National Conference 2021

Saturday 20th November
Hotel Brooklyn, 59 Portland St, Manchester, M1 3HP
9:00am – 17:30pm

Sanofi Genzyme, GSK and Medtronic have provided financial support to Fifth Sense to help cover meeting costs but had no input into the agenda or content of the meeting.

Conference Programme

09:00	**Registration and refreshments**
09:30	**Welcome and introductions**
09:40	**Opening remarks** *Mr Raj Bhalla, President, British Rhinologicial Society*
09:50	**My story: Covid-19 related smell loss and parosmia**
10:00	**My story: Smell loss following a traumatic brain injury**
10:10	**Discussion session: Smell & Taste Disorders: The challenges we face today and hopes for the future**
10:50	**Break**
11:05	**Question and answer session** *Chaired by: Dr. Steven Munger*
11:45	**Mindful eating** *Tom Laughton, Debs Davies, Rebecca Mitchell, Duncan Boak*
12:30	**Lunch**
13:30	**Introduction to afternoon session**
13:35	**Smell training debate and smell testing** *Prof. Carl Philpott, Dr Steven Munger*
14:05	**Future research: Fifth Sense Smell and Taste Priority Setting Partnership** *Prof. Carl Philpott*
14:35	**Future research: Scientific advances** *Dr. Steven Munger, Dr. Bradley J Goldstein, Dr. James E. Schwob, Dr. Jeffrey R. Martens*
15:20	**Discovering new therapies for olfactory disorders** *Graham Wynne, Mirodia Therapeutics*
15:30	**Digital smell healthcare applications** *Prof. Marianna Obrist, University College London*
15:40	**Multi-sensory refreshment break**
16:10	**Fifth Sense trustees report and future plans**
16:40	**Fifth Sense corporate partners** *FlavorActiV, Cadent Gas*
17:05	**Celebrating our fundraisers** *Adam Hawkins, Elise Ferdinando, Sarah Philpott, Duncan Boak, Prof. Carl Philpott*
17:15	**Closing remarks**
17:30	**Close**

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Conference Programme Details, Presenters and Speakers:

Conference Facilitation - *Tom Laughton*

Tom has been an active volunteer with Fifth Sense for many years and is hosting our 2021 conference. Tom lost his sense of smell following a head injury and now experiences hyposmia. He also hosts the successful Fifth Sense #LetsTalkSmellAndTaste online conversations.

Opening Remarks - *Mr. Raj Bhalla*

Consultant Rhinologist and Skull Based Surgeon and President of the British Rhinological Society will be providing the opening remarks to start the conference.

Our stories

Fifth Sense members will be sharing their experiences of their smell/taste disorders, how it has impacted their lives and what they do to manage their symptoms.

Discussion session: Smell & Taste Disorders: The challenges we face today and hopes for the future

Facilitator Tom Laughton will be leading a discussion with contributions from all speakers and delegates.

Question and answer session - Panel Session:

Chair: Dr. Steven Munger is the Director of the Center for Smell and Taste and Professor and Vice-Chair of Pharmacology and Therapeutics at the University of Florida
Dr. Bradley J. Goldstein is Associate Professor and Vice-Chair of Research in the Department of Head and Neck Surgery and Communication Sciences at Duke University School of Medicine
Dr. James E. Schwob is George A. Bates Professor of Histology, in the Department of Developmental, Molecular, and Chemical Biology at Tufts University School of Medicine
Prof. Carl Philpott, is professor of Rhinology and Olfactology at the University of East Anglia, Honorary ENT Consultant and Rhinologist, James Pagett Hospital

The panel will share their expertise and experience to answer your questions regarding smell and taste disorders.

Mindful eating - *Tom Laughton, Debs Davies, Rebecca Mitchell, Duncan Boak*

What do we mean by mindful eating? Members of the Fifth Sense team share their experiences and practical tips on how we can make the most from food and drink.

Debs Davies has congenial anosmia. She joined Fifth Sense as an Ambassador in the summer of 2021. She is a certified hypnotherapist, NLP practitioner and transformational life coach. She has presented mindfulness sessions at Fifth Sense #LetsTalkSmellAndTaste online conversations and Hub meetings.
Rebecca Mitchell is a wine expert and Certified Sommelier with the Court of Master Sommeliers and a Wine and Spirit Education Trust (WSET) Certified Educator. She became a Fifth Sense Ambassador in 2021.
Duncan Boak lost his sense of smell following a head injury and founded the charity in 2012. Duncan is passionate about food and cooking and how we can use our other senses to compensate for an impaired sense of smell or taste.

Smell training debate and smell testing – *Prof. Carl Philpott and Dr. Steven Munger*

Prof Philpott and Dr, Steven Munger will go head-to-head to lead a discussion about the effectiveness of smell training and recent developments in smell testing.

Future research: Smell and Taste Priority Setting Partnership – *Prof. Carl Philpott*

Fifth Sense conference exclusive. Prof. Philpott will be presenting the work of Fifth Sense James Lind Alliance Priority Setting Partnership for smell and taste disorders, a project Fifth Sense has been leading to enable patients, their families and clinicians to put forward their priorities for smell and taste research.

Future research: Scientific advances – *Dr.Steven Munger, Dr. Bradley J. Goldstein, Dr. James E. Schwob, Dr. Jeffrey R. Martens*

Dr. Munger will chair this session on the latest advances in smell and taste scientific research. He will be joined by Dr.Goldstein and Dr. Schwob who will be talking about their work into the potential for stem cell-based therapies for smell disorders. Dr. Jeff Martens will be presenting his work on using gene therapy to restore the sense of smell in mice.

Dr. Jeffrey R. Martens is the Thomas H. Maren Professor and Chair at the University of Florida Department of Pharmacology and Therapeutics.

Discovering new therapies for olfactory disorders - *Graham Wynne, Mirodia Therapeutics*

Graham is the founder of Mirodia Therapeutics whose mission is to develop disease-modifying therapies to restore olfactory ability in people with anosmia/parosmia.

Digital smell healthcare applications - *Prof Marianna Obrist, University College London*

Prof. Obrist is Professor of Multisensory Interfaces and, before joining UCL, she was head of the Sussex Computer Human Interaction (SCHI 'sky') Lab at the School of Engineering and Informatics at the University of Sussex. She will be talking about her work in developing digital smell healthcare applications.

Fifth Sense trustees report and future plans - *Fifth Sense Trustees*

Members of the board of trustees, led by Chair, Duncan Boak will talk about the progess the charity has made since the last conference and plans for the future.

Fifth Sense corporate partners – *FlavorAcitV, Cadent Gas*

Representatives from FlavorActiV and Cadent Gas will talk about the work they are doing to support Fifth Sense and the people we represent.

Celebrating our fundraisers - *Adam Hawkins, Sarah Philpott, Duncan Boak, Prof. Carl Philpott, Elise Ferdinando*

We have had some amazing fundraisers undertake some gruelling challenges to raise funds and awareness about smell and taste disorders, and we will be celebrating these accomplishments.

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Conference Booking Information

How to Book

Bookings are made via PayPal but you do not need a PayPal account to do this, you can make a payment as a PayPal guest using your debit or credit card. This will require you to provide your email address for payment confirmation. If you need assistance please contact us via email **events@fifthsense.org.uk**

- Select the number of tickets you wish to purchase from the drop-down box.
- Click the 'Register Now' button.
- You will then be asked to complete your personal details: first name, surname and email address.
- Once you have completed those fields, click the 'Proceed to Payment Options' button
- You will be redirected to a final confirmation page, please click the only button to confirm your payment method and then click on the button 'Proceed to Finalize Registration'
- You will be redirected to the PayPal site where you can log in if you have an account or select to pay by debit or credit card.

Ticket Information

Tickets are priced at £54.50 and include full conference access, refreshments and lunch. Proceeds from ticket sales will be used to support the final workshop of the Fifth Sense/James Lind Alliance Priority Setting Partnership taking place on Friday 19 November 2021. This will yield the top ten research priorities for smell and taste disorders and inform the direction of Fifth Sense's future research activity.

We have maintained the price at the same level as our 2019 conference and have done our level best to keep the costs as low as possible. However, we recognise this may be beyond the reach of some members. We're therefore repeating our successful 'pay what you can afford' scheme, whereby an allocation of places has been reserved for those with lower incomes. If you would like to take advantage of this scheme please email **events@fifthsense.org.uk**

The Venue

Hotel Brooklyn, 59 Portland St, Manchester, M1 3HP, Tel. 0161 518 2936
For directions and travel information by car, train and information about parking click here

Car Parking

The hotel doesn't have it's own car park but does offer discounts at 2 nearby car parks:
25% discount at Q PARK Piazza 75 St James Street M1 4BP (max. height limit: 1.98m)
40% discount at Chorlton Street Car Park NCP M1 3FY (max. height limit: 1.93m)
For more information click **here**

Accommodation

Delegate rates have been negotiated via Marketing Manchester for the evening of Friday 19th November at the following hotels:

- Hotel Brooklyn – £155 single, £165 double B&B
- Novotel Manchester, 21 Dickinson Street, M1 4LX – £100 single, £110 double B&B

To access the link to book either of these click here

Dedicated hotel booking sites such as **www.booking.com** and **www.hotels.com** often offer the cheapest online rates, nearby hotels include:

- The Ibis Manchester Centre, Portland Street, M1 4GX
- The Townhouse, 101 Portland Road, M1 6DF
- Mecure Manchester Piccadilly, Portland Street, M1 4PH
- Britannia Hotel City Centre, 35 Portland Street, M1 3LA

Dietary Requirements
If you have any dietary requirements or allergies please advise via email
events@fifthsense.org.uk

Covid-19
We will be following the government guidelines at all times and will keep all attendees informed of any changes or requirements that enable us to host our conference safely. If the conference is postponed or cancelled as a result of Covid-19, attendees will be offered to transfer their booking to a new date or offered a full refund.

Wearing of Fragrances
Experiencing distortions of the sense of smell (known as parosmia) can be very unpleasant and can be triggered by strong fragrances. We therefore respectfully request that guests refrain from wearing perfume or aftershave to the conference.

Disabled Access
All rooms are accessible and hotel information regarding accessibility can be found **here.** If you have any concerns, however, then please don't hesitate to contact us.