



Alzheimer's Society Annual Conference, Tuesday 22 May 2018

Taking action on dementia

Time	Title	Speaker
9am	Registration, exhibition, posters and refreshments	
9.45am	Welcome and housekeeping	Fiona Phillips – Journalist and Broadcaster, Alzheimer's Society Ambassador
10am	Introduction to ASAC 2018	Kathryn Smith, Chief Operating Officer, Alzheimer's Society
10.15am	<p>The Dementia Statements one year on – rights and the Three Nations Dementia Working group</p> <p>We know that the rights of people affected by dementia in many areas across healthcare and wider society are not being upheld. One year on from the publication of the new Dementia Statements, this session explores how talking about rights is fundamental for achieving necessary change for people affected by dementia.</p>	Members of the Three Nations Dementia Working group

11.00am	<p>Dementia – Big problem; Big Data – Big solution? Globally researchers are coming together to take on dementia, pooling their data and using the power of big data sets to address key unanswered questions. Professor Sir Lovestone will give an overview of what is big data and where does the data come from. He will look at how data is continually being reused to advance research and improve care, through examples of using medical records in research; ethics and governance.</p>			<p>Professor Sir Simon Lovestone, Professor of Translational Neuroscience, University of Oxford</p>
<p>11.30am Refreshments, exhibition, posters and networking</p>				
<p>11.50am Parallel Sessions</p>				
	<p>Session 1</p> <p>UKDRI: conquering dementia through research Chaired by Professor Chris Shaw, Associate Director, UK Dementia Research Institute</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Professor Chris Shaw, Associate Director, UK DRI • Dr Nir Grossman, Research Fellow, UK DRI • Professor Sarah Tabrizi, Director of Huntington’s Disease Centre, University College London 	<p>Session 2</p> <p>Younger people with dementia Chaired by Tessa Gutteridge, CEO, Young Dementia UK</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Jane Pritchard, Consultant Admiral Nurse, The Good Care Group • Donna Chadwick, National Development Manager, The Young Dementia Network • Keith Oliver, Alzheimer’s Society Ambassador • Jackie Tuppen, Specialist Practitioner and Admiral Nurse, Dementia UK • Jan Oyebode, Professor 	<p>Session 3</p> <p>Getting emergency care right Chaired by Sean Bone-Knell, Director of Operations, Kent Fire and Rescue Service</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Sarah Voss, Associate Professor in Emergency and Critical Care, The University of the West of England, Bristol • Courtney Shaw, Alzheimer’s Society PhD student, University of Bradford • Helen Pocock, Senior Research Paramedic, South Central Ambulance NHS Foundation Trust • Zoe Elkins, Head of Care Strategy, The Good Care 	<p>Session 4</p> <p>Caring for carers Chaired by Bob Kahn and Peter Riley, Carers and members of Alzheimer’s Society Research Network.</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Dr Jane Fossey, Associate Director of Psychological Services , Oxford Health NHS Foundation Trust • Sadhia Parveen, Alzheimer’s Society Research Fellow, University of Bradford • Gill Livingston, Professor of Psychiatry, University College London

		of Dementia Care, University of Bradford	Group	
1pm	Lunch, exhibition, posters and networking			
2pm	Parallel Sessions			
	<p>Session 5</p> <p>Dementia Research Leaders PhD showcase</p> <p>Chaired by Professor Dawn Brooker, Director of the Association for Dementia Studies University of Worcester</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Isabel Castanho, Alzheimer's Society PhD student, University of Exeter • Lucas Kraft, Alzheimer's Society PhD student, University of Sussex • Pippa Collins Alzheimer's Society PhD student, University of Southampton • Emma Broome, Alzheimer's Society PhD student, University of Nottingham • Julia Schumacher, Alzheimer's Society PhD student, University of Newcastle 	<p>Session 6</p> <p>Hidden Voices: Seldom heard groups</p> <p>Chaired by John McHugh, Artistic Director, Music in Mind</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Katrina Forsyth, Research Associate, University of Manchester • Kelly Kaye, Executive Lead, Dementia Action Alliance <p>Special guests from the Royal Liverpool Philharmonic Orchestra</p>	<p>Session 7</p> <p>Out with the old and in with the new, the key to achieving lasting results from your training spend</p> <p>Chaired by Raj Kapoor, Head of Training and Consultancy, Alzheimer's Society</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Claire Surr, Professor of Dementia Studies, Leeds Beckett University • Isabelle Latham, Senior Lecturer, Association for Dementia Studies University of Worcester • Wendy Grosvenor, Lecturer Older Adult Care, University of Surrey 	<p>Session 8</p> <p>Dementia Friendly Business</p> <p>Chaired by Charlotte Matier, Director of Development, Alzheimer's Society and Emma Bould, Programme Partnerships Project Manager, Alzheimer's Society.</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Trevor Salomon, Carer and husband of Yvonne Salomon • Ruth Poole, Speciality Director, Celesio UK • Mike Finnegan, Head of Customer Experience, HSBC

	<ul style="list-style-type: none"> • Suzanne Hill, Alzheimer's Society PhD student, University of Bradford • Jennie Gabriel, Alzheimer's Society PhD student, University of Dundee • Connor Richardson, Alzheimer's Society PhD student, Newcastle University 			
3.10pm	Exhibition, posters, refreshments and networking			
3.30	Welcome back			Jenny Owen CBE, Alzheimer's Society Vice Chair
3.35pm	Breaking down the cost of dementia Professor Martin Knapp presents new research from the London School of Economics on how the responsibility for dementia care costs falls on the shoulders of those affected			Martin Knapp, Professor of Social Policy, London School of Economics
3.50pm	Counting the cost Kathryn Smith will present Alzheimer's Society's response to the new data from London School of Economics and the implications for care and support for people affected by dementia			Jeremy Hughes CBE, CEO Alzheimer's Society
4pm	Address by the Minister of State for Health and Social Care In 2018, the government is holding its review of the Prime Minister's Challenge on Dementia 2020 and leading the development of a Green Paper on social care reform. Caroline Dinenage MP, Minister of State for Health and Social Care, will address the conference on the continued commitment of the government and Department of Health and Social Care in meeting the needs of people affected by dementia to 2020 and beyond.			Caroline Dinenage MP, Minister of State for Health and Social Care
4.20pm	Fixing the System: panel discussion and Q&A from the audience			Martin Knapp, Professor of Social Policy, London School of

	<p>Building on the day's key sessions and the theme of rights, our panel of experts and thought leaders will present their views on and discuss how the current system needs to be fixed, in order to both understand what people affected by dementia need and what, and how this can be delivered in a way that meets those needs as they have been expressed through the Dementia Statements.</p> <p>The session will also include an opportunity for questions from the audience</p>	<p>Economics</p> <p>Glen Garrod, President, Association for the Directors of Adult Social Services</p> <p>Jeremy Hughes CBE, CEO Alzheimer's Society</p> <p>Alistair Burns, National Clinical Director for Dementia and Older Peoples' Mental Health, NHS England</p>
5pm	Recap of the day and closing remarks	Kathryn Smith, Chief Operating Officer, Alzheimer's Society
5.05pm	<p>Drinks reception sponsored by Surrey Cricket Club on the Kia Oval Terrace</p> <p>Jeremy Hughes in conversation with Professor Bart de Strooper</p> <p>Jeremy Hughes and Professor Bart De Strooper will discuss the latest advances in dementia research and how close we are to meeting the G7 ambition of identifying a treatment that can slow down dementia by 2025</p>	<p>Professor Bart De Strooper, Director, UK Dementia Research Institute</p> <p>Jeremy Hughes CBE, CEO Alzheimer's Society</p>

Alzheimer's Society Annual Conference, Wednesday 23 May 2018

Time	Title	Speaker
8am	PhD student breakfast – invitation only	
9.15am	Registration, exhibition, posters and refreshments	
9.45am	Welcome and housekeeping	Charlie Webster, Sports and Television Presenter
10.00am	Alzheimer's Society ambitions in support, society and research	Dr Doug Brown, Chief Policy and Research Officer, Alzheimer's Society
10.20am	<p>Putting dementia first – Influencing the Health and Social Care Agenda</p> <p>Engagement and influencing on the Health and Social Care agenda is a key opportunity for us to improve quality of care and support for people affected by dementia. Through the pioneering work of our Dementia Connect Early Adopter sites, and our integration activity, we are working with the NHS and local authorities to increase understanding of why provision of responsive and integrated services for people with dementia is fundamental to better care.</p> <p>This session will also show how we are putting the lived experience of people affected by dementia at the forefront of our work, with a special focus on the prioritisation of dementia by the Greater Manchester Health and Social Care Partnership (GMHSCP) and Alzheimer's Society, working closely with Dementia United, Greater Manchester's dementia transformation programme. Devolution opens up many exciting opportunities and in this session you will hear from key Greater Manchester decision makers about where we've come from, what lies ahead and how we can continue to work closely together.</p>	<p>Warren Heppolette, Executive Lead Strategy and Systems Development, Greater Manchester Health and Social care Partnership</p> <p>Rachel Volland, Senior Implementation and Improvement Lead - Dementia United</p> <p>Helen Foster, Director of Operations, Alzheimer's Society</p>
11.00am	<p>Meeting the therapeutic challenge in Huntington's disease and other forms of dementia</p> <p>In 2017, Professor Tabrizi and colleagues announced groundbreaking results of an early phase study</p>	Professor Sarah Tabrizi, Director of Huntington's Disease Centre, University College London

	towards treating Huntington's disease. Professor Tabrizi will tell more of this exciting new approach, and how the knowledge may be applied to treating other forms of dementia.			
11.30am	Refreshments, exhibition, posters and networking			
11.50am	Parallel Sessions			
	<p>Session 9</p> <p>Hot off the press: breaking clinical studies</p> <p>Chaired by Gordon Wilcock, Emeritus Professor of Geratology, University of Oxford</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Fergus Doubal, Senior Lecturer Consultant Physician, University of Edinburgh • Rebecca Llewellyn-Bennett, Research Fellow, University of Oxford • Mary Sneade, Clinical Trial Manager, University of Oxford • Clive Holmes, Professor of Biological Psychiatry, University of Southampton 	<p>Session 10</p> <p>What works where? Different approaches to dementia friendly communities</p> <p>Chaired by Miranda Groves, Senior Dementia Friendly Communities Officer, Alzheimer's Society</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Nicole Darlington, Research Assistant, University of Hertfordshire • Sarah Durner, Senior Sport and Physical Activity Officer, London Borough of Hillingdon • Bernard and Anne Banfield, People Affected by Dementia • Dr Elspeth Mathie, Senior Research Fellow, University of Hertfordshire 	<p>Session 11</p> <p>Design and dementia</p> <p>Chaired by Katherine Gray, Research Grants Manager, Alzheimer's Society</p> <p>Session hosted by the Design Council</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Ellie Runcie, Director of Growth and Innovation, Design Council • Neal Stone, Design Associate, Design Council 	<p>Session 12</p> <p>Dying Well - dying with dignity</p> <p>Chaired by Andrew Wilson-Mousaher, Divisional General Manager Wales and Southern England, Marie Curie</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Louise Robinson, Professor of Primary Care and Ageing Institute of Health and Society and Newcastle University Institute for Ageing • Nathan Davies, Alzheimer's Society Research Fellow, University College London • Kerry Phelps, Operations Manager - Gwent, Alzheimer's Society • Adele Morgan, Service user who has dementia • Linda Willis, Service user who has dementia
1pm	Lunch, exhibition, posters and networking			

2pm				
Parallel Sessions				
	<p>Session 13</p> <p>Meeting the sex and intimacy needs of people affected by dementia</p> <p>Chaired by Beverley Page-Banks, Programme Development Manager (Innovation), Alzheimer's Society</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Dr Sharron Hinchliff, Reader in Psychology & Health, University of Sheffield • Maria Horne, Associate Professor, University of Leeds • Natasha Howard, Project Support Officer, Alzheimer's Society • Jackie Howe, Inspection Manager – Adult Social Care, Care Quality Commission (CQC) • Arifa Kapasi – Inspector, CQC 	<p>Session 14</p> <p>Technology: useful today and tomorrow's world</p> <p>Chaired by Colin Capper, Head of Research Development and Evaluation, Alzheimer's Society</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Elizabeth Laird, Lecturer of Nursing, Ulster University • Nicholas C. Firth, Postdoctoral Research Associate, University College London • Yvette Vermeer, Early Stage Researcher, University College London • Lesmond Taylor, Health and Social Care Development Worker, Salford Community and Voluntary Services • Joy Watson, Alzheimer's Society Ambassador • Dr Andrew Clark, Reader in Sociology, School of Health and Society, University of Salford 	<p>Session 15</p> <p>State of the Nation</p> <p>Chaired by Gavin Terry, Policy Manager, Alzheimer's Society</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Dom Carter, Senior Policy Officer, Alzheimer's Society • Des Kelly, Chair, Centre for Policy on Ageing • Jacob Lant, Head of Policy and Public Affairs, Healthwatch England 	<p>Session 16</p> <p>Researching dementia on all fronts: from drug design to clinic</p> <p>Chaired by Aoife Kiely, Research communications officer, Alzheimer's Society</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Francesco Aprile, Alzheimer's Society Research Fellow, University of Cambridge • John Baker, Alzheimer's Society PhD student, University of Exeter • Emily Dodd, Associate Researcher, The University of the West of England, Bristol • Sarah Richardson, Alzheimer's Society Clinical Training Fellow, University of Newcastle • Sana Suri, University of Oxford

3.10pm	Registration, exhibition, posters and refreshments			
3.30pm	<p>A world without dementia</p> <p>The UK is not alone in facing the huge challenge of dementia. Dementia has become an urgent global health crisis that is only set to worsen - every 3 seconds someone in the world develops the condition. It is listed by WHO as the world's 7th leading cause of death and in 2018 dementia will become \$1trillion disease. As one of the biggest global health problems, no country can face this fight alone which is why we need to continue to forge global partnerships to combat dementia. In this session we look at the UK's global leadership on dementia, and how we can collaborate and learn from other countries to ensure better diagnosis, care, research and awareness of dementia. We will explore the experience of people affected in different countries and how people are working together for a world united against dementia.</p>			<p>Wendy Weidner, Research and Policy Project Lead, Alzheimer's Disease International</p> <p>Minister Takashi Okada, Envoy Extraordinary and Minister Plenipotentiary of Japan</p> <p>Jayne Goodrick, Care Supporter, Wales</p> <p>Sally Copley, Director of Campaigns & Partnerships, Alzheimer's Society</p>
4.10pm	<p>Taking action on dementia – next steps</p> <p>We all have a part to play in making the Dementia Statements a reality. We know dementia is hard at the end but until then we must unite to create a society where people with dementia can live the lives they want today, without fear or prejudice. Now is the time for action, to grow the dementia movement and build upon all the work we do in our professional lives, and in our communities. We must champion the rights of people with dementia and create the change they want and expect to see.</p>			<p>Carey Mulligan, Actor and Alzheimer's Society Ambassador</p>
4.30pm	Recap of the day and closing remarks			<p>Charlie Webster, Sports and Television Presenter</p> <p>Dr Doug Brown, Chief Policy and Research Officer, Alzheimer's Society</p>

For further information on each parallel session please see below:

Session 1 - UKDRI: conquering dementia through research

Uniting over 400 researchers from around the world, the UK Dementia Research Institute (UK DRI) is answering fundamental questions about dementia to accelerate the global search for preventions, treatments and better care. Opening its doors in 2017, its first 50 research programmes across six Centres in England, Scotland and Wales are looking at the biological mechanisms behind several of the diseases that cause dementia. Delegates will hear from the UK DRI Fellows and Professors who are leading this cutting-edge research. Any of the 50 programmes has the potential to reveal the eureka moment a scientist longs for – a discovery that fundamentally changes how we approach or treat a disease.

Creating a national Dementia Research Institute

Speaker: Professor Chris Shaw, Associate Director, UK DRI at Kings College London

Biological mechanisms causing Frontotemporal Dementia and motor neurone disease

Speaker: Professor Chris Shaw, Associate Director, UK DRI at Kings College London

Novel technologies in the study of sleep, neuroprotection and cognition

Speaker: Dr Nir Grossman, Research Fellow, UK Dementia Research Institute

DNA damage response in Huntington's disease, and therapeutics

Speaker: Professor Sarah Tabrizi, Director of Huntington's Disease Centre, University College London

Chair: Professor Chris Shaw, Associate Director, UK Dementia Research Institute

Session 2 - Younger people with dementia

Dementia is not a natural part of ageing, and it doesn't just affect older people. Over 40,000 people under 65 in the UK have early-onset or young-onset dementia. This parallel session will look at how the specific needs of this group of people are being recognised, and what needs to be done now and in the future to ensure those needs are met

That's hope, the garden growing

Speaker: Jane Pritchard, Consultant Admiral Nurse, The Good Care Group

The Young Dementia Network

Speaker: Donna Chadwick, National Development Manager, The Young Dementia Network

Speaker: Keith Oliver, Alzheimer's Society Ambassador

Clubs with no age restrictions can benefit some younger people with mild dementia

Speaker: Jackie Tuppen, Specialist Practitioner and Admiral Nurse, Dementia UK

The Angela Project – aiming to improve diagnosis and support for younger people with dementia

Speaker: Jan Oyeboode, Professor of Dementia Care, University of Bradford

Chair: Tessa Gutteridge, CEO, Young Dementia UK

Session 3 - Getting Emergency Care Right

Our Fix Dementia Care campaign has recently highlighted the awful consequences of delayed transfer of care for people with dementia in hospital, but if we take a step back from there, what needs to be done at the point of responding to the needs of people with dementia in an emergency and through the provision of urgent care? This session will look at how emergency response services and preventative measures can help to get this right.

Skilling live in carers to provide preventative care at home

Speaker: Zoe Elkins, Head of Care Strategy, The Good Care Group

The use of emergency ambulance services by people with dementia: the HOMEWARD Project

Speaker: Sarah Voss, Associate Professor in Emergency and Critical Care, The University of the West of England, Bristol

A clinical Audit of the electronic data capture of dementia in ambulance service patient records

Speaker: Helen Pocock, Senior Research Paramedic, South Central Ambulance NHS Foundation Trust

Towards Dementia Friendly Emergency Departments

Speaker: Courtney Shaw, Alzheimer's Society PhD student, University of Bradford

Chair: Sean Bone-Knell, Director of Operations, Kent Fire and Rescue Service

Session 4 - Caring for carers

A diagnosis of dementia so often impacts on spouses, children, families, friends and other loved ones who take on the role of caring and supporting a person with dementia. Many previous studies have shown the burden and strain that carers can feel, including impacts on their own health, but by contrast studies are only emerging now that show how to positively help carers. This session shares the advances in understanding through research which are being made in how best to support those that care.

Caring For Me and You: a 3-arm randomised controlled trial of the effectiveness of on-line Cognitive Behavioural Therapy to support carers of people with dementia

Speaker: Dr Jane Fossey, Associate Director of Psychological Services , Oxford Health NHS Foundation Trust

Cultural obligation, willingness and preparedness to care: Findings from the Caregiving HOPE study

Speaker: Sadhia Parveen, Alzheimer's Society Research Fellow, University of Bradford

START- Laying the Foundations

Speaker: Gill Livingston, Professor of Psychiatry, University College London

Chairs: Bob Kahn and Peter Riley, Carers and members of Alzheimer's Society Research network.

Session 5 - Alzheimer's Society Dementia Research Leaders PhD showcase

Alzheimer's Society as part of our groundbreaking Dementia Research Leaders is attracting the brightest minds to dementia research, and supporting them to become the next leaders in their field. As part of this programme we are supporting over 50 students in our eight flagship Doctoral Training Centres (DTC).

This varied and dynamic showcase is your chance to hear from PhD students supported through eight Alzheimer's Society Doctoral Training Centres about the work the students are doing in these Centres and about their research ranging from molecules and cells to care and to society.

Amyloid and tau mouse models: mapping genomic consequences

Speaker: Isabel Castanho, University of Exeter DTC

Identification of novel ApoE4 modulators

Speaker: Lucas Kraft, University of Sussex DTC

"Sit down Mrs Jones": Risk enablement and mobility for people with dementia on an acute medical unit

Speaker: Pippa Collins, University of Southampton DTC

How the arts can transform care settings – a feeling that lasts longer than a memory

Speaker: Emma Broome, TAnDem DTC

Functional brain networks in dementia with Lewy bodies and Alzheimer's disease

Speaker: Julia Schumacher, Newcastle University DTC

Investigating the Quality and Continuity of Medication Management Systems when People with Dementia move between the Care Home and Hospital setting

Speaker: Suzanne Hill, University of Bradford DTC

Dietary Contributors to Dementia

Speaker: Jennie Gabriel, University of Dundee DTC

Shifting sands: Changes over time in cognition, definitions of impairment, and how this impacts our population estimations

Speaker: Connor Richardson CFAS DTC

Chair: Katherine Gray, Research Grants Manager Alzheimer's Society

Session 6 - Hidden Voices: Seldom heard groups

People from seldom heard groups often struggle to get the support they need due to the stigma surrounding dementia, a lack of understanding in their communities and limited services that are appropriate or in which they feel they can turn to.

- African Caribbean communities have greater risk of developing dementia at an early age, and both African Caribbean and South Asian communities have a higher prevalence of dementia than the White British community.
- People with a learning disability are at greater risk of developing dementia at a younger age. One in ten people with a learning disability develop young onset Alzheimer's Disease between the age of 50 to 65.
- Prisoners over the age of 60 are the fastest growing age group in prisons, with the latest figure standing at 10,000. As the number of older prisoners rises, so too will the prevalence of dementia.
- There are an estimated 850,000 people with dementia in the UK and surveys suggest that around 6% of the UK's population currently define themselves as LGBTQ+. We know that dementia doesn't discriminate on the basis of your sexuality.

We must ensure that anyone with a diagnosis of doesn't face dementia alone. This session will explore how we can work better together to support those that are seldom heard to face the challenges that dementia poses.

Speakers:

From seldom heard to seen and heard: Adapting support to suit the needs of people affected by dementia from seldom heard groups

Speaker: Kelly Kaye, Executive Lead, Dementia Action Alliance

The experiences of older prisoners with mild cognitive impairment and dementia

Speaker: Katrina Forsyth, Research Associate, University of Manchester

Including special guests: members of the Royal Liverpool Philharmonic Orchestra

Chair: John McHugh, Composer, Music in Mind

Session 7 - Out with the old and in with the new, the key to achieving lasting results from your training spend

Every year health and social care providers spend millions on staff training and development but what impact does it really have? With the number of people living with dementia set to rise this ground breaking session will explore what really works in dementia learning.

First to challenge the status quo will be Professor Clare from Leeds Beckett University who will present key findings from the 'What works in dementia training and education study' commissioned by the Department of Health.

Continuing on a similar theme Isabelle Latham from Worcester University will advocate the 'learning to care model' which calls for a radical new approach to support care workers who care for people living with dementia. Finally we will hear from Wendy Grosvenor from Surrey University who will present the findings of an innovative new project which focuses on the experiences of people with dementia rather than their diagnosis.

Be part of the debate and change the way you do things differently to achieve lasting impact for people living with dementia.

Speakers:

What works in dementia training and education for health and social care staff?

Speaker: Claire Surr, Professor of Dementia Studies, Leeds Beckett University

Training and learning are not the same thing: is it time for a new model for supporting care workers to learn to care for people living with dementia?

Speaker: Isabelle Latham, Senior Lecturer, Association for Dementia Studies, University of Worcester

How do we enhance adult nursing students' education in dementia? Impact of an innovative dementia education programme

Speaker: Wendy Grosvenor, Lecturer Older Adult Care, University of Surrey

Chair: Raj Kapoor, Head of Training and Consultancy, Alzheimer's Society

Session 8 – Dementia Friendly Business

All businesses and organisations can contribute to tackling the social and economic impact of dementia. From retail to housing, utilities to entertainment, finance to transport, all sectors have a part to play. Dementia costs businesses £1.6 billion per year (CEBR, 2014). We found that 73% of UK adults surveyed do not think that businesses and organisations, are geared up to deal with dementia (Alzheimer's Society, 2013). With the UK statutory retirement age rising, and the number of people with dementia expected to rise to 1 million by 2021, we will see many more people developing dementia or becoming a carer whilst still in employment. Businesses need to future proof their organisations, as consumers want businesses which value their customers.

Building on the conference theme of *a movement for change* this engaging session will directly hear from businesses who are working towards becoming dementia friendly. Exploring how different organisations, businesses and sectors can future proof their services to support both customers and employees affected by dementia. As well as the changes they have seen in numbers in terms of employee engagement and retention, finance, customer interactions and business overall Hearing from industry leaders from the financial, leisure and retail sector on what challenges they faced and how they overcame these to become dementia-friendly.

Speaker: Trevor Salomon, Carer and husband of Yvonne Salomon

Speaker: Ruth Poole, Speciality Director, Celesio UK

Speaker: Mike Finnegan, Head of Customer Experience, HSBC

Chair: Charlotte Matier, Director of Development, Alzheimer's Society and Emma Bould, Programme Partnerships Project Manager, Alzheimer's Society

Session 9 – Hot off the press: breaking clinical studies

You heard it here first! This session will present the final results of three recently completed clinical studies funded by Alzheimer's Society. We fund research across the board from fundamental discovery science through to translational and implementation studies. Our clinical research is a vital step to turn lab discoveries into new treatment and therapies for people living with dementia. These three projects all look at new ways to prevent the development of dementia in those at greater risk, either due to diseases of the blood vessels or to having mild cognitive impairment.

Preventing Cognitive Decline and Dementia from Cerebral Small Vessel Disease: The LACI-1 Trial.

Speaker: Fergus Doubal, Senior Lecturer Consultant Physician, University of Edinburgh

Does surgery for asymptomatic carotid stenosis reduce the long-term risk of dementia? Extended post-trial follow-up of the Asymptomatic Carotid Surgery Trial (ACST-1): Late breaking results

Speaker: Mary Sneade, Clinical Trial Manager, University of Oxford

Speaker: Rebecca Llewellyn-Bennett, Research Fellow, University of Oxford

Psychological stress, biological outcomes and cognitive decline in amnesic mild cognitive impairment

Speaker: Clive Holmes, Professor of Biological Psychiatry, University of Southampton

Chair: Gordon Wilcock, Emeritus Professor of Geratology, University of Oxford

Session 10 - What works where? Different approaches to dementia-friendly communities

How do we build dementia-friendly communities when communities and their members are so different? Geography, population, diversity – so many factors make each community unique. Does that mean each community needs a unique approach? To try and answer this question, we will look at some of the emerging trends in dementia-friendly communities across the country and contrast approaches in rural Derbyshire and built-up London. There may be more in common than we thought...

DEMCOM study: Overview of Dementia Friendly Communities (DFCs) in England

Speaker: Nicole Darlington, Research Assistant, University of Hertfordshire

Speaker: Dr Elspeth Mathie, Senior Research Fellow, University of Hertfordshire

Hillingdon Libraries leading the way to a Dementia Friendly Hillingdon

Speaker: Sarah Durner, Senior Sport and Physical Activity Officer, London Borough of Hillingdon

Speakers: Bernard and Anne Banfield, people affected by dementia

Chair: Miranda Groves, Senior Dementia Friendly Communities Officer, Alzheimer's Society

Session 11 - Design and dementia

This interactive session, led by the Design Council, will bring together practitioners in design, health and policy to explore the benefits of design in supporting people living with dementia. In addition to live case studies demonstrating the benefits, participants will also gain insight into how design approaches can enable a better understanding of people's needs and wants.

In recent years, it has become widely understood that innovation in healthcare need not and should not be a matter solely of technological and pharmacological development. Huge gains can be made in understanding and improving the experience for people living with significant health challenges. Design's inherent focus on the real needs and wants of users makes it ideally suited to this kind of innovation. The need to shape solutions that can maximise quality of life for those affected by dementia and simultaneously reduce the burden and cost of care is an objective that good design can play a significant role in supporting.

Design and dementia

How design approaches might help in better understanding and responding to challenges relating to dementia

Speaker: Ellie Runcie, Director of Growth and Innovation, Design Council

Speaker: Neal Stone, Design Associate, Design Council

Chair: Katherine Gray, Research Grants Manager, Alzheimer's Society

Session 12 - Dying Well: dying with dignity

Death and Dying is always a sensitive subject but for people with a Dementia diagnosis, the picture is even more complicated. Death and Dying is not often discussed at an early stage as the patient/healthcare professional may perceive this as being too early, for the person to think about end of life, or may not consider Dementia as terminal condition. However, at a later stage in the disease course, it is often too late as the patient may no longer have mental capacity to articulate their wishes, this session is designed to explore those complex challenges and discuss approaches evidence to help people to die well.

Improving end of life care in dementia

Speaker: Louise Robinson, Professor of Primary Care and Ageing, Institute of Health and Society and Newcastle University Institute for Ageing

Supporting family carers of people with dementia at end of life, developing a decision aid

Speaker: Nathan Davies, Alzheimer's Society Research Fellow, University College London

C.A.R.I.A.D (care and respect in advanced dementia) – Partnerships in Action

Speaker: Kerry Phelps, Operations Manager - Gwent, Alzheimer's Society

Speaker: Adele Morgan, Service user who has dementia

Speaker: Linda Willis, Service user who has dementia

Chair: Andrew Wilson-Mousaher, Divisional General Manager Wales and Southern England, Marie Curie

Session 13 - Meeting the sex and intimacy needs of people affected by dementia.

Do you want to find out more about sex, intimacy and dementia? In this session we will be uncovering the challenges and solutions around this topic. Presentations will be varied and include: perspectives from different care settings, people affected by dementia, research evidence, and the use of high speed innovation techniques to co-produce solutions.

Relationships, intimacy, and sex in dementia: Providing support within the community.

Speaker: Dr Sharron Hinchcliff, Reader in Psychology & Health, University of Sheffield

Let's talk about the S word: Older People's Understandings of Sexuality research initiative (OPUS),

Speaker: Maria Horne, Associate Professor, University of Leeds

Alzheimer's Society's innovation sprint – the challenge of sex and intimacy in care homes and our solutions

Speaker: Natasha Howard, Project Support Officer, Alzheimer's Society

A Care Quality Commission perspective

Speaker: Jackie Howe, Inspection Manager – Adult Social Care, Care Quality Commission (CQC)

Speaker: Arifa Kapasi –Inspector, Care Quality Commission (CQC)

Chair: Beverley Page-Banks, Programme Development Manager (Innovation), Alzheimer's Society

Session 14 - Technology; useful today and tomorrow's world

There is much potential for technologies, including apps and digital technologies to support, assist and enable the lives of people with dementia. This session will explore some of the ongoing research in to the effectiveness and range of different technologies that are being utilised – from the everyday to specially designed and adapted - and cover some of the ethical and social challenges that have arisen through technology research.

A quasi-experimental study of individual specific reminiscence

Speaker: Elizabeth Laird, Lecturer of Nursing, Ulster University

Echoes Around the Home: Can the Amazon Echo help people living with dementia?

Speaker: Nicholas C. Firth, Postdoctoral Research Associate, University College London

A protocol for testing surveillance technologies: input from people with dementia is essential

Speaker: Yvette Vermeer, Early Stage Researcher, University College London

The Salford Way

Speaker: Lesmond Taylor, Health and Social Care Development Worker, Salford Community and Voluntary Services

Speaker: Dr Andrew Clark, Reader in Sociology, School of Health and Society, University of Salford

Speaker: Joy Watson, Alzheimer's Society Ambassador

Chair: Colin Capper, Head of Research Development and Evaluation, Alzheimer's Society

Session 15 – State of the Nation

Through our 'State of the Nation' work, Alzheimer's Society uses the most up to date evidence to explore the issues facing people affected by dementia. Building on the publication of the latest figures on the cost of dementia, this session will explore our latest findings around the experiences and interactions of people affected by dementia with the care system, and our vision for future provision of high quality, effective care and support ahead of the Government's promised Green Paper on social care reform for older people.

Speakers:

Ensuring the voices of people affected by dementia are heard by policy and decision makers ahead of the Green Paper on social care reform

Speaker: Dom Carter, Senior Policy Officer, Alzheimer's Society

Power to People

Speaker: Des Kelly, Chair, Centre for Policy on Ageing

The importance of user voice to shape how services work and develop

Speaker: Jacob Lant, Head of Policy and Public Affairs, Healthwatch England

Putting the voices of people with dementia with at the forefront of policy development in Wales

Speaker: Sue Phelps, Country Director – Wales, Alzheimer's Society

Chair: Gavin Terry, Policy Manager, Alzheimer's Society

Session 16 - Researching dementia on all fronts: from drug design to clinic

Alzheimer's Society funds researchers working across all areas of dementia research. Taking on dementia from all fronts means we can find ways to prevent dementia, develop effective treatments and also improve the care and quality of life of people living with dementia today. In this session Alzheimer's Society funded Researchers will tell us about how their latest breakthroughs, both in the lab and in the clinic, are all contributing towards a better future for people affected by dementia. are bringing research from the lab bench into clinical practice where it can improve the lives of people with dementia.

Targeting Amyloid Oligomers Using Rationally Designed Antibodies

Speaker: Francesco Aprile, University of Cambridge

Epileptic seizures in the memory clinic population: What are they like? Who is having them? When do they occur?

Speaker: John Baker, University of Exeter

Selective forgetting for self-threatening feedback: mnemonic neglect in people with dementia

Speaker: Emily Dodd, University of West of England

The DECIDE Study: DELirium and Cognitive Impact in Dementia,

Speaker: Sarah Richardson, University of Newcastle

The heart-brain link: mid-life cardiovascular risk for dementia predicts poor brain health 20 years later

Speaker: Sana Suri, University of Oxford

Chair: Aoife Kiely, Research communications officer, Alzheimer's Society