

Why Investing in Yourself and Your Education Is the Smartest Move You Can Make: A Pitch for Attending ISAPS Symposia, Courses and Upcoming 2016 Congress in Kyoto

“When you stop learning,” so the old saying goes, “you’re dead.” This is especially true of your plastic surgery practice: without continued expansion, your business will eventually fail to thrive. Your own knowledge and skills are the foundation on which this expansion is built, and your membership in ISAPS offers a number of ways to keep strengthening and building on that foundation.

The [ISAPS Biennial Congress](#) offers a richly diverse educational program of the latest research and methodology in the field of aesthetic plastic surgery. Hundreds of speakers, panelists, moderators and virtual presenters from all over the globe share their research on aesthetic and reconstructive surgery, minimally invasive treatments, patient safety and more. This year’s 2016 Congress will be the first to offer a full day of symposia and programming for Residents and Fellows. Sessions include “What is Aesthetic Surgery?” and “Essentials of” rhinoplasty, blepharoplasty, facelift and body contouring. This year will also be the first offering of a full-day session entitled “ISAPS Business School”. Your practice is a business, after all, and ISAPS recognizes the need for plastic surgeons to receive training and support for the logistics of keeping a practice running smoothly.

Master Classes provide an opportunity to learn from experts about specific procedures. These will be offered from 7:00–8:00am each day during the Congress, before the official day’s programming begins. Topic areas include rhinoplasty, breast surgery, facelift, neck lift, stem cell research, periorbital rejuvenation, buttock augmentation, hair transplant, post-massive weight loss, Asian blepharoplasty and rhinoplasty. In addition to the formal program, there will be the educational opportunity to hear keynote addresses given by distinguished members of the field. At this year’s Congress, attendees will have the opportunity to hear Dr. Shinya Yamanaka (recipient of the 2012 Nobel Prize in Physiology or Medicine) discuss his work with adult stem cells. This is an excellent opportunity to gain insight into the highest levels of plastic surgery research and practice.

In keeping with their fundamental goal of education, ISAPS also holds regular symposia all over the world. These are typically one-day, intensive seminars that focus on a specific surgery or aesthetic procedure. Check the ISAPS [Calendar of Events](#) to find the next Symposium near you.

The knowledge and inspiration you receive by attending this year’s Congress and/or any of the symposia can enrich your own research, which you can share in the official [ISAPS Journal](#). The ISAPS educational mission isn’t limited to medical professionals, of course. Member-surgeons also recognize their responsibility to [educate the public](#) about safety in plastic surgery, both at home and abroad. This can include participating in humanitarian outreach programs like the [ISAPS-LEAP](#) Surgical Relief Teams, or sharing information and your own experiences with your email list or newsletter subscribers. Publications such as guest blog posts and popular magazines are also good opportunities to increase public understanding of safe and ethical practices in plastic surgery. If you haven’t already signed up for the 23rd Biennial Congress, don’t wait any longer; book your [reservation](#) at the Westin Miyako, download the [program](#), and plan on an eventful, energizing professional opportunity that will benefit you, your practice and your field.