

BAA President Blog – 13th October 2025

As we move closer to November, I'm increasingly excited about our upcoming **BAA Conference in Telford**, a premier event for anyone committed to advancing audiology practice, research, and patient care. I write today to highlight some of what awaits, to thank those who are making it happen, and to encourage you all to join us, especially if you're seeking CPD opportunities of the highest quality.

What to expect: Conference highlights & opportunities for growth

We've assembled a rich and ambitious programme intended to both challenge and support our profession. Some sessions I'm particularly looking forward to include:

- **Dr H. Gustav "Gus" Mueller** delivering the Adrian Davis Lecture on *"Common Misconceptions Related to the Selection and Fitting of Hearing Aids"*, a topic that touches every audiologist's daily decisions.
- **Dr Marlene Bagatto** on *"Reframing Clinical Management of Unilateral Hearing Loss in Infancy"*, bringing fresh perspectives in paediatric care.
- **Dr Pádraig Kitterick** presenting *"NAL-NL3: The Next Generation Hearing Aid Fitting System"*, addressing how we can evolve our fitting strategies to match emerging evidence.
- **Prof Sophia E. Kramer** on *"Measuring Listening Effort: Insights into How Normal-Hearing and Hearing-Impaired Individuals Listen Differently"*, an important theme in linking patient experience with objective metrics.
- **Mr Matt Tite**, from NHS Elect, sharing tools and outcomes from the **Audiology Improvement Collaborative**, a chance to see what results can come from quality improvement initiatives in practice.

Beyond keynotes, the programme spans a wide range of themes relevant to every corner of audiology:

- **AI & Automation:** from exploring automated ABR measurement to AI-driven enhancements in speech and music perception.
- **Vestibular & Balance Care:** sessions on vestibular migraine, rehabilitation tools (e.g. BalanceLand) and multidisciplinary approaches.
- **Technology & Innovation:** discussions around over-the-counter devices, Auracast, and new models of in-home audiology.
- **Paediatrics & Neurodevelopment:** cognition in children, early identification strategies, and new professional pathways.
- **Adult & Complex Care:** optimal aiding in severe-to-profound loss, cochlear implant referral conversations, neuromodulation, and tinnitus/hyperacusis interventions.

If you're planning your CPD calendar, these sessions are designed to deliver **practical, evidence-based takeaways** you can bring back to your clinic, department, or teaching setting. The programme is deliberately built to balance foundational updates with forward-looking innovations, so there's something for everyone.

You can download the full programme here: baaudiology.org

A big thank you to our exhibitors and sponsors

A conference of this magnitude would not be possible without the generous support of our exhibitors and sponsors. Their commitment enables us to deliver a fuller, richer experience, from industry-focused insight tracks to hands-on demonstrations.

To **all the companies and partners** who are exhibiting, sponsoring sessions, or contributing in any capacity — thank you. Your collaboration is vital in helping bridging the gap between research, product development, and

clinical translation. You help us ensure attendees leave not only inspired, but also equipped with tools and contacts to support their work.

Why you should attend — For CPD, Networking, and Inspiration

CPD and Revalidation: The breadth of sessions offers real opportunities to meet professional development needs in areas from diagnostics and rehabilitation to leadership and service innovation.

Final Invitation

If you've been on the fence, I warmly encourage you to register now. The time you invest will be returned many times over in new knowledge, professional connections, and the enthusiasm to take fresh ideas forward into your practice.

Let's make this conference something we remember, for its quality content, its energy, and its role in pushing audiology forward together.

I look forward to meeting many of you in Telford, and to learning, debating and growing alongside you all.

With best (and slightly bossy) wishes,

Claire Benton
BAA President

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

Interested in joining a committee? Complete this, please: [Expression of Interest form](#)
Read our [Joining a BAA Committee Policy](#)