

## DIRECTORS' WELCOME

We would like to personally invite you to participate in the 6th edition of our Biennial International Milan Master class. This special anniversary meeting titled "10 years of Milano Master classes – In Pursuit of Excellence" has been designed to provide you with a truly unique educational opportunity.

The Milan Master class has grown over the years and is now recognised as one of the premiere international courses for endoscopic sinus/skull base surgery and rhinoplasty. The numbers of participants gives witness to the success of Milano Master class from its inception in the year 2001: more than 1600 participants, from 67 different countries and 5 continents have visited us in the past 8 years. Many of these colleagues have returned to the Masterclass, as they have loved the experience of being fully immersed in this special Course.

The programme in 2011 will feature some of the most innovative and talented surgeons practicing today. They will address the hottest topical aspects of both endoscopic sinus/skull base surgery and rhinoplasty based on a problem-solving format. Lectures will focus on the secrets of personal operative techniques. The faculty will debate the issues from opposing standpoints, in order to stimulate audience participation, and highlight controversies regarding key surgical steps.

A series of video-clips and video-sessions called "Images in Motion" will constitute one of the key aspects of the Course. In order to avoid the tedious nature of live surgery, the video demonstrations will allow participants to virtually enter the operating room. Experts will then guide the participants through the technique in great detail thereby providing them with a documented approach to the results of the procedure.

The teaching format will have a well-balanced structure: beginners will benefit from a didactic selection of proven basic techniques, whereas more experienced practitioners will gain insight into advanced procedures.

A special session in each segment will be devoted to non-faculty speakers from Europe and overseas who will demonstrate personal innovations in surgical techniques

We invite all our colleagues interested in these challenging fields to enjoy what will be an unforgettable learning experience. While attendance of a meeting does not provide a ticket to practice the finer aspects of advanced surgical techniques, we are nonetheless confident that after the meeting, your patients will benefit from your greater knowledge. If you missed this meeting in previous years, please make an effort to be with us in 2011. We have arranged reduced fees for young practitioners, EAFPS members and colleagues coming from East Europe, Africa and South America.

Milano with its history, architecture, hidden corners, world-renowned fashion and fine cuisine will be a terrific setting for this world-class meeting. Consider adding a few extra days to your trip to have time to savour the special qualities of this beautiful city and the charm of the early spring in Italy.

Come and join us in Milan in March 2011!

Paolo Castelnuovo, MD

Pietro Palma, MD

## International Faculty

### SEGMENT # 1

Manuel **BERNAL-SPREKELSEN** (E); Hannes **BRAUN** (A);  
Ricardo **CARRAU** (USA); Wolfgang **DRAF** (D);  
Wyske **FOKKENS** (NL); Amin **KASSAM** (USA);  
Valerie **LUND** (UK); Michael **MOKRY** (A);  
Daniel **SIMMEN** (CH); Aldo **STAMM** (BR);  
Heinz **STAMMBERGER** (A)

### SEGMENT # 2

Peter **ADAMSON** (CDN), Fazil **APAYDIN** (TR),  
Cemal **CINGI** (TR), Mark **CONSTANTIAN** (USA),  
Roxana **COBO** (CO), Rick **DAVIS** (USA),  
Monte **HARRIS** (USA), Jae Goo **KANG** (ROK),  
Gilbert **NOLST TRENITE'** (NL), Norman **PASTOREK** (USA),  
Steve **PEARLMAN** (USA), Julian **ROWE-JONES** (UK),  
Abel-Jan **TASMAN** (CH), Edwin **WILLIAMS** (USA)

### ITALIAN FACULTY

ENT, ENT/Facial Plastics & Plastic Surgeons, Maxillo-Facial  
and Neuro-Surgeons

### SCIENTIFIC SECRETARIAT

Francesca **BASILICO**, Elena **DI GILIO**, Ignazio **ERMOLI**, Fabio **FERRELLI**,  
Stefania **GALLO**, Apostolos **KARLIGKIOTIS**, Paola **TERRANOVA**, Luca **VOLPI**

### UNDER THE AUSPICES

- International Federation of Facial Plastic Surgery Societies (IFFPSS)
  - European Academy of Facial Plastic Surgery (EAFPS)
- European Rhinologic Society (ERS) ● Associazione Italiana ORL Chirurgia Estetico-Funzionale Rino-Cervico-Facciale (AICEFrcf)
  - Università dell'Insubria Varese ● Azienda Ospedaliera Universitaria Ospedale di Circolo Fondazione Macchi, Varese

### SECRETARIAT

#### CQ TRAVEL

Via Pagliano 37, 20149 Milano  
Tel. 02.4804.951 • Fax 02.4391.1650  
masterclass@cq-travel.com



## 6<sup>th</sup> BIENNIAL "INTERNATIONAL MILAN MASTERCLASS"

Milan, Italy • March 25-29, 2011

**SPECIAL ANNIVERSARY MEETING**  
"10 YEARS OF MILANO MASTERCLASSES -  
IN PURSUIT OF EXCELLENCE"

### Segment # 1

## SINONASAL & SKULL BASE ENDOSCOPIC SURGERY

March 25-27, 2011

### Segment # 2

## AESTHETIC & RECONSTRUCTIVE RHINOPLASTY

March 27-29, 2011

### Segment Directors

Paolo **CASTELNUOVO** • Pietro **PALMA**

## PRELIMINARY PROGRAMME

A project by



Skills Asbl  
Continuing Education  
in Medicine & Surgery



WEBSITE: [www.milanomasterclass.it](http://www.milanomasterclass.it)

## PROGRAMME AT A GLANCE

### Segment # 1 SINONASAL & SKULL BASE ENDOSCOPIC MICROSURGERY

Friday 25 / Sunday 27, March 2011

#### SURGEONS' DILEMMAS

1. Patient safety in endoscopic sinus/skull base surgery. Benchmarks 2011 for beginners.
2. Inflammatory sinus disorders. What we do today: different patients, different techniques.
3. The best approaches to the frontal sinus.
4. Techniques and variations in pituitary surgery.
5. Endoscopic removal of sinonasal and skull base malignancies: are the results better to justify the risks?
6. Paediatric endoscopic sinus/skull base surgery: indications, results, failures and complications.
7. Completely endoscopic rhinopharyngectomies. Where do we stand?
8. Looking ahead: future is already here (approaches, robotics, new technologies)!

#### Taking home pearls:

*THE TWO MOST FRIGHTENING COMPLICATIONS I HAD TO TREAT IN THE LAST 2 YEARS!*

### Segment # 2 AESTHETIC & RECONSTRUCTIVE RHINOPLASTY

Sunday 27 / Tuesday 29, March 2011

#### SURGEONS' DILEMMAS

1. Try this at home. Don't try this at home! How junior surgeons may improve their rhinoplasty outcomes.
2. Mirror, mirror: rebuilding surface aesthetics on the frontal view. 2-3 techniques I cannot live without.
3. The "over-done" look. Defining it, avoiding it.
4. The beholder's eye: how to make elegant nasal profiles. What I have learned from my failures.
5. The forgotten dimension: the base view. Tips and tricks to manage caudal septum, columella, alae, valves.
6. Osteotomies: the be all and the end all of techniques. The expert's secrets on improving results.
7. Breaking the rules: When, Why and How I did it!
8. Establishing your branding: Communication, marketing & advertising.

#### VIDEOSESSION:

Versatile solutions for common rhinoplasty problems.

#### Taking home pearls:

*The "impossible" noses.*

## GENERAL INFORMATION

#### MEETING VENUE

HOTEL MELIA MILAN [www.melia-Milan.com](http://www.melia-Milan.com)  
Via Masaccio 19 - 20149 Milan (Fiera Milan city area)  
Underground (Line1 -red line): stop "Lotto" - Buses: 78, 49

#### OFFICIAL LANGUAGES

English.

#### CME CREDITS

Requested.

#### TEACHING MATERIAL

Participants will be provided with a personal password in order to be able to access the reserved area on the website and download the teaching material in electronic format.

#### REGISTRATION

Registration fee includes: ● tuition ● simultaneous translation ● certificate(s) of attendance ● coffee-breaks ● buffet lunches

Different registering options are available:

#### OPTION "FULL" (Full Masterclass: Segment 1 + Segment 2)

- Regular: Euro 1.200 (Euro 1.000 + 20% VAT)
- Member European Academy of Facial Plastic Surgery: Euro 1.020 (Euro 850 + 20% VAT)
- Young Physician (under 30 yrs): Euro 660 (Euro 550 + 20% VAT) - copy of the identity card to be provided -
- Physician from East Europe (\*), Africa and South America: Euro 660 (Euro 550 + 20% VAT)

#### OPTION "SINUS/SKULL BASE" (Segment 1)

- Regular: Euro 840 (Euro 700 + 20% VAT)
- Member European Rhinologic Society: Euro 720 (Euro 600 + 20% VAT)
- Young Physician (under 30 yrs): Euro 480 (Euro 400 + 20% VAT) - copy of the identity card to be provided -
- Physician from East Europe (\*), Africa and South America: Euro 480 (Euro 400 + 20% VAT)

#### OPTION "RHINOPLASTY" (Segment 2)

- Regular: Euro 840 (Euro 700 + 20% VAT)
- Member European Academy of Facial Plastic Surgery: Euro 720 (Euro 600 + 20% VAT)
- Young Physician (under 30 yrs): Euro 480 (Euro 400 + 20% VAT) - copy of the identity card to be provided -
- Physician from East Europe (\*), Africa and South America: Euro 480 (Euro 400 + 20% VAT)

(\* Albania, Baltic Republics, Belarus, Bosnia-Herzegovina, Bulgaria, Croatia, Czech Republic, Hungary, Macedonia, Moldova, Poland, Romania, Russian Federation, Serbia-Montenegro, Slovakia, Ukraine)

#### OPTIONAL GALA DINNER (special discounted rate)

- Segment Sinus/Skull Base: Euro 60 per person (Saturday, March 26)
- Segment Rhinoplasty: Euro 60 per person (Monday, March 28)

On-Site registration: Euro 100 to be added.

#### PAYMENTS (see Registration Form)

Payment can be made by

- a) credit card
- b) bank transfer

Account name: CQ Travel srl  
IBAN: IT24W0326801605052866945210  
BIC (Swift): SELBIT2BXXX  
Reference: " Family Name and First Name of the participant - Milan Masterclass 2011 - Option ... "  
(please indicate the chosen option "FULL", "SINUS/SKULL BASE", or "RHINOPLASTY")

- Personal cheques are not accepted.

- All bank expenses are to be paid by the forwarder. Eventual unpaid bank charges must be paid cash at the registration desk.

- A photocopy of your bank transfer together with the Registration Form has to be faxed (Fax: +390243911650 or +390243316070) or Emailed ([masterclass@cq-travel.com](mailto:masterclass@cq-travel.com)) to CQ Travel, Milan.

- Confirmation will be sent after the fees have been cashed. To facilitate on site-management, participants should bring the confirmation letter to the registration desk.

#### REFUND POLICY

If a written request is received before 20.02.2011: a 75% refund will be allowed. After this date no refund is due. All refunds will be handled after the Masterclass.

#### MASTERCLASS CANCELLATION POLICY

In the unusual circumstance that the meeting is cancelled, two weeks notice will be given and tuition will be refunded in full. The Organizers are not responsible for any airfare, hotel or other costs incurred.

#### LETTERS OF INVITATION

On request, an official letter of invitation will be mailed to help overcome administrative problems and visas. This invitation is not to be considered covering fees or other expenses.

#### SOCIAL PROGRAMME

Upon request, participants will be provided with pertinent information.

#### REGISTRATION HOURS

Segment # 1: Thursday, March 24 from 5:00 pm. Friday, March 27 from 6:30 am.  
Segment # 2: Sunday, March 27 from 10:30 am.

#### OPENING

Segment # 1: Friday, March 25 at 7:30 am.  
Segment # 2: Sunday, March 27 at 1:30 pm.

#### HOTEL ACCOMMODATION

A block of rooms have been reserved at Hotel Melià and in other different hotels in Milan. Booked hotels are located at walking distance from the meeting venue or easily reachable by public transportation.

Hotel Accommodation Form is available on-line ([www.milanmasterclass.it](http://www.milanmasterclass.it)) and upon request at the Organizing Secretariat CQ-Travel.

Prices indicated in the "Hotel Accommodation Form" are inclusive of taxes, services and breakfast, per room per night.

Rooms are in heavy demand in Milan: attendees are urged to make reservations early. Reservations are subject to availability and rooms will be assigned on a first-come first-served basis.

Payment will be made directly at the hotel check-out. A credit card number is necessary to guarantee the reservation. Changes or cancellations must be notified by Email or fax to CQ Travel and not to the hotel. No penalties will be applied, for cancellations before February 25, 2011. After this date, until 3 days before the arrival, the card will be debited for one night stay. Cancellations within 3 days from arrival will be charged for the whole stay.

In the case the payment is settled in advance by bank transfer, all bank expenses are to be paid by the forwarder. If interested in private accommodation (bed & breakfast), please visit the website [www.bbitalia.it](http://www.bbitalia.it).

Registrants are encouraged to check at their travel agency concerning the availability of special flight+hotel offers. Lower room-rates can be sometimes found on Internet only for on-line booking, but make sure that the rates are valid during the period of interest!

#### BANQUETS

The Masterclass banquets for attendees and guests (tickets for guests can be purchased in advance or on site) will be held on Saturday, March 26 (Segment # 1 "Sinus/Skull Base") and Monday, March 28 (Segment # 2 "Rhinoplasty").

#### EXHIBITS

The exhibits will feature surgical equipment, endoscopic instrumentation, medical and educational materials. The exhibit area will be open during all the breaks.

#### WEATHER

Temperature in March is 12 °C to 20 °C. Clothing should be suitable for a temperate, changeable climate.

#### BADGES

All registered participants, speakers and exhibitors will be given a badge, which they must wear to be admitted to the scientific sessions.

#### INSURANCE

Organizers do not accept responsibility for individual medical, travel or personal expenses. Registrants are strongly advised to take out their own personal insurance policies.

*Changes in the programme may take place  
The Programme is regularly updated on line.*