THE L.S. BROWNE CENTRE
DIGITAL DENTAL TRAINING

TACTICAL MARKETING MASTERY WITH CHRIS BARROW, BUSINESS COACH

Start Date: 8th, October 2022
End Date: 8th, October 2022
Cost: ££345

Course Introduction

Is your current marketing strategy really working? Is the time and money you are investing in each area sensibly allocated for the best return? Are you concerned about what the next 12 months may bring, and you want to align your business to ride the possible waves?

No one understands the business of dentistry, or cuts through to the essentials of an issue, like Coach Chris Barrow. Having worked with hundreds of the most successful dental practices throughout the UK & Ireland, Chris knows what really works, how to implement the most effective techniques, and how to address the barriers to your marketing success.

In his usual direct, illuminating style he will give you the knowledge and skills to help you devise your comprehensive marketing plan for the next 12 months, your perfect marketing pie. If you haven't experienced Chris Barrow before, you are in for a treat!

TEAM RATES:

We believe that business success strategies are always most effective when everyone is working with the same goals and understanding in mind. Therefore we now will always provide multi-buy team rates for business of dentistry courses.

(All prices are inclusive of VAT)

BUY 1 Place: £345 PP

BUY 2 Places: £320 PP (save £50) Use Discount Code – 'TEAM2CB'

BUY 3 Places: £300 PP (save min. £135) Use Discount Code – 'TEAM3+CB'

BUY TEAM OF 4: ONLY £999 inc. VAT (SAVE £381) Use Discount Code – '4SUCCESS'

Learning Objectives & Aims

Tactical Marketing Mastery:

- Understanding the difference between advertising and marketing – and why that's important;

Creating a comprehensive marketing plan for 2022/23 embracing:

- Using your patient recall system as a marketing opportunity;
- The latest hot tips in social media content creation & engagement;
- Building effective websites that attract and convert;
- Creating your practice blog (and why it matters);
- Creating your email patient newsletter;
- Engaging the whole team by using your morning huddle as a marketing focal point;
- creating an end of treatment protocol that never fails;
- External marketing through advertising, publishing and networking.
- Building your GDP referral marketing plan
- How and when to use external providers. And how to measure their success when you do.
- Measuring success & why that matters.

The Next 90 Days:

- Building your own marketing action plan and budget: How to use the Excel templates
- Your goals for the next quarter

Open house discussion:

- An overview of the market & the challenges ahead
- Q&A with Coach Barrow

Course Schedule

8.30am-9.00am: Registration & Tea/Coffee

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Lunch Break

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Speaker List



Chris Barrow

of Extreme Business with Coach Barrow

Widely acknowledged as the leader in his field, Chris Barrow has been a consultant and coach to the UK & Irish dental profession for 23 years.

Chris combines long experience and deep expertise with the originality and independence needed to resolve the thorniest problems.

Naturally direct, assertive and determined, he can reach conclusions quickly, as well as possessing the sharp reflexes and lightness of touch to innovate, change tack and push boundaries. As a speaker, he is dynamic, energetic and charismatic.

Chris spent the first 17 years of his working life in the corporate sector and followed this with 30+ years of business ownership. The different dynamics of both worlds have given him the valuable gift of knowing how to operate – and communicate – in both.

In 1987 Chris was active in the establishment of the Institute for Financial Planning, an organisation representing the first fee-based Financial Planners in the UK; Chris specialised in working with small businesses.

In 1993 Chris decided to make the transition to business coaching and became one of the first UK students at Coach University, from where he graduated as a certified coach. Recognising the opportunity in the dental profession, 1997 saw the creation of The Dental Business School (DBS) and the development of a 12-month business coaching programme for dental practice owners and their teams, delivered to over 1000 UK dental practices in the following 10 years.

The first decade of the 21st Century saw Chris in a variety of roles including Non-Executive Directorships as well as continuing his training, consultancy and coaching work for dental corporates, PCTs, dental retailers and, of course, independent practices.

Chris has co-authored Profitable Dental Practice (with Prof. Phil Newsome) and The E-Myth Dentist (with Michael Gerber) and is a prolific contributor to dental journals as well as author of his own e-books and blog since 2004.

In 2014 Chris experienced a “brief but enjoyable” summer of celebrity after appearing as one of the first castaways on the TV survival show “The Island with Bear Grylls”, abandoned with 12 others on a Pacific desert island and left to fend for themselves for a month.

His own day to day work as Coach Barrow with The Extreme Business programmes is still focused on strategic coaching with the owners of dental practices and micro-corporates.

Course Sponsorship

Travel Information

The Venue:

The L. S. Browne Centre
17 Tully Road
Killadeas
Enniskillen
County Fermangh
Northern Ireland
BT94 1RL

Located in the beautiful Fermanagh countryside The L. S. Browne Centre is more of a destination that a venue. Beautifully appointed, the centre offers a truly world class experience for all those who visit. With state of the art facilities, friendly staff and engaging atmosphere the centre oozes and lives its’ ethos of ‘When you know better, you do better’.

Accommodation:

Preferential rates are available from our main accomodation partner, which is located just 3 minutes from our centre, and is located on the shores of Lough Erne:
• The Manor House Country Hotel Manor House Country Hotel | Hotels in Enniskillen Fermanagh

Please call 028 68622200 to book your room, and tell them you are attending a course with us in order to avail of our excellent B&B education rates. £70 Sun.-Thurs., £120 Fri. & Sat.

Travel:
• The L. S. Browne Centre is situated only 90 mins from Belfast and 120 mins from Dublin airports.