



INTERVIEW OPPORTUNITY

MS Life, the MS Society's flagship lifestyle convention is coming to The Sage Gateshead between 12-14 June and we have some wonderful speakers for you to interview!

Held in the North East for the first time this year, the event is aimed at everyone affected by MS, whether personally or professionally, and will attract thousands of visitors.

MS Life offers the best in research talks, exhibitions from leading exhibitors, dedicated workshops focussing on different aspects of living with MS, the My Style fashion show featuring models from across the MS community and the Wheel and Walk fundraising event.

Interviewees:

Chris Bray, Event Director, MS Society



- Joining the MS Society as Conference Manager Chris is responsible for creating the MS Life brand which represents the largest events for people with multiple sclerosis (MS) to have taken place in Europe.
- Chris was named the 55th most influential person in the events industry (and the only person listed in the top 100 to work for a charity) by Events Magazine in 2008.
- Chris is responsible for delivering the MS Society conference programme which includes MS Frontiers (flagship research conference) and the AGM.
- Prior to joining the MS Society, Chris was Conference Manager at Help the Aged for four years and has also held the position of Head of Commercial Development for the Princess Royal Trust for Carers.

Topics Chris can speak on:

- The importance of MS Life being held in the North East this year
- The logistics of the event and why the Sage Gateshead was chosen as a venue
- What is involved in MS Life and what is the MS Society's goal in hosting such a conference
- The latest MS Society focus
- Facts and figures on multiple sclerosis



Professor David Bates, Professor of Clinical Neurology at the University of Newcastle upon Tyne, School of Neurology, Neurobiology and Psychiatry.

- Professor David Bates trained in medicine at Downing College, Cambridge and the Middlesex Hospital, London and in Neurology in the University of Newcastle upon Tyne and at the Mayo clinic, Minnesota US.
- Professor of clinical neurology at the University of Newcastle upon Tyne, professor David Bates is also Editor of the International MS Journal and Chairman of the International MS Forum.
- Having been involved in clinical trials of MS for more than 20 years, his department is currently involved in six trials and pursuing demographic studies in the North East of England and laboratory studies into axonal injury and damage.

Topics Professor David Bates can speak on:

- Latest treatments for multiple sclerosis
- Latest research being undertaken towards more effective treatments for multiple sclerosis
- His involvement in MS Life

We also have a number of individuals from around the North East who will be attending MS Life and would be happy to talk to you about how the condition has affected their lives - this includes 'real life' models that will be featuring in the 'My Style' fashion show on Friday 12th June 2009.

If you would like to arrange an interview with either Chris Bray, Professor David Bates or an individual who has MS we would love to hear from you - please contact Vicky Beynon at Golley Slater PR on 0191 233 9065 / Victoria.beynon@golleyslater.co.uk