

ATTEND THE ENTIRE SERIES AT A REDUCED FEE!

Advantage members - \$995 (reg. \$1,375);
Non-Advantage members - \$1,995 (reg. \$2,475)

Contact your Patterson Dental
representative or call
704.909.4140 to register.



Patterson Dental Charlotte Branch
8848 Red Oak Boulevard, Suite F
Charlotte, NC 28217



PATTERSON DENTAL WELCOMES YOU TO THE
PRACTICE MANAGEMENT IMPROVEMENT SERIES 2016

BUILD YOUR MARKETING PLAN WORKSHOP

CHARLOTTE, NC



CALENDAR OF EVENTS



FRIDAY, MAY 13

Build Your Marketing Plan Workshop

Presented by Rita Zamora of Rita Zamora Connections

Join us for an interactive course to guide you in completing a successful marketing plan specific to your practice. Complete a workbook and arm yourself with foundational marketing knowledge. This workbook will become a reference you can turn to year after year when evaluating past, and creating new, marketing plans. Together we'll review sample marketing plan formats, strategies, tactics and objectives. You'll then participate in activities to help complete a winning plan for your practice.

- Review core marketing plan components
- Clarify strategies vs. tactics
- Discuss SWOT analysis, budgets and measuring options
- Consider your objectives and goals
- Create your marketing plan

EVENT DETAILS:

Date: Friday, May 13, 2016

Location: Patterson Dental Charlotte Branch | 8848 Red Oak Boulevard, Suite F | Charlotte, NC 28217

Time: 8:00 a.m. - 4:00 p.m.

Fee: Advantage members - \$195; Non-Advantage members - \$395

RSVP: Contact your Patterson Dental representative or call 704.909.4140 to register

SPEAKERS:

Rita Zamora



Rita Zamora served as a contributing faculty member on the topic of marketing for the 2015 American Dental Association's (ADA) Center for Success Certificate Program. She is an international speaker and published author on social media marketing and online reputation management with over 20 years of hands-on dental marketing and business development experience. Rita has a bachelor's degree in business and marketing from the University of Colorado and is a former education chair board member for the Academy of Dental Management Consultants. She has been published in the ADA's *Practical Guide to Expert Business Strategies* and professional publications such as *The Progressive Dentist* and *The Progressive Orthodontist* magazines, *Dental Tribune International UK*, *Colorado Dental Association Journal* and many more.