

Professional Midwifery Forum & Exhibition

Maternity, Midwifery & Baby

Midwifery Exchange - Midwifery Conference

22nd September 2015

Sue Macdonald – Chair

[illegible]

Welcome Manchester!

- Welcome also to our online participants – Please send in questions
- Visit the exhibition – your contribution enables us to offer this professional study day free of charge
- Exhibition competition: Lots of fun prizes to be won and the winners will be announced in the afternoon tea break. Form is in delegate bag.

‘Housekeeping’

- Fire drill...
- Security – bags and valuables
- Please turn your mobile telephones to **SILENT** or **OFF (Speakers..need to be Off!)**
- Twitter tag is...**#maternity15**
- **Free Wi-fi available**
- Refreshments: Water available throughout.. tea & coffee, and more light snacks are available at the cash catering point in the foyer
- During any question times,: **WAIT** for the microphone and please give your name and place of work...

Midwifery Exchange



As midwives, we need to:

- Provide compassionate, sensitive and evidence- based care to women, their babies and families;
- Meet changing and increasingly complex needs of women and families;
- Be able to adapt to and lead different patterns of care;
- Have strong and effective midwifery leadership and communication;
- Use tools of reflection; feedback and communication
- Continuously support and develop students; colleagues and themselves;
- Cope and prosper within the constantly changing NHS;

And that needs:

- Confidence, competence, teamwork & Partnership
- Access to research & good evidence based information and data, but also balance information ++
- Opportunities to share good practice, developments and knowledge
- Fundamentally remember the art and science of midwifery
- To be in touch with our energy and love for the job
- Political awareness

Continuing
Professional
Development

So.....

Today

- Have some great and leading voices in midwifery – all tasked with providing a snapshot of what is happening within the maternity services, some challenges, and new developments...
- A range of exciting seminars - 1st come 1st served!
- Enjoy meeting and talking together..get to know at least **two** new people today..
- Please do visit the exhibition in the breaks..Without these exhibitors we would not be able to provide these conferences ..**COMPETITION!!!**



Courtesy of Gaynor Wood WHT

Virtual bouquets!



And

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- If you enjoyed the day...sign up for next year's events – places are likely to be highly sought after.
- Details on inside front cover of guide.

Or...come and be a speaker!!!

- There will be a call for abstracts in early November so if you are doing something interesting..APPLY!