

Analgesia for ovariohysterectomy in dogs and cats and the role of *Comfortan* was presented by Dr Jo Murrell BVSc. (Hons), PhD, Dipl ECVAA, MRCVS and had the highest registration rate in Dechra history.

There was a staggering 3,122 registrations from across the EU and even further afield, including Saudi Arabia and Peru. The success of the webinar is a result of everyone pulling together to engage with their customers and promote the event. As a follow up to the webinar we invited everyone who registered to “watch again” on the Academy. Within the first week we had 88 new enrolments and 29 completions of the recording.

Seminar: Specific

27 delegates from Turkey, Estonia, Lithuania, Greece, Hungary, Czech Republic, Serbia, Slovakia, Switzerland, Romania, Russia and Ukraine as well as most of the International sales team took the chance to participate in the training programme.

The seminar started with lectures on recent developments in diabetes mellitus by Dr. Eric Zini (PD, PhD, Dipl. ECVIM-CA, Internal Medicine) on the first day to set the scene for the new diabetic cat diet, followed by presentations on the second day from Philip Wells, Dominic Ebery, Francis Pastoor and David Southey that focused more on the technical and marketing aspects of our *Specific* cat range.

The seminar provided an ideal opportunity to learn all about the Specific brand, the formulation improvements to the cat range, benchmarking against competition and to be informed about the support material available for the whole Specific range. It was also an excellent opportunity for all participants to exchange experiences as well as for Dechra to demonstrate our expertise in nutrition and to connect with our customers.