



WORLD
CONGRESS
2018



PRE-CONFERENCE

Workshop

December 12 | LAS VEGAS, NV

DECEMBER 13-15 | CONFERENCE

A BRANDING FACELIFT:

ENSURING SUCCESS IN PRACTICE ENHANCEMENT AT EVERY ANGLE

Our new aesthetics practice management workshop is spearheaded by Cheryl Whitman: CEO and industry expert in business development and marketing consulting. This one-day workshop, headlined "Goals, Plans, and Success: Industry Secrets for Aesthetic Management and Marketing," will focus on understanding specific goals, planning strategies to enhance success rate, and learning best practices for road blocks and challenges.

EXPERT FACULTY:

Cheryl
Whitman
CEO



Azza
Halim
MD



Harry
Hatctsrk
DDS



Virginia
Martino



Susan
Murrmann
MD, FACOG



Tim
Sawyer



Ken
Stone



Vahe
Tirakyan





A BRANDING FACELIFT:

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

LEARNING OBJECTIVES

- Learn how to effectively identify goals, plan, and success and how to avoid road blocks from a practice management point of view
- Gain insight into how the aesthetics market is driven by the need for psychological well-being and is resilient to economic events that affect traditional markets
- Effectively jump-start your practice with strategy planning and community events on any budget
- Understand keys to enhancing patient journey and experiences in the age of digital media to rise above the competition
- Build a brand that consumers trust and to break the competitive barrier as well as to manage your community outreach
- Advance your understanding of expanding your equipment options and profit centers

PRE-CONFERENCE SESSION SCHEDULE

Schedule Subject to Change

WEDNESDAY, DECEMBER 12, 2018

8:45 AM	Ready, Set, Go! Succeeding in the Aesthetic Industry	Cheryl Whitman	15 minutes
9:00 AM	Blueprint to a Winning Consultation – Beyond the Technique	Azza Halim, MD	45 minutes
9:45 AM	Break		
10:15 AM	Growing your Practice in 2019: Do you Care? Should You?	Tim Sawyer	45 minutes
11:00 AM	Pedal to the Metal – Develop Your Management Potential and Defining the Digital Patient Journey	Vahe Tirakyan	45 minutes
11:45 AM	Take the Wheel – Managing Multiple Locations, Setting Goals & Effective Time Management	Harry Harcstrk, DDS	30 minutes
12:30 PM	Cautiously Building Your Retail Profit Centers: Branded vs Private Labeling to Expand Revenue	Cheryl Whitman	30 minutes
1:00 PM	Lunch		
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	GPS to Marketing Aesthetics and the Importance of the Male Population	Ken Stone	45 minutes
4:00 PM	Break		
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 Teams' Success	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		