

PRESS RELEASE

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For Immediate Release



camexpo conference programme set to draw a healthy crowd

Natural health advocate Janey Lee Grace is just one of the many leading industry names confirmed to host a free demo session at this year's camexpo, says the show's organiser Diversified Business Communications UK. Returning for its ninth edition at London's Earls Court on 22-23 October, camexpo – the UK's only dedicated complementary healthcare show – will feature 34 free training and development sessions taking place over two days in its Demo Theatre and on the CAM stage Live!.

The show's annual free conference programme, which also includes 22 Keynote seminars, highlights its ongoing commitment to facilitate and enhance learning between CAM professionals. Launched in 2003, the Demo Theatre features some of the UK's leading trainers and practitioner service suppliers, whilst the CAM Stage LIVE was introduced last year to showcase a host of highly informative, practical demonstrations from a selection of camexpo exhibitors.

"With 56 free seminars and demos to choose from, this year's camexpo offers even greater choice and flexibility for our visitors to broaden their knowledge and tailor their training to suit their specific area of interest," says Zoe Campbell, event manager of camexpo. "The quality of speakers appearing at camexpo 2011 is unrivalled and a testament to why it's the most anticipated must-attend show for the UK's CAM community."

Spanning a broad range of topics, this year's Demo Theatre includes the following free sessions:

- 6 Step Success – Debra Goldston (sponsored by the CThA)
- Spa Within Complementary Therapy – Nihat Ayçeman (sponsored by the CThA)
- Turning Back the Clock with Greens – Nadia Brydon (sponsored by Sun Chlorella)
- The Vital Elements to Achieve Optimum Health – Jeff Hope (sponsored by The Wellness Tree)
- Massage Table Ergonomics: How to Ensure Your Comfort and Health as a Therapist – Jayne Randon (sponsored by Affinity)

- Holistic Workspace – Holistic you... – Janey Lee Grace (sponsored by the CThA)
- Optimising Essential Fatty Acids – Dr Nigel Plummer (sponsored by BioCare)
- Most of What You Need to Know About Insurance and Risk Management for Natural Medicine Therapist – David Balen (sponsored by Balens)
- Discover Energy Medicine Technologies: Scalar-Wave, PEMF & Plasma – Kim Fortier (sponsored by EHA)
- The Acid Test: Tackling Lifestyle Diseases Through Nutrition – Daisy Connor (sponsored by Lifestream)

This year's CAM Stage Live! programme includes the following free sessions:

- Amma Fusion and Table Thai: Eastern based meridian and acupressure techniques – Meghan Mari, The Jing Institute Of Advanced Massage Training
- Introduction to Nature's Plus Source of Life Gold: Nutritional Support for Natural Energy Production – Rob Clark
- Can We Send our Clients to You – Kelly Oldershaw, Get Your Life Back
- Tissue Transformation with DEEP OSCILLATION® – Christine Talbot, Physiopod
- Enhancing your digestion with Conscious Food – Kristina Locke, Conscious Foods
- KiB®500 Beyond Antibiotics – Richard Stead, KiB Healthcare Limited
- An introduction to kinesiology taping in restricting and supporting muscle function and managing sports injuries – Bryan Aitkenhead, Physique
- Introduction to Nature's Plus Animal Parade Gold: The Ultimate Award Winning Children's Supplement Range – Olivia Hemingway
- 100% Organic Skincare Products to Give Your Practice the Competitive Edge – Glenda Taylor, Inspire Massage
- Chinese Cupping Therapy: A powerful tool for Musculoskeletal aches and pains – Inspire Massage Workshops
- Introduction to Nature's Plus Spitu-Tein Gold: Advanced Full Spectrum Vegetarian Protein Shake – Dan Hanrahan
- Pregnancy Massage – Meghan Mari, The Jing Institute Of Advanced Massage Training

Details of camexpo's full training and education programme are available on the show's website www.camexpo.co.uk. The Nutri Centre sponsored Keynote seminars, plus all demonstrations taking place

in the Demo Theatre and on the CAM Stage LIVE, are included in the cost of entry. The show's 48 Taster Workshops, sponsored by Balens, offer exceptional value priced at £17.50 (incl VAT) per session.

For further information and to register, please visit www.camexpo.co.uk (use priority code CAMEX024 to register in advance for £5.50). Please note, entry prices may vary with different promotional codes.

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Notes:

- If reproducing this press release in print, please include the Priority Code: CAMEX024.
- camexpo has been shortlisted for Best UK Trade Show Exhibition (Under 2,000m²) at the Association of Event Organisers (AEO) Excellence Awards for three consecutive years. In July 2011, it was awarded Highly Commended by the AEO judges.
- camexpo is the key event of the year for practitioners, therapists, students and independent health store retailers looking to source all the latest CAM products and services, keep up-to-date with new industry developments, and invest time in their own professional training and development.
- In addition to camexpo and lunch!, Diversified UK organises Natural & Organic Products Europe, the Independent Health Store Conference, office*, and the Service Desk & IT Support Show. The company also publishes Natural Products magazine and the Natural Beauty Yearbook.
- Diversified UK is part of Diversified Business Communications, a leading international media company with a successful portfolio of sector leading exhibition, conferences, publications and websites.