



PSA Offshore Refresher Conference 2012

Istanbul

27 April – 3 May 2012

Pre Conference Tour:

Cappadocia, Antalya, Pamukkale and Izmir (Turkey),
18–27 April 2012

Pre Conference Tour:

Dead Sea and Petra (Jordan),
21–27 April 2012

Post Conference Tour:

Gallipoli (Turkey),
3–5 May 2012

Post Conference Cruise:

Aegean Cruise (Istanbul to Athens),
5–12 May 2012



PSA's Offshore Conference continues to be Australia's longest running and most successful pharmaceutical conference.



Turkey

Turkey has exoticism to spare, with its covered bazaars, ancient mosques, whirling dervishes, sultans' treasures and Byzantine mosaics. And its natural beauty is abundant, with great stretches of sandy beaches and romantic rocky coves. You will find Turks to be exceptionally gracious hosts, which makes sense given the country's place as a crossroads between Europe and Asia.

This appealing mix does make it imperative to take your time in discovering the country and its many attractions and don't just confine your visit to Istanbul. It's best experienced by taking advantage of our pre or post tour options to places of remarkable history and beauty such as Cappadocia, Antalya, Pamukkale, Izmir and Ephesus or our post conference tour to Gallipoli.



Left: View from Aya Sofya, Istanbul, Turkey. Bottom left: Ortaky, Istanbul, Turkey. Bottom right: Mt Nemrud, Turkey.

Education

PSAs Offshore Refresher Conference continues to be Australia's longest running and most successful pharmaceutical conference. Apart from exotic locations, high quality education is the driving force and an opportunity to earn CPD credits, underpinning PSA's claim that 'Learning can be fun'.

The Offshore Refresher Conference maintains its relevance by having a focus on delivering the best outcomes in pharmacy practice from both a clinical and business aspect.

We will continue our four education streams over the six main conference days, including Therapeutic Updates, Dermatology, Cardiovascular, Rheumatology, New Drugs and the Business Stream. We will also introduce new topics and formats, delivering education in the usual informative, interactive and entertaining manner.

On the pre and post tour programs we will again be incorporating case study workshops.



Main Conference – Istanbul

27 April to 3 May 2012

For the best part of two millennia, Istanbul has been one of the greatest cities in the world, and it remains one of the most vibrant and magical places in Europe and the Middle East.

Istanbul's centuries of empire have left an extraordinary collection of palaces, churches, mosques and markets from every period of history. Its unique position as a city that straddles two continents, Europe and Asia, has given Istanbul an unmistakably cosmopolitan atmosphere. Alongside all the life and colour of the Middle East, Istanbul has a high standard of living with many of the accoutrements of a European capital, such as shopping malls and upscale international restaurants.

But Istanbul's charm is that despite its great history, it has not become a static museum-city, it is very much a living city. Istanbul remains the hub of Turkey, a vital metropolis that's made up of more than ancient palaces and smoky bazaars. Straddling the Bosphorus, it is also one of the most scenic harbour cities of the world.

Accommodation in Istanbul

The Ritz-Carlton has been selected as the host venue and is one of Istanbul's most luxurious hotels. Although modern and contemporary it still features distinctly Ottoman style throughout, capturing the essence of Turkey. Most rooms have an outlook over the famous Bosphorus and it has all the amenities you'd expect of a deluxe 5 star hotel including a magnificent spa where you can indulge in some additional pampering.

Your Stay in Istanbul

As usual, PSA will be offering the highly inclusive value for money program.

Istanbul's rich cultural heritage has left a legacy of outstanding historical sites that provide an exciting backdrop for special events. The welcome function will be held at the 1001 Direk Cisterns, which was actually a reservoir built in the 4th century and will transport you into a scene reminiscent of 1001 Arabian Nights. The gala dinner will be hosted in a Sultan's Palace with a difference, immersing you into the history and culture of the destination.

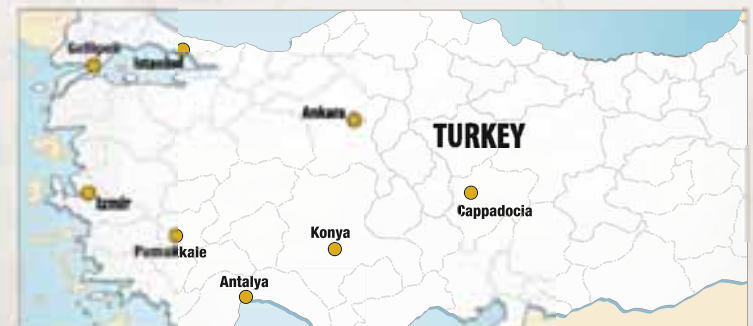
Our sightseeing program will ensure you enjoy the highlights of Istanbul. You will see such famous landmarks as the Blue Mosque, Topkapi Palace, Hagia Sophia Basilica, ancient Roman aqueducts and cisterns. The Bosphorus and huge Bosphorus Bridge linking Europe and Asia are all unforgettable landmarks and our program will include a cruise so you can appreciate the city from the water.

Interested in jewellery, hand-painted ceramics, carpets, embroideries, spices and antique shops? The Grand Bazaar (Kapalıçarşı) in Istanbul is one of the largest covered markets in the world with 60 streets and 5,000 shops, and attracts between 250,000 and 400,000 visitors daily! If you spend one minute in every shop, it will take you 3.5 days just to do the markets! Sure to cure even the most addicted shopaholics.

At night, enjoy a meal at the famous spice markets or try the local cuisine at one of a number of outstanding restaurants.

Turkish food is largely the heritage of Ottoman cuisine, which can be described as a fusion and refinement of Central Asian, Middle Eastern and Balkan fares and is globally renowned. As a cosmopolitan city, you will also find restaurants with cuisine from around the world, as well as some outstanding seafood restaurants.

Above left: Bosphorus Bridge, Istanbul, Turkey. Above middle: Selimiye Mosque, Istanbul, Turkey. Above right: Archaeology Museum, Istanbul, Turkey.





Pre Conference Tour – Cappadocia to Izmir (Turkey)

Option A – Cappadocia, Antalya, Pamukkale and Izmir, 18 to 27 April 2012

OR

Option B – Antalya, Pamukkale and Izmir, 21 to 27 April 2012

OR

Option C – Izmir, 24 to 27 April 2012

Itinerary: 18 April to 27 April 2012

18 April	Istanbul to Cappadocia by air
18–21 April	Cappadocia (3 nights)
21 April	Cappadocia to Antalya by coach
21–23 April	Antalya (2 nights)
23 April	Antalya to Pamukkale by coach
23–24 April	Pamukkale (overnight)
24 April	Pamukkale to Izmir by coach
24–27 April	Izmir (3 nights)
27 April	Izmir to Istanbul by air

The tour commences in Istanbul with a flight to Cappadocia and then travelling by coach via Antalya and Pamukkale to Izmir. For those with limited time, you can join this tour in Antalya or Izmir.

Please indicate your preferred option in the space provided on the Expression of Interest form.

Turkey

Turkey is a large country and our proposed tour takes in some of the key highlights.

Roads in Turkey are of a reasonable standard allowing for comfortable travel and care has been taken to plan a schedule that doesn't involve very long days on the road.

Cappadocia is an ancient Christian kingdom, in central Turkey. It sits within an eerie, surrealistic landscape of pinnacles, ravines and carved-rock dwellings, and it's one of the most fascinating places in Turkey. Caves in the region were used as shelters and still contain marvellous frescoes.

Our accommodation at the Cappadocia Caves Resort and Museum Hotel in the charming village of Uchisar are attractions in themselves and promise to be a unique experience.

Antalya – part of the so-called Turkish Riviera – is located on a beautiful crescent bay, but dramatic cliffs and the Toros Mountains contribute to one of the most beautiful backdrops on the Mediterranean.

Antalya offers variety, too. Apart from sea and sand, you can visit the charming old town and our program will include visits to ancient Greek and Roman ruins in Aspendos and Perge. You can also take excursions to enjoy both natural and other historic attractions.

Pamukkale has been a popular spa since before Roman times, with visitors drawn by the water streaming down walls of white stalactites into hot travertine mineral pools, one of Turkey's most photographed attractions. The visit to Pamukkale includes a tour of the spectacular ruins of Hierapolis, the ancient spa centre on the hillside above them.

The coach trip from Pamukkale to Izmir will also include a visit to Aphrodisias. This remarkable, ancient Roman city was dedicated to Aphrodite, the goddess of love and beauty and counts amongst one of the best preserved ancient cities in Turkey.

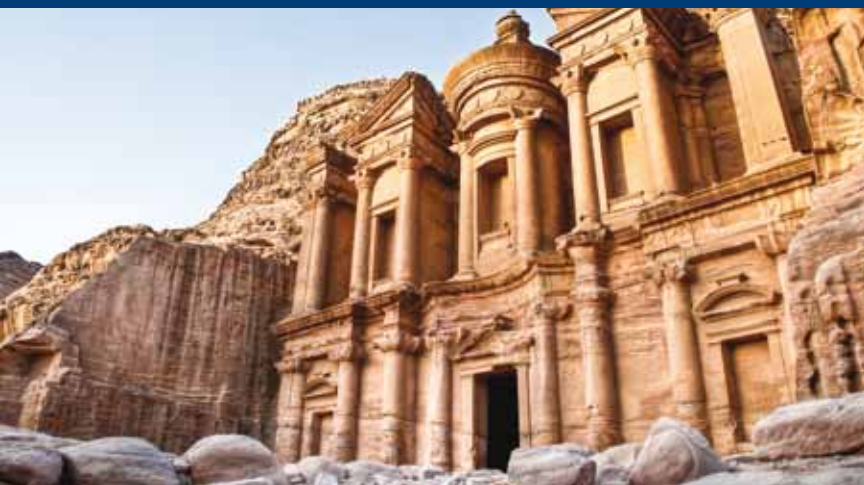
Izmir is Turkey's third-largest city and is the unofficial capital of the Turkish Aegean area. Our hotel is well situated in the hub of the city's café culture and nightlife area along the waterfront.

Of course the major attraction nearby is the ancient city of Ephesus. We will be including a tour, which of all the ruins in Turkey is one of the grandest and best restored. This prominent ancient capital was founded in the 10th century BC by the Ionian Greeks and flourished between 600 BC and AD 500 (it once had a population of 300,000).

Travel from Izmir to Istanbul will be by air.

Above left: Goreme, Cappadocia, Turkey.

Above middle: Pamukkale, Turkey. Above right: Ephesus, Turkey.



Pre Conference Tour – Dead Sea and Petra (Jordan)

Itinerary: 21 April to 27 April 2012

21 April	Arrive Amman and transfer by coach to the Dead Sea
21–24 April	Dead Sea (3 nights)
24 April	Dead Sea to Petra by coach
24–26 April	Petra (2 nights)
26 April	Petra to Amman by coach
26–27 April	Amman (overnight)
27 April	Amman to Istanbul by air

Jordan

For those who have been to Turkey before, Jordan makes for an interesting pre conference tour option and will appeal in particular to travellers who love history; political and biblical.

Set on the ancient crossroads between Arabia and the Mediterranean Sea, Jordan is full of historic sites. Crusaders' forts along old trade routes and ancient cities carved from stone will captivate anyone in search of the past. Numerous town names and a vast number of historic sites are mentioned in the Old Testament.

The Dead Sea

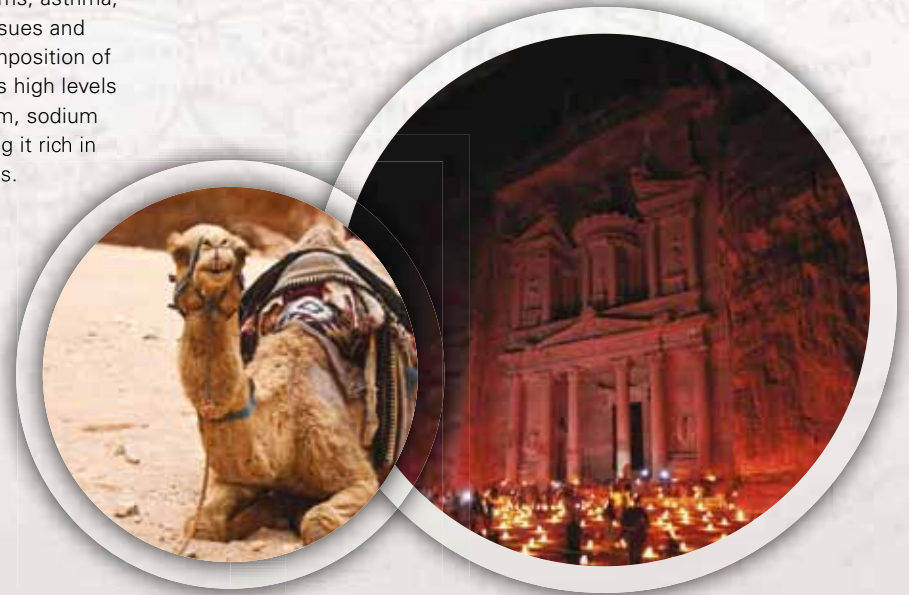
Straddling the border between Israel and Jordan, the Dead Sea is the lowest spot on the Earth's surface. If you head there from Amman, don't nod off, the view as you descend from the hills toward the sea is quite striking. The mineral content of this 75km-long and 10km-wide saltwater lake tops out at 33%.

The Dead Sea should be seen (and stepped into) at least once in every person's lifetime – it's impossible to sink. Very relevant to pharmacists, is that for centuries, people have travelled to the Dead Sea to enjoy its beauty as well as its healing properties. Many people go there for relief from chronic ailments such as dermatological problems, asthma, arthritis, circulatory issues and hypertension. The composition of the Dead Sea contains high levels of magnesium, calcium, sodium and potassium, making it rich in life-enhancing minerals.

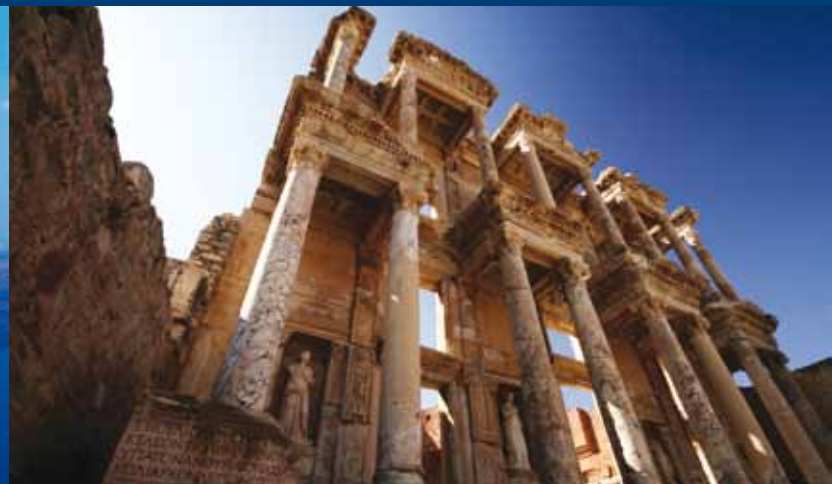
Petra

This ancient rose-coloured city is a UNESCO World Heritage Site, one of the Middle East's greatest historical and architectural treasures and one of the New Seven Wonders of the World. Carved from solid ruddy-red sandstone by the Nabataeans more than 2,000 years ago,

it's unlike anything you have ever seen. The Treasury building features in the movie Indiana Jones and the Last Crusade, but even that will not prepare you for the real thing.



Above left: Petra, Jordan. Above right: The Dead Sea, Jordan. Right: Camel, Petra, Jordan. Far right: Petra at night, Jordan.



Post Conference Tour – Gallipoli

3 May to 5 May 2012

Travel approximately 5 hours by coach from Istanbul to Canakkale which is the base for touring Gallipoli.

The importance of the Gallipoli Peninsula cannot be overestimated. Had the British Empire's troops prevailed at the battle there, World War I would have been considerably shorter and the course of modern history changed. As it was, Turkish machine-gun fire kept the Allies pinned along the beaches on the Dardanelles strait across from Canakkale, cutting them to shreds. This prevented them from gaining the heights that would have allowed control of the waterway, and effectively forestalling Allied movement on the Eastern Front.

The overwhelming majority of the Allied forces on the beaches at Gallipoli came from the ANZAC's and no trip to Turkey would be complete without paying homage to those who lost their lives.

Mustafa Kemal Atatürk, founder of modern Turkey, first gained fame for his defence of Gallipoli in 1915. He later erected a touching memorial to the forces he helped defeat; don't miss it.

Post Conference Tour – Aegean Cruise

5 May to 12 May 2012

From the moment you first step aboard, you'll begin to appreciate the overwhelming appeal of yachting with Seabourn "Odyssey". From the well appointed all-suite accommodations, to the complimentary wines and open bars throughout the ship, you'll experience a lifestyle that is highly personal and utterly carefree:

- An intimate ship with just 225 suites
- Unique itineraries to must-see cities and hidden gems where larger ships cannot go
- Spacious all-suite accommodations with sweeping ocean views – most with verandas
- Fine wines poured at lunch and dinner, and open bars throughout the ship
- All dining venues are complimentary – dine where, when and with whom you wish

- Gourmet dining experiences that rival the finest restaurants anywhere
- Complimentary welcome champagne and in-suite bar stocked with your preferences
- Tipping is neither required nor expected – service simply to delight you

Seabourn "Odyssey" has just been voted the highest-rated cruise ship, according to the 2011 Conde Nast Traveller Readers' Poll.

5 May	Istanbul Depart 5pm
6 May	Limnos, Greece 10am to 7pm
7 May	Kusadasi, Turkey 8am to 11pm
8 May	Cesme, Turkey 8am to 6pm
9 May	Kos, Greece 8am to 6pm
10 May	Santorini, Greece 8am to 11pm
11 May	Naxos, Greece 8am to 5pm
12 May	Piraeus, Athens Arrive 7am

Cruise schedule subject to change.

*Top left: Gallipoli, Turkey.
Top middle: Santorini, Greece.
Top right: Ruins of Ephesus.
Below: Passengers on the Seabourn "Odyssey".*

*Opposite page main: Seabourn "Odyssey" in Turkey.
Top left: Santorini, Greece.
Top right: Concert at Ephesus.
Bottom right: Halas bar.*





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Post Conference Tour – Turkish Coastal Cruise

The Ultimate Indulgence 5 May to 11 May 2012

For the discerning few, this will be a luxury charter cruise of a lifetime in a 100 year old vessel that has been meticulously restored into a luxurious motor yacht. With a maximum of 24 passengers, the "Halas" is large enough to indulge you in ultimate luxury but small enough to sail into the secluded crystal clear bays and coves that will make this a journey most people ever dream of. Discover some of the most unspoiled stretches of the Mediterranean

The "Halas" has a spacious wood-panelled lounge, gleaming brass fittings and a stately staircase between the decks, as well as a comfortable sitting room with a large TV area. For those looking for a quiet moment to browse through books, there is a cosy library.

There is a large elegant dining room or alternatively you can dine alfresco on the luxurious deck.

The "Halas" has a range of cabins, including the owner's suite at 43 m² is comprised of a separate sitting room, dressing room and bathroom. It also has one junior suite (20 m²), 3 executive cabins (19 m²), 3 superior cabins (17 m²), and 4 deluxe cabins (12 m²).

Contact PSA Travel for further details.



