

Perspectives on the European Wound Management Association (EWMA)

After a 9hour drive Ellie Lindsay and I arrived in Glasgow tired but excited and enthusiastic, and looking forward to the 3 day EWMA conference. We drove directly to the conference centre, found our pitch and immediately started to unload the boxes of literature and poster boards: in just over an hour we were satisfied that the stand looked perfect, everything was in place and ready for the start of the conference the following morning.

From day one, of those delegates visiting the stand very few were Leg Club[®] virgins, most had prior knowledge of the club's model and came with additional questions related to setting up a Leg Club in their community. Another noticeable difference were the large number of doctors, both medical and surgical who wanted to question Ellie about the club's statistical data. There was a noticeable difference in the interest shown by the delegates to the Leg Club at this conference, we no longer had to work hard to attract their attention, to introduce them to the club's history, philosophy and model, this time the majority of those individuals visiting the stand had prior knowledge of the work of the Leg Clubs ... and interest was rapidly growing. It soon became clear that all those years of seeding the communities with information on the Leg Club model /philosophy had paid off, now delegates were lining up to ask for guidelines on opening new clubs in places as far apart as Southern Ireland, Poland, Cambridgeshire, Italy, Greece and the USA.

Incidentally, the Leg Club badge has taken on a 'Blue Peter' popularity ...by the end of the final day of the conference nearly all the exhibitors, and most of the delegates, were wearing their badges with pride!

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