

FRIDAY 2 MAY 2014		Room: Jacaranda Room	SATURDAY 3 May 2014		Room: Jacaranda Room
0800 - 1600	REGISTRATION		0830 - 1200	REGISTRATION	
0800 - 0900	Arrival Tea & Coffee		0830 - 0900	Arrival Tea & Coffee	
0900 - 1100	Session 1: Building a Successful Practice - Part I Chairperson: Anni Diamond		0900 - 1030	Session 4: Online Marketing Tools Chairperson: Adam Downer	
0900 - 0940	<u>Failure is the Gateway to Success & Success has a Really Simple Formula</u> Anni Diamond, Salon Brilliance		0900 - 1000	<u>Does your Business have the X Factor?</u> Stephen Handisides	
0940 - 1020	<u>Considerations for Establishing a Successful Paramedical Practice</u> Suzie Hoitink, Clear Complexions Clinics				
1020 - 1100	<u>Key Considerations for Fitting out your Practice</u> Ian Shapland, Elite Fitout Solutions		1000 - 1030	<u>Google: How to Make Money with AdWords</u> Adam Downer, Cosmetics	
1100 - 1130	Morning Tea		1030 - 1100	Morning Tea	
1130 - 1300	Session 2: The Benefits of Social Media Chairperson: Samuel Peek		1100 - 1230	Session 5: Growing your Business Chairperson: Kerry Bielik	
1130 - 1230	<u>Facebook: Enough of the Fluffy Stuff, How do you do it?</u> Adam Downer, Cosmetics		1100 - 1130	<u>Video Marketing</u> Stephen Handisides	
			1130 - 1200	<u>Patient Experience Feedback - Impact Study on Cosmedical Practices. Results and conclusions on the Benefits to Customer Retention and Profitability</u> Kerry Bielik, Insight Patient Satisfaction Solutions	
1230 - 1300	<u>More With Less: Social Media Marketing Made Simple for the Cosmetic Practice</u> Samuel Peek, Incredible Marketing		1200 - 1230	<u>Best Practice in Selling Skincare</u> Richard Parker, Rationale	
1300 - 1400	Lunch		1230 - 1330	Lunch	
1400 - 1530	Session 3: Risk Management Chairperson: Steven Macarounas		1330 - 1500	Session 6: Building a Successful Practice - Part II Chairperson: Suzie Hoitink	
1400 - 1430	<u>Protecting the Value of your Practice – Insure the Geese that Lay your Golden Eggs</u> Steven Macarounas, Fintuition Institute		1330 - 1400	<u>Practice Management: Achieving Profit Potential, Clinical Superiority and a Cohesive Team</u> Maredydd Cronin, Clear Complexions Clinics	
1430 - 1500			1400 - 1430	<u>Content Marketing</u> Adam Downer, Cosmetics	
1500 - 1530			1430 - 1500	<u>Continuing Professional Development in an Evolving and Unregulated Industry, How do you Determine Where to Invest your Time and Dollars or Why you Even Should?</u> Elissa O'Keefe, Clear Complexions Clinics	
1530 - 1600	Afternoon Tea		1500 - 1530	Afternoon Tea	
1900 - 2300	Gala Dinner		1530 - 1700	Closing Plenary	