

Agenda

7:30am-8:00am	BREAKFAST AND REGISTRATION
8:00am-8:15am	Welcome <i>Presented by:</i> Audrey Neff, Director of Marketing, Crystal Clear Digital Marketing
8:15am-9:00am	How to Convert a Patient for Life and Keep Them Coming Back <i>Presented by:</i> Jonathan Kaplan, MD, Founder/CEO, BuildMyBod Health
9:00am-9:45am	Managing Cash Flow: The Importance of Timing <i>Presented by:</i> Kristy Murrow, Managing Partner, Mariposa Aesthetics & Laser Center
9:45am-10:15am	BREAK AND NETWORKING WITH EXHIBITORS
10:15am-12:15pm	Overview on State-Based Rules and Regulations Affecting the Medical Spa and Esthetic Industry <i>Presented by:</i> Allyson Avila, Esq. Partner at Gordon & Rees
12:15pm-1:00pm	LUNCH AND NETWORKING WITH EXHIBITORS
1:00pm-1:45pm	The Secrets to My Success – A Panel Discussion <i>Moderated by:</i> Audrey Neff <i>Panelists:</i> Jonathan Kaplan MD, Kristy Murrow,
1:45pm-2:30pm	Digital Disruption & The Millennial Mindset: What Worked in Your Practice 5 Years Ago, Does Not Work Anymore <i>Presented by:</i> Mike Buckner, Director of Business Development, Weave
2:30pm-3:00pm	BREAK AND NETWORKING WITH EXHIBITORS

3:00pm-3:45pm	Creating the Ultimate Patient Experience, The Concierge Methodology <i>Presented by:</i> Linley M Law MBA, Key Account Manager, Merz Aesthetics
3:45pm-4:30pm	Combining Successful Treatment Modalities with Skin Care and Current Menu <i>Presented by:</i> Toni Lee Roldan-Ortiz, National Master Trainer, Dermaconcepts
4:30pm-5:15pm	Fueling Your Medical Spa's Growth: Marketing, Social Media, & Management Best Practices <i>Presented by:</i> Audrey Neff, Director of Marketing, Crystal Clear Digital Marketing

Please note that the program is subject to change, and will be updated directly.