

## AOIC TAKES PART IN 'REMEMBER ME' PROJECT

A key figure from the Association of Independent Celebrants (AOIC) has said he is "honoured" to be playing a major role in a national Spring conference.

The 2018 Remember Me. The Changing Face of Memorialisation conference will be staged in Hull on 4 – 7 April, having been extended due to the exceptional demand and interest.

Launching with an opening plenary lecture, it will be hosted in Hull as a 2017 City of Culture legacy event and will bring together British and international researchers from a wide range of disciplines to explore themes relating to memorialisation.

Topics covered will be wide ranging, from the emotional and behavioural aspects of memorialising practices, to religious, spiritual and secular meanings in death.

All the topics to be discussed are aligned to the research that has been undertaken as part of the overall Remember Me. The Changing Face of Memorialisation project. This project has united some of the most eminent professionals in exploring the way British society approaches death and memorialisation.

In recent years, the popularity of professional celebrants has grown rapidly. For example, in Yorkshire and the Humber region – where the conference is being staged – up to 95% of funeral services are now conducted by celebrants.



With 130 members, the AOIC is emerging as a leading voice for the profession, with its Executive Chair, Philip Spicksley, and colleagues attending the conference. Mr Spicksley will also chair one of the discussion groups during the event.

Philip said the invitation was further evidence of how professional celebrants were now being recognised as a major force within the UK's funeral profession.

"I am delighted to have been asked to play such a key role in this conference. It is an example of just how professional organisations, such as ours, are now able to play a positive part in helping to understand and, therefore, shape the way the whole industry is changing – along with people's perceptions of our work."

## NEW MEMORIAL DIRECT RELEASES NEW RANGE

New Memorials Direct has released a new range of personalised 'Comfort Charms'. These precious keepsakes are completely customisable with fingerprints, photographs, handwriting and more.

Comfort charms have been around since ancient times, as a simple means to soothe oneself from negative energy. These unique, personalised precious metal versions offer a way to bring some relaxation and relief to those dealing with the stress of a loss.

Keeping it close, in a pocket or purse, offers a meaningful way to help individuals grieve or fondly remember their loved one.

Personalised Comfort charms are crafted from precious metals and, says New Memorials Director and founder Michelle Bailey, created with quality that will stand the test of time. The lead time is just 24 hours.

For more information visit [www.newmemorialsdirect.com](http://www.newmemorialsdirect.com)



*Auden*  
— FUNERAL SUPPLIES LTD —

**Passion | Pride | Quality**