



*Vanessa Emerson*

**SPEAKER**  
PACKET

The Dental  
Speaker



## 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 Emerson

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**Suggested Format:** Partial Day; Lecture, Workshop

**Suggested Attendees:** Dental Professionals

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# Vanessa Emerson

Are you excited about dental speaking and consulting? But in the dark about how to start or grow your business? Gain the tips and tools needed to develop and market your business!

Vanessa Emerson is recognized as a **business strategist** and **thought leader** by clients, prospects, meetings professionals and peers. **She frequently mentors dental professionals in business development, marketing, event management and strategy.**

Vanessa's JUMPSTART annual conferences attract dental meetings professionals (speakers, event planners and corporate partners) who gather to learn, network and support each other in growing the dental meetings industry.

Honored by Dental Products Report as one of the Top 25 Women in Dentistry (2017), Vanessa is known as the 'go to' resource that helps meeting planners create stronger meetings, speakers acquire more bookings, consultants attract and retain clients and all to meet their business goals.

She is frequently booked by dental organizations who would like to encourage their members to explore and expand their roles as speakers and consultants in dentistry.

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**Illuminate the  
possibilities!**

# Rave Reviews

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*"If you have a dream of becoming a dental speaker, it is not as easy as writing a course and putting together objectives. No one knows dental speaking better than Vanessa! A huge shout out to Vanessa Emerson for an outstanding learning experience!"*

—Dr. MJ Hanlon

*"For the dental speaker & consultant who is ready to clearly define WHERE they are going and HOW they are going to get there while also knowing the ways to streamline and make their business easier and more profitable, Vanessa is your guide!"*

—Katrina Sanders, RDH, BSDH, M.Ed, RF

*"Vanessa's course helped me discover areas missing in my business growth that were right in front of me. I came away with a fresh look at my business. Fired up and ready to go! If you want to transform your business and create new pathways to grow, I highly recommend learning from Vanessa."*

—Anne Duffy, RDH

*"Vanessa is the 'go to person' for marketing and management of one's speaking career."*

—Linda Miles



*"I have attended Vanessa's seminar on how to become a dental speaker. She is on top of the game and has, without a doubt, one of the best marketing brains I have ever come across. I value her ideas and advice. She has certainly helped bring my speaking to the next level."*

—Dr. Bruce Christopher

*"Not a minute felt like 'wasted' time spent. The ideas, feedback and resources received are invaluable!"*

—Robyn Ramirez, RDH

## PRESENTATIONS

- ADA's Conference on Dental Meetings
- Chicago Midwinter
- Connecticut State – Charter Oak Dental Meeting
- JUMPSTART Annual Conferences (*multiple*)
- Academy of Dental Management Consultants (*multiple*)
- OSAP Annual Session Consultants Preconference
- Prosperident Annual Meeting (*multiple*)
- Self-sponsored 1 and 2 day speaker development workshops (*dozens*)



*"Today I began implementation of my marketing plan. Vanessa's program gave me all the tools I needed (including motivation) to stop thinking about and start "just doing" what is necessary to get our business to the next level. 'Thank you, Vanessa' will be true on Tuesday!!"*

—Dr. Kim Harms

*"This course is exceedingly worthwhile to attend! Vanessa is a masterful guide and wonderful at meeting each person at their level and working from there. This is a "don't miss" opportunity for the dental speaker/consultant looking to clarify their path and grow their business!"*

—Brandi Hooker Evans, RDH

*"Vanessa Emerson is a masterful and generous trainer. She has years of experience as a meeting planner, speaker and coach and truly wishes to impart her years of experience with each speaker and doesn't hold anything back! Bravo to Vanessa!"*

—Dr. Ronni Brown

# Rave Reviews

CONTINUED

"Vanessa shares from her 20 years of work in the field of lecturing, consulting and marketing our skills. Grateful I had the opportunity to attend."

—Dr. Larry Stanleigh

"Whether you are an aspiring or developing speaker, Vanessa's program is the one-stop-dental-speaker-know-it-all course meant just for you! And you'll learn it all from THE name in the dental speaking industry. Vanessa wants you to succeed!"

—Karen Daw, MBA, CECM

"This was hands down one of the best courses I've ever attended. I would recommend learning from Vanessa to any speaker no matter where they were in their speaking career!"

—Dr. Laura Schwindt

"This course was invaluable for me! From putting together my speaking and consulting marketing materials, to strategies for gaining more clients, to avenues to broaden my profit centers, Vanessa helped me to think outside of the box."

—Amie Spurlock

"This course is thorough, comprehensive, and given by an expert who knows what she's doing. Just do it!!"

—Dr. Alan Stern

"Wow! What a ride! So much good stuff. Hardest part is deciding what to do first. Time to get to work!!"

—Dr. Dave Striegel

"This course was a 5-Star-Purple-Cow-Wow! It was remarkable in a truly amazing way."

—Dr. Bob Pick

"This course exceeded my expectations!"

—Dr. Joy Poskozim

"This was such a fantastic day! I feel so much clarity about my path forward! What an amazing group of humans to learn from and mastermind with!"  
#pumped

—Samantha Jones

"Vanessa brings many years of experience as a business advisor and meeting planner."

—Jodie Pearson

"It is so easy to connect with Vanessa! I received tangible examples and formulated goals to move forward immediately in building my business. This course exceeded my expectations!"

—Chrissy Ford, RDH, BScDH

"Informative. Generous. Precisely what I needed. Vanessa is a wonderful example of teaching by example."

—Janet Simpson, RDA



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"It was well worth my time in listening to your brilliance. You have a knack for bringing wonderful people together and providing great information."

—Sharon Dolak, MDR, RDH

"Vanessa's course is fantastic! Don't miss it. It's loaded with information that's difficult or impossible to find elsewhere."

—Dr. Ed Feinberg

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# Rave Reviews

CONTINUED

*"If you want to speak in the dental industry, Vanessa Emerson is where you need to begin. She knows the ins-and-outs, including how and who to help anyone get started."*

**—Dr. Hana Hobbs**

*"Vanessa provides positive encouragement as well as a wealth of knowledge. This course will not only transform your business it will transform your life goals!"*

**—Jonny Workman, FAADOM**

*"This course is a great place to learn the information you need to know as a dental speaker. I received so much great information! I have multiple lists of things to implement!"*

**—Barb Stackhouse, RDH, M.Ed.**

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*"If you are looking to be or improve as a speaker or a thought leader, take advantage of Vanessa's wealth of information, experience and the generosity she pours out to each audience!"*

**—Dr. Tony Matheny**

*"Vanessa's course offers a real "nuts & bolts" view into the business side of speaking & consulting. This course certainly re-ignited my vision and strategic plan."*

**—Dr. Paul Caselle**

*"Vanessa changed my life the moment I met her. Her JUMPSTART conference changed my life! This course just took me three levels higher!!!! This is an absolute must for anyone who wants to learn how to grow their speaking/consulting business, HANDS DOWN needs to take this workshop!!"*

**—Tonya Burns**

*"Three words to describe this course are guidance, connection and empowerment. Vanessa has an authentic approach to business and that comes through in her teaching. She connects the dots and the speaking community."*

**—Lani McBeth, RDH, BScDH**

*"I would tell anyone thinking of attending that it is less like sitting in a classroom and more like meeting up with a friend to talk about work. Vanessa has such a warm, friendly manner that made me feel so welcome!"*

**—Lori Underwood**

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