

7  
HOURS CPD  
VERIFIABLE

# Don't fall behind

## Ensure you stay ahead of the game with our one day course

**Friday 13th April 2012, London, 9.00am - 5.00pm**

This one day course is aimed at Practice/Business Managers and Dentists. The course will cover four key areas that are essential for the successful running of a profitable practice.

### **Tracy Stuart – Staff training systems to increase revenue**

Tracy is the training Director for Designer Dental Training. She is a qualified Practice Manager with over 24 years experience in developing and managing dental practices. The staff training presentation will include:

- Treatment presentation skills
- Telephone/email communication
- Getting the most out of the new patient assessment

### **Yvonne Wallace & Joanne Mellor – Dental marketing - proven results**

Yvonne and Joanne are both Directors of Designer Dental Marketing and Designer Dental Training and have over 15 years combined experience in providing successful dental marketing solutions. The marketing presentation will include:

- The top 5 areas of dental marketing
- Internal verses external marketing
- Case study - how it actually works in practice

### **Mark Oborn – How to attract the patients you need using online marketing**

Mark works with UK dental practices to help develop their online marketing campaigns, website conversions and social media marketing helping them to attract new patients to their practice. The social media presentation will include:

- Why Social Media & Online Marketing is such a powerful marketing tool
- How to attract patients through social media
- The benefits of Facebook and Twitter, and how to set it up
- How to monitor/deal with negative online comments

### **Sharon Martin - CQC compliance - painful but necessary**

Sharon Martin owns The Dental Agency which is a one stop solution for dental support services. The CQC presentation will include:

- Understanding CQC
- Being aware of the maintenance required
- Cross Infection guidelines



All for only  
**£325. Book now  
for the early bird  
special deal of £295\***

Call Tracy Stuart  
on 07782 220038 to  
book your place.

\* Offer valid until 12.03.12



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TRAINING

Design House 15-16 Metcalfe Road Skippers Lane Middlesbrough TS6 6PT  
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tstuart72

# Meet the speakers



**Tracy Stuart**

Tracy Stuart is the Training Director for Designer Dental Training. Tracy is a qualified Practice Manager (BTEC Practice Management) and has gained experience managing a range of different practices from mixed practices to fully private including extreme makeover practices. Tracy brings a wealth of knowledge and experience in developing and improving dental practices. From her experience of 18 years as a qualified Practice Manager to a well established business coach that has been training dental teams for the past six years, Tracy looks at all the systems a practice requires to be successful and works with the dentist and team to implement them in the business.

[www.designerdentaltraining.co.uk](http://www.designerdentaltraining.co.uk)



**Mark Oborn**

Mark Oborn spent over 20 years as a dental technician working exclusively within the high quality sector of the private market. After 15 years of running his own laboratory he now also has a Masters Degree in Business Administration (MBA) majoring in marketing, innovation and creativity. He works with practices across the UK on their online marketing campaigns, website conversions and social media marketing. Mark uniquely blends his in-depth knowledge of dentistry, practical business skills and formal business background into a fun, yet empirically grounded blend of dentistry and business.

[www.markoborn.com](http://www.markoborn.com)



**Yvonne Wallace & Joanne Mellor**

Yvonne Wallace is Managing Director of Designer Dental Marketing and Designer Dental Training. She has over 15 years experience in the field of dental marketing. Yvonne works alongside Marketing Director Joanne Mellor. Both Yvonne and Joanne are active members of The Chartered Institute of Marketing. Joanne was awarded 'New Marketer of The Year' in 2008 at the Chartered Institute of Marketing awards for her commitment and success in dental marketing. Joanne, has also been awarded Chartered Marketer Status by The Chartered Institute of Marketing. This is the formal recognition of an up-to-date experienced and qualified marketing professional and requires additional training every year to remain chartered. Yvonne and Jo like to make marketing enjoyable as well as profitable.

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**Sharon Martin**

Sharon Martin is the proprietor of The Dental Agency (TDA). TDA has been set up to provide a wide variety of services including surgery streamlining, efficiency monitoring, CQC consultancy and much more. Having worked in NHS dentistry and the private sector of the dental industry, this has given Sharon a clear vision of where dentistry will be heading in the future. TDA makes CQC easy.

[www.thedentalagency.net](http://www.thedentalagency.net)



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