

BUSINESS CONFERENCE PROGRAMME



Receive tried and tested business advice that have proven results in attracting new clients and retaining current ones. From customer service, marketing, finance, Human Resources and everything in between. These sessions will have a major positive impact on your clinics bottom line, offering effective solutions.

Wednesday 22nd November

Time	Topic
12:00 - 12:45	Social media for therapists <i>Celia Champion, Director, Painless Practice</i> Theatre 2
16:00 - 16:45	How to execute the perfect 80/20 patient acquisition funnel <i>Tor Davies, Founder, Co-Kinetic</i> Theatre 1
16:30 - 17:15	Increase your referrals painlessly <i>Celia Champion, Director, Painless Practice</i> Theatre 3

Thursday 23rd November

Time	Topic
09:45 - 10:30	Stop plodding & start rocking <i>Celia Champion, Director, Painless Practice</i> Theatre 2
10:30 - 11:00	The false economy of you: 10 strategies for getting the biggest bang for your buck out of you <i>Tor Davies, Founder, Co-Kinetic</i> Therapy Update Theatre
15:45 - 16:25	Improving patient buy-in & retention ethically <i>Celia Champion, Director, Painless Practice</i> Theatre 3

Theatre 2, 09:45 - 10:30

Stop plodding & start rocking



Celia Champion, Director, Painless Practice

Are you having trouble translating your dream practice into reality? Have you got stuck in the day to day rut and not moving as fast as you'd like or anticipated? If you are and you're not sure where to start, how to best utilize your limited resources this talk will help you to convert your big picture into the individual brush strokes needed to get there.

Theatre 1, 16:00 - 16:45

How to execute the perfect 80/20 patient acquisition funnel



Tor Davies, Founder, Co-Kinetic

Growing Issues with private medical insurers, increasing marketing sophistication and opportunities and competition from an expanding range of therapists means that practitioners are under more pressure than ever to generate a regular, fresh, stream of cash paying clients. There are seemingly so many ways of doing this, that it can seem confusing but with a bigger picture strategy, you can not only achieve this goal, but I'll show you a way in which you can do it in as little time as a day or less, each month.

FREE
CPR TRAINING

PLUS: KEEP UP TO DATE WITH YOUR MANDATORY TRAINING AT THE CPR ZONE

LUBAS Medical create advanced, bespoke medical training courses for clinical and sporting medical professionals. Their industry leading Sports Trauma Management Course is recognised nationally and fulfils the requirement of the ACPSEM CPD pathway - silver and gold levels.

Tutors from LUBAS medical will be offering you the opportunity to update your practical skills and knowledge in:

- **CPR** - safe approach and primary assessment
- **Automated External Defibrillation** - safe and appropriate use of a defibrillator
- **Anaphylaxis** - indications and use of an adrenaline auto-injector

You will also receive an update of current Resuscitation Council Guidelines.

**SIGN UP ON THE DAY, DEMONSTRATE YOUR SKILLS AND RECEIVE
A CERTIFICATE OF COMPETENCE VALID FOR 1 YEAR**



Your lunch is
included
with your
conference
pass



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