room with simple internet and projection you could be our local partner

For more details contact **Paul Rushworth** on **020 7960 6845** or email paul.rushworth@policyreview.co.uk

Watch online

Keep up to date with the policy insight you need

- Broadcast exclusively on Policy Review TV - watch the conference live or later on-demand
- Fully interactive - watch live and submit questions, just like a delegate
- Ultimate conference reporting, watch the full online presentations after the event
- Your own expert video library to keep – ideal for management and staff briefing
- Unique insight into the choices and dilemmas policy makers and managers face
- Find out how your peers are solving the policy challenges you face
- You save on travel, cost and time

The live broadcast and access to the video archive costs just **£99 + VAT** (£116.33)*

Reshaping the Nursing Workforce

Tuesday 8th February 2011, Westminster Studio, London SW1

To Register

Please photocopy this booking form for additional delegates.

Complete all relevant sections of this form and either:

Fax: 020 7960 6237

Online: www.neilstewartassociates.com/sh277

Post: Neil Stewart Associates Ltd, 10 Greycoat Place, Westminster, London SW1P 1SB

Alternatively call us on **020 7960 6027** or email us at customer.services@neilstewartassociates.co.uk

Delegate Information

sh277

WEB

Title (Mr/Ms/Dr/Prof/Other) _____

Full Name _____

Position _____

Organisation _____

Sector: Health Social Care Central/Regional Government Local Government Education and Skills Commercial
 Non Departmental Public Body / Association or Membership Organisation 3rd Sector Organisation Criminal Justice

Email _____

Address _____

Postcode _____

Tel No. _____

Direct Line? (Yes/No) _____

Fax No. _____

Training Manager _____

Email _____

I have read and agree to the terms and conditions below

Signature _____

HOW TO PAY Please tick the relevant box below

Invoice Please send an invoice to: _____

Purchase order number (if relevant) _____

Cheque I enclose a cheque for £ _____ made payable to Neil Stewart Associates Ltd

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ADDITIONAL REQUIREMENTS Please indicate any additional requirements below

Delegate Rates

Please select the relevant rate from the list below

Full Rate -

Commercial Sector

£599.00 + VAT (£703.83)
 From Jan 4 2011 + 20% VAT (£718.80)

Reduced Rate -

Local Authorities, Central Government Departments/Agencies, Non Departmental Public Bodies, NHS Trusts, PCTs and SHAs, Universities, Colleges and other Public Sector Organisations

£389.00 + VAT (£457.08)
 From Jan 4 2011 + 20% VAT (£466.80)

Supported Rate -

Voluntary Organisations, Trade Unions

£240.00 + VAT (£282.00)
 From Jan 4 2011 + 20% VAT (£288.00)

The above fees include all day access to the event, available conference papers, buffet lunch and refreshments, for registered delegates only. Fees do not include travel costs or accommodation. **Shared places are not permitted.**

Seminar Selection

You may attend one seminar in Session Two.

Places are allocated on a first-come, first-served basis.

Please circle your choice below:

Session Two:

Seminar A B C

Live viewing

I am unable to attend this event in person please register me for:

Live streaming at **£99.00 + VAT** (£116.33)
 * From Jan 4 2011 + 20% VAT (£118.80)

Satellite conference

£195.00 + VAT (£229.13)
 * From Jan 4 2011 + 20% VAT (£234.00)

For further details email: natasha.mcdonough@policyreview.tv

Terms and Conditions

This booking form constitutes a legally binding agreement. Payment must be received in full before the event. We are not responsible for the non-arrival of confirmation documents: if, by 7 days prior to the conference, you have not heard from us, contact us using the phone number on the brochure. All available conference material including documents, podcasts and in some case films are made available to delegates after the event therefore we do not accept cancellations, whole or in part. Substitutions will be accepted if notified in writing prior to the event, non-arrivals will be liable for the full fee.

All our conferences are recorded and the content is made available on www.policyreview.tv. If you do not wish to be filmed, your voice recorded or your photograph taken please email customer.services@neilstewartassociates.co.uk giving your name and the conference you will be attending.

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 Please tick here if you do not wish to receive information from third parties.

Overseas delegates

Delegates from outside the UK who book to attend an NSA conference must send their remittance in time to clear funds no later than 2 weeks before a one day conference. Bookings from overseas delegates will be subject to the cancellation policy specified on the booking form.