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## **2022 EUHA Congress: Future Friday**

(Frankfurt/Mainz, 17 August 2022) Future Friday is the forward-looking event set-up of #EUHA2022! It is scheduled to be held on Friday, 14 October 2022, as part of the 66th International Congress of Hearing Aid Acousticians. All delegates are invited to take part. In the morning, events will be centring around trends and innovations at the industry exhibition and the specialist lecture programme will be running. The Future Friday keynote presentations given by renowned speakers with a focus on forward-looking topics will start at 2 p.m.

Prof. Dr. Gerrit Heinemann of the Hochschule Niederrhein University of Applied Sciences in Mönchengladbach will be talking about "Survival strategies for inner-city retail". He will discuss the effect that the changed buyer behaviour actually has on the various sectors, trade structures, and on inner cities. The digital revolution is customer-driven, and has been turning every industry upside down since the coronavirus pandemic at the latest.

Author and industry expert Alexander Koose puts a focus on "What is the future of digital services? What must hearing healthcare professionals adapt to? Challenges and opportunities". Social changes and technological developments provide numerous new opportunities and possibilities but also occasional challenges. New products, digital processes, the possibility to offer new services, and also a new target group are the headings triggering the new conditions. Which digital services should be included in future service offers? What makes the new generation of customers in the hearing healthcare sector so special? What facts support the changes predicted? Alexander Koose will talk about these questions in his lecture.

Brent Edwards, Ph.D., the Director of the von den National Acoustic Laboratories (NAL) in Macquarie Park, Australia, is looking into innovations in technology for treating hearing difficulties with minimal hearing losses. He will be discussing whether hearing aid acousticians should recommend hearing devices to people with minimal hearing loss, and how well people with minimal hearing losses can benefit from hearing devices. The talk will include research findings at NAL into these questions and into the potential use of emerging technology innovations.

In his lecture on "The future importance of audiological aspects in modern hearing systems", Prof. Dr. Steffen Kreikemeier of Hochschule Aalen University of Applied Sciences will present detailed audiological aspects, such as signal processing strategies, artificial intelligence, and personalised audiology, that currently play a role in hearing systems. He will also focus on future concepts that will only be launched on the market in the near future. During the past two years, buzzwords such as streaming or rechargeable batteries have dominated the world of hearing systems among both acoustic professionals and end users. In this context, one should not

forget that audiology is still the essential component in the provision of hearing systems.

The Future Friday keynote lectures are open to anyone interested. Admission is free. Therefore, Friday, 14 October, is also particularly interesting to pupils, apprentices, and students! For the first time this year, the ticket for Future Friday is available at only 35 euros! So secure your ticket for Future Friday by accessing the ticket shop at [www.euha.org/en](http://www.euha.org/en). Forward-looking topics and future developments in the industry are relevant to anyone in our line of business.

#### **Future Friday keynote presentations**

14:00 – 14:30 h

Prof. Dr. Gerrit Heinemann, Hochschule Niederrhein University of Applied Sciences, Mönchengladbach

"Survival strategies for inner-city retail"

14:30 – 15:00 h

Alexander Koose, author, industry expert, Landau/Pfalz

"What is the future of digital services? What must hearing healthcare professionals adapt to? Challenges and opportunities"

15:00 – 15:30 h

Brent Edwards, Ph.D., National Acoustic Laboratories, Macquarie Park, Australia

"Innovation in technology for treating hearing difficulties with minimal hearing losses"

15:30 – 16:00 h

Prof. Dr. Steffen Kreikemeier, Hochschule Aalen University of Applied Sciences

"The future importance of audiological aspects in modern hearing systems"

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