



20% discount for  
AMA members!

## The Inaugural International Social Media Conference for the Medical Profession

**Saturday 15th November 2014**

**Peppers  
'The Sands Resort'**

Torquay, Victoria, Australia

Find and establish your unique and collective  
social media voice to influence, connect,  
advocate and build your brand

For more information and  
to register visit:

[www.somebythesea.wordpress.com](http://www.somebythesea.wordpress.com)

Email: [info@cpdformulations.com.au](mailto:info@cpdformulations.com.au)

Ph: 03 9428 8321

Designed specifically for the needs of doctors and medical students, this one day workshop will help you learn why an understanding of social media is essential for:

- building your brand
- protecting your profile
- influencing health policy and debate.

This full day event will be followed by a networking reception hosted by Dr Brad Mckay with Dr Mukesh Haikerwal as guest of honour.

CPD |   
 Formulations  
Novel programs for busy professionals



Peppers 'The Sands Resort', Torquay

Saturday 15 November 2014

Thank you for registering.

We will confirm your registration shortly & keep you updated leading up to the event.

Please refer to #SoMebythesea site for ticket sale T&Cs

Please return to us via:

Scan & email [info@cpdformulations.com.au](mailto:info@cpdformulations.com.au)

Fax 03 9428 8385

Phone 03 9428 8321

<http://somebythesea.wordpress.com/>



**Registration details**

Title \_\_\_\_\_

First name \_\_\_\_\_

Surname \_\_\_\_\_

Are you a...?

- Consultant medical practitioner
- Medical student or Doctor in Training
- Other \_\_\_\_\_

Are you a member of the AMA? (20% off full fee)

- Yes Member no: \_\_\_\_\_
- No

Would you like to attend the evening networking reception/cocktail dinner?  Yes

Email \_\_\_\_\_

Mobile \_\_\_\_\_

Practice/Employer/Organisation name \_\_\_\_\_

State \_\_\_\_\_ Postcode \_\_\_\_\_

Do you have any special dietary requirements? \_\_\_\_\_

Where did you hear about @SoMebytheSea? \_\_\_\_\_

**Payment details**

I would like to pay by:

- Cheque** made payable to CPD Formulations Pty Ltd
- Direct Deposit** Bank of Melbourne  
BSB: 193-879  
Account no: 455226701  
Account name: CPD Formulations Pty Ltd

Your reference: enter your surname as provided on this registration form.

- Credit Card** (please circle) Visa Mastercard

Card number: \_\_\_\_\_

Exp Date: \_\_ / \_\_

Cardholder name: \_\_\_\_\_

CCV (3 digits) \_\_\_\_\_

Signed \_\_\_\_\_ Date: \_\_\_\_\_

	Consultant medical practitioner	Medical student, DiT, other
Registration fee incl GST	<b>\$695.00</b>	<b>\$295.00</b>
AMA member registration fee incl GST	<b>\$555.00</b>	<b>\$235.00</b>
Delegate attendance to cocktail dinner incl GST	<b>\$70.00</b>	