

The Dental Implant Practice (DIP)

IMPLANT EDUCATION CLUB



DATE: Tuesday 18 July 2017
TIME: 6:30 - 8:30 pm
VENUE: Kings Head
 24 Market Place
 Cirencester
 GL7 2NR
CPD: 2 Hours
FEE: Complimentary
Host: Mr Chris Barrow

Meeting 2 of 2017

Marketing for Independent Practices in 2017

Outline: The digital marketing landscape has exploded in the last few years and Principals have to understand what works, what doesn't and how best to allocate their marketing resources in this fast-changing climate.

Chris will explain the important differences between advertising and marketing, between external and internal marketing and how to generate a positive ROI from your marketing investment.

Following the presentation, guests will know:

1. The difference between advertising and marketing
2. The difference between external and internal marketing
3. How to create a web site that attracts visitors and enquiries
4. How to use social media in a responsible way to generate enquiries
5. Create their own effective marketing plan that embraces all that we know about the digital landscape

Chris Barrow has been in full-time employment for 46 years. He has operated his own businesses for 29 years and has been a trainer, consultant, coach and mentor to the UK dental profession for 23 years.

Chris combines a wealth of knowledge with the originality and independence needed to resolve the thorniest of problems. Straight talking and determined, he can reach conclusions quickly, and has the reflexes and lightness of touch to innovate, change tack and push boundaries.

A leading authority on the business of dentistry, Chris regularly contributes to the dental press, social media and online and has co-authored books and published a series of e-books on the business of dentistry.

As a popular industry speaker, Chris is dynamic, energetic and charismatic with boundless enthusiasm for his field of expertise. Audiences are left enlightened and inspired in equal measure.

Chris spends most of his professional time mentoring independent dental entrepreneurs under the "Coach Barrow" brand. He is also co-founder of 7explorers, a bespoke exploratory remote travel and expeditionary business.

DIP Education Club – Tuesday 18 July 2017

Name(s): GDC No.:

Practice Address:

Postcode: Email:

Telephone: Mobile:

Please reserve me place(s) on the DIP Education Club

Please return this form to:

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