

## The Pharmacy Show – October 2010

The Pharmacy Show is a business and trade event and contains important CPD training for pharmacy professionals. It was held at the NEC in Birmingham on Sunday 10<sup>th</sup> and Monday 11<sup>th</sup> October.

Thousands of healthcare professionals came through the doors and came to grips with some of the most critical issues facing the pharmacy industry, businesses and the profession. There has never been a more important time for the pharmacy community to come together.

This year, the show was run differently to previous years and consisted of five different conferences being run at various locations within Hall 2. The programme was designed to help the visitors run better businesses, improve their personal and management skills, improve clinical knowledge in key therapy areas, help them understand the challenges and opportunities of the new white paper, run better services and help them deliver better and safer patient care.

The Pharmacy show 2010 also saw over 240 exhibitors from both the UK and beyond, who were suppliers of the best medicines, products, technology and services.

All attendees were able to access the UK's largest source of live CPD, free of charge. After the show pharmacy professionals were able to download free CPD record aids on every session that they had attended and then upload it on to their CPD record. This was the first in the UK for any event in any industry.



As the leadership body for all pharmacy technicians, APTUK was delighted to have a stand at the Pharmacy Show for the second year running. It was manned by National Officers on both days who were delighted to showcase the new website, pharmacy technician journal and the latest CPD developments. Demonstrations were held for those who wanted to access their CPD record via the APTUK website.

It was evident that the importance of the pharmacy technician within the pharmacy team has been highlighted with mandatory registration just around the corner! The registered pharmacy technician is certainly seen as a respected healthcare professional who is being regulated to the same standards as pharmacists. Visitors to the stand, whether they were pharmacists or technicians were keen to ensure that professional support was

available and were very impressed with the services APTUK could deliver to its members.

APTUK was able to promote the role and responsibilities of the pharmacy technician to many people, including drug companies, industrial companies and other allied health professionals – some of who were unclear of the structure of the pharmacy family.

The Pharmacy Show provided APTUK and all of the exhibitors and visitors a huge opportunity to network with everyone, enabling the sharing of knowledge, best practices and information with each other. This can only be seen as a positive for pharmacists, pharmacy technicians, industry and the pharmacy profession.

APTUK hopes that their attendance at the show will raise the profile of the pharmacy technician and reassure them that there is a professional leadership body available for them, who will be able to offer support if needed, thus enabling continued registration with the regulator.

Each year this event is getting bigger and better. APTUK was proud to be a part of it and is looking forward to participating at next years' event. We hope to see you there too!!!

Fiona Price  
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