

A Branding Facelift: Ensuring Success in Practice Enhancement at Every Angle

Goals, Plans, and Success: Industry Secrets for Aesthetic Management and Marketing

Pre-Conference Session Schedule

Schedule Subject to Change

Wednesday, December 12, 2018

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| 9:00 AM | Ready, Set, Go! Succeeding in the Aesthetic Industry | Cheryl Whitman | 15 minutes |
| 9:15 AM | Blueprint to a Winning Consultation – Beyond the Technique | Azza Halim, MD | 45 minutes |
| 10:00 AM | Break | | |
| 10:30 AM | Growing your Practice in 2019: Do you Care? Should You? | Tim Sawyer | 45 minutes |
| 11:15 AM | Defining the Digital Patient Journey | Vahe Tirakyan | 45 minutes |
| 12:00 PM | Take the Wheel – Managing Multiple Locations, Setting Goals & Effective Time Management | Harry Harcsztark, DDS | 30 minutes |
| 12:30 PM | Lunch | | |
| 1:30 PM | Cautiously Building Your Retail Profit Centers: Branded vs Private Labeling to Expand Revenue | Cheryl Whitman | 30 minutes |
| 2:00 PM | Develop, Define and Implement Your Brand – Stand Out Ahead of your Competition | Cheryl Whitman and Ken Stone | 45 minutes |
| 2:45 PM | Accelerate your Practice – Promotional Marketing Events on Any Budget | Cheryl Whitman | 30 minutes |
| 3:15 PM | Break | | |
| 3:45 PM | GPS to Marketing Aesthetics and the Importance of the Male Population | Ken Stone | 45 minutes |
| 4:30 PM | Figure 8: Bring in the 8 Figure Income with Feminine Rejuvenation, Expansion Equipment and Profit Centers | Susan Murrmann, MD, FACOG | 45 minutes |
| 5:15 PM | Driving Strategies to Ensure Your Team’s Success and Develop Your Management Potential | Vahe Tirakyan | 15 minutes |
| 5:30 PM | Hot Topics for Aesthetics Success– Q & A Session | Panel of Experts | 30 minutes |
| 6:00 PM | Close of Session | | |