

So... You Think You Want to Speak in Dentistry?!

Dental Speaking/Consulting: From A to Z

Have you ever sat in a CE course and wondered, “Could I do that?”

Or perhaps you feel the desire to share your knowledge through consulting with practices/professionals to increase quality of care and success within their practices and are just not sure how to get started.

You're not alone! Many dental professionals grow to a point in their career where they would like to give back to the profession while continuing to stretch themselves and create additional business opportunities in the process.

Learn how to get from here to there: With nearly two decades experience coaching and marketing dental speakers and consultants, Vanessa will share the tools, skills and resources required for launching a speaking and/or consulting business that gets you noticed, booked... *and compensated!*



“*Vanessa is the ‘go to person’ for marketing and management of one’s speaking career. She is articulate, creative and ultra-talented in speaking, writing and helping speakers and consultants narrow their niche and develop their brands. She is a speaker who makes a huge difference by ‘connecting the dots’ for other speakers, consultants and authors. Those who listen and apply her principles will flourish!*” —Linda Miles, CSP, CMC; Founder of LLM&A, SCN

LEARNING OBJECTIVES

- Clarify your Big ‘Why’ (vision) and how to lay out a strategic plan for your business
- Define areas of interest and experience which can be developed into your niche
- Explore the ‘who, what and where’ for developing your content and experience
- Gain tips for successful branding and marketing in today’s speaking/consulting environment
- Understand why *and how* to differentiate your presentations and training programs
- Learn what a speaker packet *is* and *why you need one*
- Discover how to use email and print marketing to bring results
- Develop strategies for verbal and written communications with meeting planners and potential clients
- Illuminate how to set - and when/how to negotiate - honorarium
- Identify how to find and work with sponsors
- Receive tips for creating your own agreements
- Discover the power networking will have on your business

Suggested Format: Partial Day; Lecture/Workshop
Suggested Attendees: Dental Professionals

