

WELCOME! JOIN THE INTERNATIONAL WEBINAR 12 & 13 OCTOBER 2022

PRO  
*Experts*  
FORUM



# INVITATION & REGISTRATION

## PRO *Experts* FORUM

Free  
Digital  
event

# INVITATION

12 & 13 OCTOBER 2022

  
**ROYAL CANIN**  
INCREDIBLE IN EVERY DETAIL

In Partnership with  


### RESPONSIBLE BREEDING

Weight monitoring  
for Healthy puppies

*From 1:00pm to 3:00pm CEST*

Wednesday **12**

Good tips for happy  
puppies and pet  
owners

*From 1:00pm to 3:00pm CEST*

Thursday **13**

**CLICK TO REGISTER**

[www.proexpertsforum.com](http://www.proexpertsforum.com)



# RESPONSIBLE BREEDING: SPEAKERS DAY 1

**OCTOBER 12TH – FROM 1PM TO 3PM CEST**

FROM BIRTH TO ADULTHOOD, WEIGHT MONITORING IS A KEY HEALTH INDICATOR

*From birth to adulthood, Experts will go through the critical moments of birth to acquisition giving you the tools to ensure a healthy growth and relay the right messages to pet owners, with weight monitoring as key health indicator.*

**NéoCare - Pr Sylvie CHASTANT & Dr Amélie MUGNIER**

**Give them the best start in life**

Small is beautiful, but what about birth weight? Why are some puppies born small? Is it a matter of their placenta? What difficulties do they encounter during their early life? Small at birth but heavy in adulthood: what's new about birth weight and maternal programming in dogs?

**Dr Virginie GAILLARD**

**The 2 first months of life: a crucial growth period for puppies**

In a period of life where neonatal mortality is high, close and regular monitoring is necessary for optimal early life management. Modeling the growth between birth and 8 weeks of age at the size or breed level offers breeders the opportunity to adapt to the specificities of each puppy.

**Prof Alexander J GERMAN**

**Promoting healthy growth in puppies from 8 weeks onwards**

How owners can monitor the growth of puppies under their care, from the point of acquisition to the point of skeletal maturity? Through a practical approach and the crucial role of breeders, including the use and interpretation of growth charts, the speaker will explain how such monitoring fits into a lifelong programme of healthy weight monitoring.



# RESPONSIBLE BREEDING: SPEAKERS DAY 2

OCTOBER 13TH – FROM 1PM TO 3PM CEST

FOR A SAFE TRANSITION TO THEIR NEW HOME

*In a world where pet owner expectations evolve fastly, some communication experts will give you keys to relay your expertise the best to your clients. We will use tangible use cases of dog behaviors & pet owners profiles to make it spot-on for anybody.*

Pet Talk

**Javier CEDILLO-ESPIN**

**Pet Owners Profiling**

Building a memorable pet owner acquisition is key as pet owners' expectations are rising fast in a constantly shifting environment. To do so it is critical to first identify the pet owners' profile to maximize breeders messages impact. You will be given the keys to succeed in this exercise.

**Jon BOWEN**

**A happy puppy in his new home**

Breeders are at the forefront of responsible pet ownerships and play a crucial role in conveying the right messages to new Pet Owners to ensure their new puppy grows up steadily and well balanced. To do so and ensure a good transition to their new homes we will go through the best behavioral tips to give pet owners.

**ROUND TABLE, Q&A – CONCLUSION OF THIS EDITION**





# WELCOME TO THIS INTERNATIONAL WEBINAR FOR EXPERTS!

