

# 10 Key Reasons to Attend Asthma & COPD 2015

*SMi's 11th annual conference on Asthma & COPD will take place on the 13th – 14th April 2015 in London, UK.*

LONDON, ENGLAND, UNITED KINGDOM, January 30, 2015  
/EINPresswire.com/ -- Top 10 Reasons to Attend [Asthma & COPD 2015](#)  
Include:

1. **EXPERTISE:** At the forefront of respiratory conferences for over a decade, Asthma & COPD will once again play host to a global audience of scientific leaders, academia and respiratory professionals, providing a focal point to explore the future of therapeutics, diagnosis and care.

2. **UNRIVALED SPEAKER LINE-UP:** The packed agenda will feature 20 presentations including keynotes from Amgen, MedImmune, Asthma UK and Imperial College London.

3. **[CASE STUDIES](#):** Hear an array of case study led addresses from industry experts such as Janssen, GSK, AstraZeneca, University of Glasgow and many more...

4. **14 HOURS OF CONTENT:** Immerse into a universe of new insights on key topics such as treatment for children, personalised therapeutics, viruses in asthma and COPD, NHS challenges and "smart" inhaled devices.

5. **JOIN THE DEBATE:** Discuss the challenges and choices in stratified asthma therapeutics in a panel debate led by Manchester University's Senior Lecturer in Respiratory Medicine, Robert Niven.

A promotional poster for the SMi 11th annual conference on Asthma & COPD. The poster features a stylized illustration of a human torso with the respiratory system highlighted in red and purple. The text on the poster includes the SMi logo, the conference title "Asthma & COPD", the venue "Holiday Inn, Regents Park Hotel London, UK", the dates "13 - 14 APRIL 2015", and the registration link "Register online at www.asthma-copd.co.uk".

SMi presents the 11th annual conference:  
**Asthma & COPD**  
Holiday Inn, Regents Park Hotel  
London, UK  
13 - 14 APRIL  
2015  
Register online at [www.asthma-copd.co.uk](http://www.asthma-copd.co.uk)

Dr Niven leads one of 4 centres developing the severe asthma, national database programme and continues to support the Occupational Lung disease programme.

6. THE ADEPT STUDY: Janssen will be providing this years attendees with an exclusive insight into the ADEPT study in a presentation entitled: Airways disease endotyping for personalised therapeutics in asthma & COPD. The address will analyse results from the trial and discuss current and future therapeutic targets.

7. PARTNERSHIP FOCUS: Hear from Asthma UK in a keynote address entitled: Changing role of patient charities in research - what can we offer? Executive director for research and policy, Samantha Walker, will deliver unique insights into the value of multi-partner collaborations, benefits of working with charities and Asthma UK's approach to establishing research partnerships with industry.

8. [INTERACTIVE WORKSHOP](#): This workshop focusses on overcoming the difficulties that companies face when registering new respiratory drugs. It demonstrates that functional respiratory imaging is able to provide new detailed insights and clear performance measures that can be vital for a successful outcome of the drug development process.

9. ENABLING TECHNOLOGY: 2 exclusive keynotes with a focus on the role of personal technology and the digital economy in respiratory health. Discuss the increasingly widespread adoption of new personal health technologies, smart devices, functional lung imaging, plus much more...

10. NETWORKING: Ample opportunity for discussion, including 2 morning coffee breaks, 2 networking lunches and 2 afternoon tea sessions. Make new contacts, meet old friends and form the relationships you can count on in the future.

Further information is available online at <http://www.smi-online.co.uk/goto/2015asthma-copd38.asp>

Asthma & COPD 2015

13th – 14th April 2015

Holiday Inn Regents Park Hotel, London UK

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