



NSW State Committee Event | How to use Mail Chimp to re-claim old patients, capture new ones and make practice life easier by increasing patient compliance | 21 October 2018

Presented by Marie Hopkinson

By discovering the free tools within Mail Chimp you can use to get new patients, keep existing ones happier and regain old patients from your database. In this seminar, Marie will show you the tricks that have come through trial and error, tested over several years and fine tuned into a duplicable system that can be tailor made for your practice.

Even if you've never sent one email to a patient before, you can start to utilise these tools. Within a few hours you can be communicating personally and effectively to your patients and potential patients several times with just the press of a button.

This seminar series will focus the first hour on using Mail Chimp for beginners, with the subsequent 2 hours working on advanced tools to increase patient compliance (take their herbs properly, re-book appointments, do their homework etc). The final hour will be looking at how you can use landing pages in concert with mail chimp automations to generate new leads (and get new patients). This is particularly useful if you are intending on or are already using Facebook Ads.

If you are already doing Facebook Ads, this seminar is will be incredibly useful to ensure you don't throw money away with Facebook and Google's constantly evolving algorithms. It's vital that you maximise every advertising dollar spent. Marie will give tricks to re-target old patients who have dropped away through Facebook.

Most importantly, using mail chimp automations effectively saves time. As a busy practitioner myself, I started using mail chimp automations to save on administration costs and increase patient compliance which in turn saves time and money.

About the presenter/s

Marie Hopkinson is a Chinese medicine practitioner with more than 15 years of experience in running her practice from the ground up. Often learning the hard (and expensive) way, Marie has several years of business and practice management experience that have culminated to the expertise in this presentation.

In addition to running a successful practice, Marie has a range of business and startup experience including retail and wholesale in clothing, homewares and natural health industries.

Marie's skills in selling, marketing and understanding the customer are amplified by this diverse background. Marie is passionate about doing things quickly and easily and always looking for ways of doing things better and more efficiently to save time and money.

With plenty of experience as lecturer and public speaker, Marie's enthusiastic nature will inspire you to new creative ideas for your practice in 2018.

Event Details

Date	21 October 2018
Time	2.00-6.15pm
Cost	Members: \$50 (\$60 for walk-in) Students Members: FREE Non-members: \$70 (\$80 for walk-in) <ul style="list-style-type: none">• Please register with AACMA prior to the event. NO walk-ins will be accepted on the day if the number limit has already been reached.• No fees for AACMA student members whether pre-registered or walk-in if venue limit has not been reached.• Non AACMA student members pay the same price as non AACMA member registrants.• Students need to show their current student card on attendance at the event.
Venue	Sydney Institute of TCM, Level 5 / 25 Dixon St, Haymarket 2000
CPD	4 CPD points (professional issues)
Registration Via Office	Via office - RSVP by 12:00 PM EST, Thursday 18 October 2018. Contact AACMA national office on 07 3457 1800 or email aacma@acupuncture.org.au

Please bring your AACMA Tax Invoice as proof of your seminar registration and payment

**Registrations and payments are to be done either via BPAY or over the phone via credit card.
Please contact AACMA national office on 07 3457 1800.**

**This is an AACMA-organised seminar.
All enquiries should be directed to AACMA.**

Who can attend AACMA State Committee events?

Attendance at AACMA State Committee events is open to AACMA members and non-members who are either CMBA-registered Chinese medicine practitioners or students enrolled in an AACMA/CMBA-approved acupuncture or Chinese medicine program.

Preference will be given to AACMA members where numbers are limited.

Cancellation policy for paid events

Cancellations received one week or more before the event date will incur a \$20 administration fee. There are no refunds for cancellations received less than one week before the event or for failure to attend the event; however, a credit, minus the \$20 administration fee, can be retained for future events.

Any changes to event date, time, location, content or speaker(s) will be advised by the AACMA office before close of business on the Friday prior to the event.

Cancellation of registration due to event change(s) received before the Friday prior to the event can be arranged as a refund or credit for future events. Cancellation due to event change(s) received after the event date will be arranged as credits only if the registrant did not attend the event.

Please note that the AACMA office is not able to notify registrants of any event changes that may happen after the close of business of the Friday prior to the event.

If you are travelling interstate for the event, please plan your itinerary after confirming with us.