

Call for Speaker Abstracts OPEN

CMA's National Annual Conference 2023, 14th December, Sydney

Dear Member,

Thank you for your interest in the Complementary Medicines Australia (CMA) Annual Conference 2023, to be held on Thursday 14th December at the Sofitel Wentworth, Sydney. We are excited to announce this year's conference theme: "Strong Sustainable Growth."

This theme aims to explore national and global perspectives and discuss how the sector can achieve long-term success through sustainable practices.

The Annual Conference provides a platform from which to develop, build and strengthen business and stakeholder relationships, source new ideas and gather relevant up-to-date industry information through conference and exhibition.

We welcome you to [submit an application](#) to present at the CMA Annual Conference 2023.

Strong Sustainable Growth

The Conference theme invites speakers to explore national and global perspectives and how the sector can be future fit through the lens of sustainable growth and survive and thrive through the disruptions of today and tomorrow.

The conference's multidisciplinary program is designed to encompass various aspects of strong sustainable growth. Here are some key areas we will be focusing on:

Sustainable Growth: We will delve into current matters and the future of sustainability including sustainable economic development and growth. These sessions will highlight the importance of collaboration in achieving strong and durable growth. This includes examining innovative approaches and strategies that contribute to sustainable practices within the industry.

Geopolitics: In an uncertain world, fostering a competitive Australian industry becomes crucial. We will explore the geopolitical landscape and identify opportunities and challenges for the complementary medicines sector. By understanding the global dynamics, we can better position ourselves for success.

Research and Evidence: The scientific foundation behind complementary medicines is vital. We will showcase the latest research and evidence-based approaches that support the

quality, safety and efficacy of these products. This includes advancements in clinical trials, emerging trends, and the integration of traditional knowledge with modern science.

Regulatory: We will discuss regulatory frameworks and initiatives that foster a supportive environment for product innovation, while maintaining high standards of quality, safety, and efficacy.

Wellbeing in the Workforce: Workforce wellbeing is an essential aspect of sustainability. We will explore human-centered design principles and approaches that promote the wellbeing of individuals. This includes strategies for work-life balance, mental health support, and creating a positive workplace culture.

Marketing and Social Media: Engaging with consumers is crucial for growth and success. We will explore the science behind effective marketing strategies and social media engagement in the context of the sector. This includes leveraging technology, digital platforms, and data-driven insights to connect with consumers and build strong brand loyalty.

If you have valuable insights or research to share with our community, we encourage you to submit an application to present at the CMA Annual Conference 2023.

Please complete the abstract submission form by **Friday 11 August**. After the submission deadline, our program committee will review all abstracts and provide successful applicants with further confirmation and instructions within 4-6 weeks.

[SUBMIT AN APPLICATION](#)

We anticipate an exceptional lineup of speakers and another memorable event this year. Thank you for your support and we look forward to your participation.