

BAA President Blog – 23rd June 2025

Last week, I had the pleasure of attending Audiology Cymru in Swansea. The venue was stunning, with views of the sea on what was one of the hottest days. It was a busy, well-attended event. The sense of community in the room was palpable, audiologists meeting up with colleagues from across Wales, listening to a wide range of talks covering topics from retraction pockets to volunteer repair services and the future audiology pathways, all via acoustics and the career framework. The exhibition space was constantly busy with all the stands getting good engagement from the delegates.

As much as the world of virtual meetings has opened up opportunities and accessibility to so many more people to attend and contribute. The focus and creativity that happen when people get together are greater. Whether this is because you can't have several screens open at once, check your emails, or finish another piece of work in person, all attention is usually on the presented topic. Or is it easier to maintain the flow of conversation and see reactions in person? I'm not sure, but trying to maintain the balance of virtual versus in-person is tricky when trying to improve, share knowledge and create new things, whilst keeping costs down and convenience up.

Which brings me to our conference, which has now opened for registration! This is BAA's coming-of-age year and our 21st annual conference. Do take a look at the fantastic programme the committee has pulled together. All it needs now are your abstracts and free papers to complete the line-up. So get sharing and tell us about the work you have been doing in your departments, universities and workplaces. Sharing best practices and supporting each other is key as we continually work together to improve our service for patients and clients. Find out more here: [BAA Annual Conference](#)

Later this week, I am meeting up with the Rt Hon Peter Prinsley MP to discuss his plans for the All-Party Parliamentary Group (APPG) on Deafness' work on recommendations for the reform of NHS Audiology pathways. This is a project that will need all our creativity. We will be collaborating with those who represent all providers of NHS audiology, but essentially want to get the basics right for whoever provides the services, and to ensure that the complexity of care our patients require is appreciated throughout all parts of audiology. In a fortnight, we will consult with those attending the Heads of Service meeting to get your thoughts on this too. So if you are coming, come prepared to think and share.

As always, you can contact me or any of our board directors here: admin@baaudiology.org

Take care

Claire

BAA President

Interested in joining a committee? Complete this, please: [Expression of Interest form](#)

Read our [Joining a BAA Committee Policy](#)