

2019 Marketing-Growth Seminars

Presented by Carolyn S Dean

3 CPD HOURS



You may realise that marketing your dental practice is getting harder as there are more and more ways to market your practice. Developments in marketing are forever changing and it is almost impossible to keep up. Within these two seminars, you will learn how to a) use marketing in a well thought out and consistent way to grow your practice revenue by conquering social media challenges and b) developing a clear marketing plan that will assist in attracting new patients and retaining your current ones."

TESTIMONIAL: *"I decided that for an entire year, I would take all of the advice from My Dental Marketing and put it into action and just see where it would lead me. I am happy to say that my practice is so busy that I am in the position of employing more staff to help me accommodate the work load."*

DR KIMBERLY IVETT - Director/Principal Dentist Sydney Boutique Dentistry

Social Media 2019 Update

Are you interested in growing your practice through social media but aren't sure how to begin or what to do for maximum impact? In this talk, we will guide you through what you need to know to successfully harness the power of social media. Many dentists are now aware that social media is a proven way to connect with existing and potential clients; however they are confused and frustrated and don't know where to start or what to post. If you see the value in using social media for your dental practice but are worried that you're going to end up spinning your marketing wheels, this talk will help as it will cover the most common areas that dental practices find challenging when it comes to social media marketing.

We will tackle:

- Why you should consider social media for your practice
- Which social media platforms you should be using
- Top social media mistakes and how to avoid them
- How often and what to post on social media
- Why you should think about videos and Facebook Live
- Why you should be thinking about Facebook ads

Dates & Locations

Queensland

Mon 5 August 2019

Henry Schein
Grd Flr, 8 Gardner Close
Milton QLD 4064

New South Wales

Wed 7 August 2019

Henry Schein
B3, L6, 189 O'Riordan Street
Mascot NSW 2020

Victoria

Wed 14 August 2019

Henry Schein
L9, 369 Royal Parade
Parkville VIC 3052



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Your 2020 Marketing Vision

Learn how to develop a strategic marketing plan to enable you to achieve your business goals for 2020!

As we begin to wrap up the year 2019, now's the time for you to start planning and creating a strategy for your dental marketing for 2020. When it comes to business, Benjamin Franklin's warning, 'By failing to prepare, you are preparing to fail', has never been more apt. Without a well thought out marketing strategy for 2020, how will you know where you are heading and what you are trying to achieve?

Take the time now to step back and review the past year of your dental marketing and create a plan for achieving your goals next year! Attend this course to learn from the past and put together a well thought out and strategic plan to enable you to achieve your business goals for 2020.

Dates & Locations

New South Wales

Wed 6 November 2019

Henry Schein
B3, L6, 189 O'Riordan Street
Mascot NSW 2020

Queensland

Thurs 7 November 2019

Henry Schein
Grd Flr, 8 Gardner Close
Milton QLD 4064

Victoria

Wed 13 November 2019

Henry Schein
L9, 369 Royal Parade
Parkville VIC 3052

Carolyn S Dean

Carolyn S Dean is the author of **"Fully Booked – Dental Marketing Secrets for a Full Appointment Book"** Named as 'Dental Industry Professional Of The Year 2018' by the Australian Dental Industry Association (ADIA), she is a widely-known seminar speaker and dental marketing consultant working extensively with dental professionals throughout Australia and New Zealand.

Carolyn has over 25 years' experience in sales and marketing, working with some of the largest global IT organisations. Over the last 15 years, she has specialised in the field of dental, medical, and healthcare. She is Managing Director at My Dental Marketing, an award-winning specialist in marketing services and website design for dental professionals. With My Dental Marketing currently managing a portfolio of over 400 practices, Carolyn has gained a deep understanding of this profession's problems and pain points.



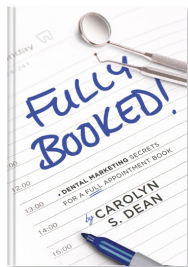
Registration

Registration: 5:30pm

Time: 6:00 to 9:00pm

Cost: \$75 per unit

Groups & returning participants: \$65



Receive a free copy of Carolyn S Dean's book:

"Fully Booked - Dental Marketing Secrets for a Full Appointment Book" when you attend a seminar for the first time!

Register online: www.henryschein.com.au/education

Registration Enquiries T: 1300 302 421 E: events@henryschein.com.au

