

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

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	Speeding Past the Competition – Developing a Reputable Brand Identity	Virginia Martino	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		