



EuLDP PARTICIPANTS 2005-2007

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Program Director: Stefan Seregard, MD

EuLDP STEERING COMMITTEE

Stefan Seregard, MD, Director, SOE Leadership Development Programme

Marko Hawlina, MD, President, Slovenian Society of Ophthalmology

Britta Sjöblom, SOE Secretariat

PROGRAM SPONSORS:

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PHILOSOPHY

PRACTICES

PRINCIPLES

January 2007 Session – AGENDA

Leadership Development Programme

January 19-21, 2007

Argonaut Hotel

495 Jefferson Street at Hyde

San Francisco, CA

2 0 0 5 - 2 0 0 7

Thursday, January 18, 2007

Participants arrive in San Francisco

5:30 pm **Social Event: Reception at AAO Offices** (optional)

7:15 pm **Social Event: Beach Blanket Babylon** (optional)

EuLDP, Curso, & LDP Participants, Presenters,
Spouses and Guests Welcome

Friday, January 19, 2007 Room: Golden Gate C

7:30 am **Breakfast**

7:45 am **Welcome & Introductions**

Moderator: Cynthia A. Bradford, MD,
AAO Secretary for State Affairs

C.P. Wilkinson, MD, AAO President

Michael W. Brennan, MD, AAO International Envoy &
PAAO Chair, Professional Relations Committee

Daniel J. Briceland, MD, Director, AAO Leadership
Development Program

Zelia M. Correa, MD, Director, PAAO Curso de Liderazgo

Stefan Seregard, MD, Director, SOE Leadership
Development Programme

8:00 am **Leadership Theme #1:**

Get Yourself Organized: Stand on Your Reputation
Joint AAO LDP, PAAO Curso and SOE EuLDP Session

Moderator: Dan Briceland, MD

David Batstone, President, Right Reality

- Accepting Leadership Responsibility
- Ready Spouse and Ophthalmology practice for your Leadership Role

9:45 am **Walk to AAO**

10:00 am **Visit American Academy of Ophthalmology Offices**

Tour Academy offices

1st floor Academy staff lounge

Overview of Academy Divisions and
International Activities

- H. Dunbar Hoskins Jr., MD
AAO Executive Vice President
- Jane Aguirre, CAE
AAO Vice President for Global Alliances
- Mike Brennan, MD
AAO, International Envoy

10:45 am **Return to Argonaut Hotel**

Room: Golden Gate B

11:00 am **Leadership Theme #2:**

Get Your Society Organized
Joint PAAO Curso and SOE EuLDP Session

Moderator: Mike Brennan, MD

Panel Discussion

Susan H. Day, MD, AAO Past President

- Professionalism and Ethics
- David J. Noonan, AAO Deputy Executive Vice President
- Physician – Executive Staff relations
- Delegation
- Motivating volunteers

Richard L. Abbott, MD, PAAO President-Elect

- Society and leader collaborations

Yank D. Coble, MD – Past President,
World Medical Association

- Global leadership

12:00 pm **Lunch**

1:45 pm **Leadership Theme #3:** Room: Constellation

Get Your Message Across (Part I)

Moderator: Stefan Seregard, MD

Stephanie Marioneaux, MD, AAO Trustee-at-Large,
Board of Trustees

- External Communication
 - media relations (press interviews/statements)
 - video/audio communication tools
- Public Relations

3:00 pm **Break**

3:15 pm **Leadership Theme #3**

Get Your Message Across (Part II)

Moderator: Cynthia A. Bradford, MD

Jim Trunick Director, Corporate Sales
Planning & Development, Allergan

- Internal Group Communication Skills
 - presentation skills
 - controlling a meeting

4:30 pm **Conclusion**

6:00 pm **Joint Reception:**

SOE EuLDP, PAAO Curso and AAO LDP Participants,
Presenters, Spouses and Guests

McCormick & Kuleto's: Dolphin Room
900 North Point Street

7:30 pm **SOE EuLDP Dinner:**

Waterfront Restaurant
Pier 7, The Embarcadero

Saturday, January 20, 2007 Room: Constellation

8:00 am **Breakfast**

8:30 am **Leadership Theme #4:**

Get Your Strategies Set and Ready for Action – Political Advocacy (Part I)

Moderator: Stefan Seregard, MD

Cynthia Bradford, MD

Mike Brennan, MD

- Political Preparedness
 - Elements of Advocacy
 - One Vision, One Voice
 - Partnerships, Alliances

10:00 am **Break**

10:15 am **Leadership Theme #4:**

Put Your Strategies Set and Ready For Action – Political Advocacy (Part II)

Moderator: Stefan Seregard, MD

Natalio Izquierdo, MD

Graduate, PAAO Curso Liderazgo

- Political Case Study Discussion
- Crisis Management

12:00 pm **Working Lunch**

SOE In Action

Stefan Seregard, MD, Director, SOE EuLDP

1:30 pm **Leadership Theme #5:**

Getting to YES: Effective Negotiation Strategies

Joint PAAO Curso and SOE EuLDP Session

Moderator: Mike Brennan, MD

William C. Lloyd III, MD

Professor of Ophthalmology & Pathology

Director, Ophthalmic Pathology Services

UC Davis Medical Center

- Effective negotiating
 - Role playing exercise

3:00 pm **Project Presentations**

Moderator: Stefan Seregard, MD

SOE Participants

4:00 pm **Q & A and Conclusion**

6:00 pm **Joint Reception**

SOE EuLDP, PAAO Curso and AAO LDP Participants,

Presenters, Spouses and Guests Welcome

Location: Argonaut Hotel, Visitor's Center

Evening Free

Sunday, January 21, 2007 Room: Constellation

7:30 am **Breakfast**

8:00 am **Project Presentations** (continued)

Moderator: Stefan Seregard, MD

SOE Participants

9:00 am **Leadership Theme #6:** Room: Golden Gate C

Get the Job Done: Effective Alliances

Joint AAO LDP, PAAO Curso and SOE EuLDP Session

Moderator: Mike Brennan, MD

Role of the International Council of Ophthalmology

(ICO) and the International Federation of

Ophthalmological Societies (IFOS): International

Leadership Opportunities

- Bruce Spivey, MD
ICO President

Strengths and Weaknesses of Organized Ophthalmology

- Cristian Luco, MD
Executive Vice President, PAAO

- Jun-Shyan Wong, MBBS
AAO LDP Participant, Asia Pacific Academy of
Ophthalmology (APAO)

Opportunities for Collaboration

- Cindy Bradford, MD
- Mike Brennan, MD
- Dan Briceland, MD
- Zelia Correa, MD
- Stefan Seregard, MD

9:45 am **Q & A Wrap-Up and Conclusion**