

Saturday 8:30 am – 5:30 pm (Registration 8:00 am)

Presented by The New York Academy of Cosmetic Dentistry & New York University College of Dentistry

# Web Optimization and Marketing Magic for the Growing Dental Practice



Learn Web Optimization Techniques and Dental Marketing Systems from industry experts and successful dental professionals. From text messaging and websites to emails, MySpace, YouTube and blogging...from advertising and newsletters to public relations and direct mail, you will discover how to wed the latest Internet technology with traditional marketing techniques to achieve your practice goals. Find out how search engines locate and rank websites. Discover insiders' tips and tricks for attracting and maintaining new patients. Learn how to select and use the right Public Relations or Advertising Program to create the style of practice that features you as a local and national expert.

## Featuring:

**Dr. William Dorfman**

**Topic: Building the Ultimate Cosmetic Dental Practice: Marketing and Internet Tools and Techniques**

“Extreme Makeover Dentist,” Author of “The Billion Dollar Smile,” and founder of Discus Dental, the most successful direct marketing dental supply company in the world.

**Dr. Tom Hedge**

**Topic: Website Marketing: the Ultimate Marketing Tool**

Director of one of the most successful web-based practices in America. Developer of multiple Internet marketing techniques to increase patient volume.

**David Weathers**

**Topic: Your Website: Your Window of Opportunity**

President of TodayMD and creator of Today DDS, heads a full-service Web Design and Web Optimization company.

**Stephen M. Gray**

**Topic: Web Optimization and Dental Internet Marketing**

CEO and Founder, Surf Pacific. Mr. Gray provides Web Services for the New York Academy of Cosmetic Dentistry's cooperative website.

**Dr. Robert Marus**

**Topic: Developing a Practice Image**

Pioneer in the use of multiple marketing techniques, including the Internet, to create a “Look” for your practice.

**Nathan Richter**

**Topic: Developing an In-House Public Relations Program**

Vice-President, Kelton Research Marketing Group, a public relations “Guru” with experience launching and marketing many consumer products including “Crest White Strips”.

**Bill McGowan**

**Topic: Media Training: How to be interviewed**

Media Trainer to celebrities, sports figures, politicians and professionals, he is President of Clarity Media Group.

**Dr. Jeff Golub-Evans**

**Topic: Media Savvy: “Branding” your Dental Practice**

Past-President, AACD; Founding President, New York Academy of Cosmetic Dentistry, has appeared on TV more than 100 times.

**Laura Kelly-Brown**

**Topic: Your Personal Marketing Kit**

President of the AACD and developer of multiple marketing techniques for practice growth.

**Dr. Ari Druz**

**Topic: Combining Altruism and Opportunity**

A Unique Marketing Opportunity that serves the community, that is free and increases your patient volume.

**Exhibitors to include web designers and web optimization sponsors**

Credit Hours: **8 Hours** • Tuition: **\$350** • Course Number: **5607-010**