

# +++ Press release +++



## Digital EUHA Congress: A perfect premiere!

**(Frankfurt am Main/Mainz, 10 November 2020)** The first Digital EUHA Congress ended on 8 November 2020. In view of the number of registrants and the delegates' response, the European Union of Hearing Aid Acousticians (EUHA) and the German Hearing Instruments Industry Association (BVHI) are extremely satisfied with their new digital format offered over the course of four weeks.

Beate Gromke, President of the European Union of Hearing Aid Acousticians: "The Digital EUHA Congress was a real success. We were overwhelmed by the number of registrants passing the 3,000 mark even before the Congress started. Some 4,450 attendees from 97 countries signed up for the Digital EUHA Congress between 9 October and 8 November 2020."

### Digital Future Friday

As a kick-off, the Digital Future Friday attracted lots of visitors. There were thirty Company Info Points on three exhibition floors where manufacturers presented their product innovations. They offered extensive information on new technologies, hearing systems, and accessories. Congress participants were invited to talk shop with the experts using live chats, and find out more in personal conversations. The industry's top issues included AI, sensor technology, EEG application in hearing systems, and innovative microphone technology. The four keynote lectures delivered by Archelle Georgiou, MD and Dave Fabry, PhD, Ken Kolderup, Prof. Dr. Marlies Knipper and Prof. Dr. Steffen Kreikemeier and the subsequent chats were among the highlights of the event. The presentations focusing on exciting issues shed light on the future of the industry, and provided insights into current research.

Dr Stefan Zimmer, Chairman of the Board of the German Hearing Instruments Industry Association: "In view of 2,300 attendees, the Digital Future Friday attracted more than the number of visitors expected. This is surprising, given that we offered only four – albeit top-class – lectures and the Company Info Points were limited to just twenty percent of the usual number of exhibitors. Like the presentations, the manufacturers' virtual booths were also very well frequented. Some Company Info Points had more than 1,000 visitors on 9 October alone. The smaller set-up was chosen on purpose to test the acceptance of this format. This success spurs us on to consider digital supplements for future events."

## **EUHA digital**

The Digital Future Friday was followed by a series of specialist lectures presented during EUHA digital. Fifteen expert lectures centring on current issues from the fields of CI, cognition, listening effort, AI, hearing aid fitting for musicians, hearing protection, earmoulds, hearing research, and sensor technology were presented. Every Friday, the speakers were available for live chats. Beate Gromke: "EUHA digital and the live chats on Friday have demonstrated the importance of education, and of sharing information by connecting with colleagues. Especially in challenging times where hearing aid acousticians have been classified as being relevant to the social system, keeping up to date is key." With some 3,000 clicks, the EUHA digital lectures were very well received.

The number of EUHA digital chat participants shows that the issues presented were met with broad interest. More than 1,300 attendees took part in the four live chats that were offered during EUHA digital.

The EUHA and BVHI have received a lot of positive response on the Digital EUHA Congress. The new digital format worked extremely well and lots of information was exchanged, with abundant interaction between participants. The industry met digitally and gained experience with this new format. The 65th International Congress of Hearing Aid Acousticians is scheduled to be held at Deutsche Messe Hannover between 15 and 17 September 2021.

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