



THE PURSUIT OF EXCELLENCE

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

## **International Biennale Milano Masterclass 7th Edition**

Directors: Paolo CASTELNUOVO - Pietro PALMA

**Milan, Italy**

March 23 – 26, 2013

Auditorium "Sole 24 Ore"

### **SINONASAL, ORBIT & SKULL BASE ENDOSCOPIC SURGERY**

March 23 – 24, 2013

### **FACIAL REJUVENATION INTENSIVE TRAINING CAMP When to Transition from Non-Surgical to Surgical**

March 24, 2013

### **RHINOPLASTY FROM MINIMALLY INVASIVE TO STRUCTURAL**

March 25 - 26, 2013

## DIRECTORS' WELCOME

Dear Colleague and Friend,

Since its conception over a decade ago, Milano Masterclass has surpassed all our expectations, becoming the best attended event of its kind in Europe and one of the top 3 worldwide. The number of participants gives witness to the success of Milano Masterclass: more than 2000 participants, from 82 different countries have visited us in the past 6 editions. Patients throughout the world have greatly benefited from teaching surgical skills at the highest level.

We are delighted to invite you to the 7th Milano Masterclass that incorporates many new and innovative ideas, features a compact structure of 4 days, and includes 2 segments plus a complimentary session on Facial Rejuvenation:

- **Segment 1** on Endoscopic Sinus, Orbit & Skull Base Surgery will concentrate on cutting edge endoscopic techniques you can take home and implement into your practice. The hottest controversies will be addressed without the hype and flurry. The paramount importance of safety issues will take centre stage. Complications and their treatment will be discussed openly and honestly by internationally acclaimed masters.

- **Segment 2** on Rhinoplasty will give attendees a sophisticated look into contemporary rhinoplasty techniques. We have enhanced the programming and brought together a world-class Multispecialty Faculty to provide you with the whole spectrum of fact and evidenced based techniques, from minimally invasive measures to structural changes, originating from the 2 worlds of endonasal and open approaches.

- the **Intensive Training Camp on "Facial Rejuvenation – When to Transition from Non-Surgical to Surgical"** based on fact, experience and optimal results. Specific topics will be addressed in an in-depth "How I Do It" format. We have selected Faculty members who are known for tremendous expertise on the topic being discussed. This unique learning experience will be held on Sunday, March 24. It is free of charge to those who register for the "Full" and "Segment Rhinoplasty" options.

Each segment can be registered for separately or taken together for a comprehensive update on the whole range of nasal surgery. Due to the new, more compact format, the registration fee has been significantly reduced.

One of the key aspects of the 7th edition of Milano Masterclass will consist of a series of video-clips called "Images in Motion." In order to avoid the lengthy and at times tedious nature of live surgery - some rhinoplasties in live surgery sessions last longer than a liver transplant - the video demonstrations will allow the 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.

As we are seeking new ideas from around the world, each segment will feature a "New Ideas Forum". So, if you wish to share a personal innovation with an international audience, please email your abstract to [masterclass@cq-travel.com](mailto:masterclass@cq-travel.com) by January 18, 2013. The best three abstracts will be included in the regular Faculty sessions in order to provide younger surgeons with the opportunity to share the podium with their mentors.

If you have missed this meeting in previous years, make sure that you will be with us in 2013. For those who have attended previous editions, we will do our utmost to ensure that you will love again the experience of being fully immersed in this special event.

Historic Milan, famed for her architecture, hidden corners, world-renowned fashion houses, and fine cuisine will be a terrific setting for this world-class meeting.

Get ready to think differently.

Come and join us in Milan in March 2013!



A handwritten signature in black ink, appearing to read "Paolo Castelnuovo".

Paolo Castelnuovo, MD  
Pietro Palma, MD  
Co-Directors, International Biennale Milano Masterclass

A handwritten signature in black ink, appearing to read "Pietro Palma".



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## SEGMENT 1

# SINONASAL, ORBIT & SKULL BASE ENDOSCOPIC SURGERY

March 23-24, 2013

Director: Paolo Castelnovo

### Highlights

*Segment 1 on Endoscopic Sinus, Orbit & Skull Base Surgery will concentrate on cutting edge endoscopic techniques you can take home and implement into your practice. Ten hottest controversies will be addressed without the hype and flurry. The faculty will lead attendees from the pre-op work up to the management of the most difficult challenges. The paramount importance of safety issues will take centre stage. Complications and their treatment will be discussed openly and honestly by internationally acclaimed masters. An "Emerging Trends Session" will provide you with critical information about what the future holds in 3D-anatomy, image guided navigation, and HD-endoscopy.*

*Learning will take place through expert panels and video viewing. Highly qualified experts will ideally take the participant through the comprehensive evaluation of a patient, the surgical planning, and the execution of surgical procedures in a video intensive format. The attendee will feel like being with the experts while they perform the intricate details of their craft.*

*This segment will feature a "New Ideas Forum" which will include accurately selected abstracts submitted by participants. The best abstracts will be included in the regular Faculty sessions in order to provide younger surgeons with the opportunity to share the podium with their mentors. Abstracts are to be submitted to [masterclass@cq-travel-com](mailto:masterclass@cq-travel-com) by January 18, 2013.*

*To improve even more the experience for attendees there will be an opportunity for them to present their own patients in advance to receive expert evaluation and advice regarding their patients. It is requested that any attendee wishing to have a case reviewed provides a short Powerpoint presentation including history and imaging for evaluation by the faculty prior to the meeting.*

*The segment has been purposely designed to meet the needs of endoscopic sinus/skull base surgeons across all levels of experience.*

### The Ten Endoscopic Sinus/Skull Base Surgeon's Dilemmas

1. Time for paradigm shifts in FESS?
2. Difficult FESS Case Sessions - "How would you handle or How I did handle this case?"
3. Deciphering and exploiting the full spectrum of endoscopic techniques in non oncologic cases
4. The sino-orbital-cranial interface. Tested, true and new techniques.
5. Endoscopic management of benign lesions - controversies and hot topics
6. Emerging technologies - what the future holds for us and our patients
7. How to manage big skull base defects. Is there something really new?
8. Endoscopic management of lesions of nasopharynx, infratemporal fossa and upper parapharyngeal space – unraveling the mystery
9. Endoscopic removal of sinonasal, orbit and skull base malignancies - are the results better to justify the risks?
10. "Taking Home Pearls" Session - the most frightening complication I had to treat!

# Facial Rejuvenation Intensive Training Camp

## When to Transition from Non-Surgical to Surgical

Sunday, March 24

Chairmen: Steven Dayan - Pietro Palma

### Highlights

*Our patients are subject to a constant barrage of advertisements designed specifically for their needs. As the patient opens the door to meet with the surgeon, he or she has already prepared a melange of concepts -whether real or otherwise- about what can be achieved. Aesthetic surgeons need to constantly stay one step ahead, understand the latest innovations, technological advancements, and explain the intricacies of what may be realistically accomplished.*

*This Intensive Training Camp is purposely designed to provide attendees with concise, practical and evidence based knowledge on the hottest issues of facial rejuvenation.*

*Specific topics will be addressed in an in-depth "How I Do It " format. We have selected Faculty members who are known for their tremendous expertise on the topic being discussed.*

*The Intensive Training Camp will be an outstanding opportunity to glean from true experts' repertoire and learn cutting edge techniques.*

*While younger surgeons will learn about the most important pillars to start a safe and successful practice, more seasoned practitioners will have the opportunity to refresh their ideas in critically important matters.*

## PROGRAMME / MORNING SESSION

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10:00 - 10:15 Opening remarks

*Palma - Dayan*

### **10:15 - 11:30 Quick tips for setting up a facial plastic surgery practice**

*Facilitators: Dayan - Most*

The essentials of an aesthetic practice

*Murakami*

The entrepreneurial physician - an oxymoron contrarian to everything learned in medical school

Building a practice spending only what you have

*Dayan*

Getting the word out professionally

*Becker*

Questions & Answers

*Drumm*

### **11:30 - 13:30 Injectables 1 – Fat grafting**

*Facilitators: Becker - Signorini*

Advance neuromodulator thinking and techniques, it's not about the wrinkles

*Gassner*

The subliminal difference

*Dayan*

Not all fillers are the same, thinking like an artist

*Signorini*

Newer and novel areas for using fillers and neurotoxins

*Redaelli*

Periocular fat grafting - the agony and the ecstasy of the plastic surgeon

*Pelle*

The use of microfat in facelift

*Byrd*

Seeing the lip as never before - the third dimension

*Sforza*

Questions & Answers

13:30 - 14:30 / Buffet Lunch

## PROGRAMME / AFTERNOON SESSION

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### 14:30 - 16:30 / Surgery - Devices

*Facilitators: Byrd - Botti*

Fractional resurfacing - from superficial to deep effect  
Top 10 blepharoplasty pearls  
10 don'ts in blefaroplasty  
The evolution of brow lifting - where we are today  
Incisions in facelifts avoiding scars  
Difficult facelifts made easy – the early career patient  
Balancing the midface and lower eyelid  
The deep plane facelift - how it changed my life  
Questions & answers

*Tretti Clementoni  
Most  
Pelle  
Byrne  
Murakami  
Botti  
Byrd  
Constantinides*

16:40 - 17:00 / Break

### 17:00 - 18:15 Injectables 2

*Facilitators: Gassner - Murakami*

Marketing injectables using social media and other new generational tools  
Treating the tear trough with fillers  
Injectable complications that keep me up at night  
Rhinofillers - are we really achieving anything?  
Questions & answers

*Drumm  
Byrne  
Dayan  
Signorini*

### 18:15 - 19:00 Keeping the patient satisfied

*Facilitators: Constantinides - Pelle*

The difficult patient  
Managing cosmetic patients - from consult to surgery

*Becker  
Most*

What will the facial plastic surgeon practice look like in 2025

*Panel*

19.00 Adjourn

## SEGMENT 2

# RHINOPLASTY - FROM MINIMALLY INVASIVE TO STRUCTURAL

March 24-25, 2013

Director: Pietro Palma

### Highlights

*Segment 2 on Rhinoplasty will give attendees a sophisticated look into contemporary rhinoplasty techniques. The programme has been specifically designed for both newcomers and experienced rhinoplasty surgeons. The rainbow of demands from our patients range from minor changes to major structural reconstruction, and preclude a single solution for all problems. Unfortunately, no school of rhinoplasty is absolutely perfect for every scenario. Applying the same approach in every case can be an over-kill, or conversely, inadequate surgery. Overcoming the tyranny of dogma in rhinoplasty has been mission of the Milano Masterclass over the years.*

*We have chosen ten "hot" rhinoplasty surgeon's dilemmas and brought together a world-class, Multi-specialty Faculty to share concise and practical knowledge in a setting that encourages discussion and interaction. Participants will be exposed to the whole spectrum of fact and evidenced based techniques, from minimally invasive measures to structural changes, originating from the two worlds of endonasal and open approaches.*

*One of the key aspects of this segment will consist of a specific session on video-demonstrations that will allow the participants to virtually enter the operating room while avoiding the lengthy and at times tedious nature of live surgery - some live surgery rhinoplasties last longer than a liver transplant. After each video presentation, the featured surgeon will be available for questions and answers.*

*This segment will feature the forum "New Ideas in Rhinoplasty" which will include selected abstracts submitted by participants. The best abstracts will be included in the regular Faculty sessions in order to provide younger surgeons with the opportunity to share the podium with their mentors. Abstracts are to be submitted to [masterclass@cq-travel-com](mailto:masterclass@cq-travel-com) by January 18, 2013.*

*Attendees will have opportunity to present their own patients for review and discussion by the Faculty. To participate in this unique learning opportunity, it is requested that any attendee provides a short Powerpoint presentation including history and photographs for evaluation by the faculty prior to the meeting.*

*Milano Masterclass will be an extraordinary occasion to absorb cutting edge education, critically evaluate our professional evolution, and reconnect with colleagues from across the globe.*

### The Ten Rhinoplasty Surgeon's Dilemmas

1. ABCs of rhinoplasty - The basics and the pitfalls
2. Grafting in primary rhinoplasty - When and how
3. All about tip sutures
4. Do it to me one more time! Revision rhinoplasty encounters
5. My untold stories
6. Multi-ethnic rhinoplasty. Do we pay enough attention to skin soft-tissues envelope?
7. Changing nasal length. How to shorten, how to elongate noses.
8. Critical areas on the profile view
9. Handling the tip with inadequate projection
10. "Taking Home Pearls" Session - The impossible noses!

### Videosession How I do It!

# GENERAL INFORMATION

## MEETING VENUE

Auditorium "IL SOLE 24 ORE"  
<http://www.gruppo24ore.com>

Via Monte Rosa, 91 – 20149 Milan  
Underground (Line 1 red line): stop "Lotto"  
Buses: 48, 49, 68, 78, 90, 91, 95

## OFFICIAL LANGUAGE

English.

## EACCME CREDITS

Requested.  
EACCME credits are converted 1 to 1 to CME credits in the USA.

## 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 provided by the Faculty in an electronic format.

## REGISTRATION

Registration fee includes:

- tuition
- CME credits
- certificate(s) of attendance
- coffee-breaks
- buffet lunches

Different registration options are available (see Registration Form)  
On-Site registration: € 100 to be added

## PAYMENTS - REFUND & CANCELLATION POLICY see Registration Form

## LETTERS OF INVITATION

On request, an official letter of invitation will be provided. This invitation is not to be considered as covering fees or other expenses.

## SOCIAL PROGRAMME

Upon request, participants will be provided with pertinent information.

## REGISTRATION HOURS

- Segment # 1: Friday, March 22 from 5:00 pm. Saturday, March 23 from 6:30 am.
- Intensive Training Camp: Saturday, March 23 from 2:30 pm. Sunday, March 24 from 7:30 am.
- Segment # 2: Sunday, March 24 from 10:30 am. Monday, March 25 from 6:30 am.

## **OPENING**

Segment # 1: Saturday, March 23 at 7:30 am.

Intensive Training Camp: Sunday, March 24 at 10:00 am.

Segment # 2: Monday, March 25 at 7:30 am.

## **CLOSURE**

Segment # 1: Sunday, March 24 at 7:00 pm.

Intensive Training Camp: Sunday, March 24 at 7:00 pm.

Segment # 2: Tuesday, March 26 at 7:00 pm.

## **HOTEL ACCOMMODATION**

See Hotel Accommodation Form.

A block of rooms have been reserved in different hotels nearby.

The Hotel Accommodation Form is available on-line [www.milanomasterclass.it](http://www.milanomasterclass.it).

Bed & breakfast options are also available on the Internet search engines.

Lower room-rates can be found on Internet for small numbers of rooms.

## **ACCOMPANYING PERSONS**

See Registration Form.

## **GALA DINNER**

The Gala Dinner will be held on Sunday, March 24 at 9:00 pm in an extraordinary historical building.

Booking can be made through the Registration Form.

Advance booking is requested as seating is limited.

## **EXHIBITS**

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

## **WEATHER**

The temperature in March is normally 12 °C to 20 °C. Clothing should be suitable for a mild, changeable climate.

## **BADGES**

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

## **INSURANCE**

The 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



# REGISTRATION FORM

## COMPLETE IN BLOCK CAPITALS AND FAX OR EMAIL TO:

CQ-Travel E-mail: [masterclass@cq-travel.com](mailto:masterclass@cq-travel.com) \* Fax: +390243911650 - +390249542900

Family Name \_\_\_\_\_

First Name \_\_\_\_\_

Vat number (**only for UE attendees, when available**) \_\_\_\_\_

Specialty \_\_\_\_\_

Zip Code / City / Country \_\_\_\_\_

Street \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

E-mail \_\_\_\_\_

**PLEASE ISSUE THE INVOICE TO** (to be filled in case of different address from the one above indicated)

- OPTION A - "FULL"** (Full Masterclass: Segment 1 + Segment 2)
- OPTION A.1 / Regular: € 980** (VAT 21% included)
  - OPTION A.2 / Member of EAFPS & ERS: € 850** (VAT 21% included)
  - OPTION A.3 / Young Physician (under 30 yrs): € 600** (VAT 21% included)  
- copy of the identity card to be provided -
  - OPTION A.4 / Accompanying Person: € 200** (VAT 21% included)
- OPTION B - "SINUS/ORBIT/SKULL BASE"** (Segment 1 "Endoscopic Sinonasal, Orbit & Skull Base Surgery")
- OPTION B.1 / Regular: € 600** (VAT 21% included)
  - OPTION B.2 / Member of EAFPS & ERS: € 500** (VAT 21% included)
  - OPTION B.3 / Young Physician (under 30 yrs): € 350** (VAT 21% included)  
- copy of the identity card to be provided -
  - OPTION B.4 / Accompanying Person: € 100** (VAT 21% included)
- OPTION C - "RHINOPLASTY"** (Segment 2 "Rhinoplasty")
- OPTION C.1 / Regular: € 750** (VAT 21% included)
  - OPTION C.2 / Member of EAFPS & ERS: € 650** (VAT 21% included)
  - OPTION C.3 / Young Physician (under 30 yrs): € 450** (VAT 21% included)  
- copy of the identity card to be provided -
  - OPTION C.4 / Accompanying Person: € 100** (VAT 21% included)
- OPTION D - FACIAL REJUVENATION INTENSIVE TRAINING CAMP**  
To be held on Sunday 24th, in a parallel room. The attendance is free of charge for those who register for Options A and C. Pre-booking is requested.
- OPTION D.1 / ONE DAY ONLY: € 300** (VAT 21% included)

**GALA DINNER**

Sunday 24th March € 100 per person

Please reserve n. \_\_\_\_\_ seats

**PAYMENT** (For confirmation please enclose copy of the payment)

**a) CREDIT CARD (\*)**:.....

(\*) Please indicate: VISA, MASTERCARD, AMEX

**Cardholder's Name** .....

**Cardholder's Signature** .....

**CardNumber:** \_\_\_\_\_

**Amount to be charged:**      **Euro** .....      **Expiration date:** ..... / .....

**b) BANK TRANSFER**

Account name: **CQ Travel srl**

Bank name: **Banca Sella**

IBAN: **IT24W0326801605052866945210**

BIC (Swift): **SELBIT2BXXX**

Reference: **"Family Name and First Name of the participant – Milano Masterclass 2013 - Option .."**

(please indicate the chosen option)

- Personal cheques are not accepted.

- All bank expenses are to be paid by the forwarder. 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 - +390248028900) or Emailed (masterclass@cq-travel.com) to CQ Travel, Milano. A 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.

**REGISTRATION FEE**

Registration fee includes: • tuition • CME credits • certificate(s) of attendance • coffee-breaks • buffet lunches

On-Site registration: € 100 to be added

**REFUND POLICY**

If a written request is received before 15.02.2013: a 50% 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.

Date .....

Signature .....

## SINONASAL, ORBIT & SKULL BASE ENDOSCOPIC SURGERY

### *International Faculty*

Ricardo Carrau (USA), Roy Casiano (USA), Philippe Eloy (Belgium), Christos Georgalas (The Netherlands), Philippe Herman (France), Werner Hosemann (Germany), Andreas Leunig (Germany), Heinz Stammberger (Austria), Manfred Tschabitscher (Austria)

## FACIAL REJUVENATION INTENSIVE TRAINING CAMP

### *Faculty*

Daniel Becker (USA), Giovanni Botti (Italy), Steve Byrd (USA), Patrick Byrne (USA), Minas Constantinides (USA), Steven Dayan (USA), Tracy Drumm (USA), Holger Gassner (Germany), Sam Most (USA), Craig Murakami (USA), Mario Pelle Ceravolo (Italy), Alessio Redaelli (Italy), Chiarella Sforza (Italy), Massimo Signorini (Italy), Matteo Tretti Clementoni (Italy)

## RHINOPLASTY FROM MINIMALLY INVASIVE TO STRUCTURAL

### *International Faculty*

Fazil Apaydin (Turkey), Daniel Becker (USA), Steve Byrd (USA), Patrick Byrne (USA), Minas Constantinides (USA), Steven Dayan (USA), Holger Gassner (Germany), Olivier Gerbault (France), Dong-Hak Jung (Korea), Raj Kanodia (USA), Joao Maniglia (Brazil), Sam Most (USA), Craig Murakami (USA), Julian Rowe-Jones (UK), Choladis Sinratchanant (Thailand), Gordon Soo (Hong Kong), Antonio Sousa Vieira (Portugal), Abel-Jan Tasman (Switzerland), Timothy Woolford (UK)

## ITALIAN FACULTY

ENT, ENT/Facial Plastics, Plastic Surgeons, Maxillo-Facial Surgeons

## UNDER THE AUSPICES

- International Federation of Facial Plastic Surgery Societies (IFFPSS) [www.iffpss.org](http://www.iffpss.org)
- European Academy of Facial Plastic Surgery (EAFPS) [www.eafps.org](http://www.eafps.org)
- European Rhinoplasty Society (ERhS) [www.europeanrhinoplastysociety.org](http://www.europeanrhinoplastysociety.org)
- European Rhinologic Society (ERS) [www.europeanrhinologicsociety.org](http://www.europeanrhinologicsociety.org)

### Intended Audience

Otorhinolaryngologists • Plastic Surgeons • Maxillo-Facial Surgeons  
Rhinologists • Facial Plastic Surgeons • Neurosurgeons

### Information

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Fax: +390243911650 - +390249542900 - Email: [masterclass@cq-travel.com](mailto:masterclass@cq-travel.com)