



# 2017-18 CE SEMINARS

## SEMINAR SPECIAL!

Register three weeks early for any seminar and save \$150 on the first registrant.

### MANAGING BY THE NUMBERS

#### LEAD YOUR TEAM TO A WINNING PERFORMANCE

Our flagship seminar, taught by Amy Morgan, CEO of Pride Institute, will teach you how to succeed now and in the years ahead, exceed patient expectations and achieve practice management mastery. You will learn how to manage your practice by the numbers, improve staff performance and efficiency at every level.

Primary Registrant: \$695; Additional \$295

|                          |                              |
|--------------------------|------------------------------|
| <b>Seattle, WA</b>       | <b>September 22-23, 2017</b> |
| <b>Providence, RI</b>    | <b>October 13-14, 2017</b>   |
| <b>Dallas, TX</b>        | <b>November 10-11, 2017</b>  |
| <b>Novato, CA</b>        | <b>December 1-2, 2017</b>    |
| <b>Charlotte, NC</b>     | <b>January 19-20, 2018</b>   |
| <b>Orlando, FL</b>       | <b>February 9-10, 2018</b>   |
| <b>Washington, D.C.</b>  | <b>March 2-3, 2018</b>       |
| <b>San Jose, CA</b>      | <b>April 20-21, 2018</b>     |
| <b>Cleveland, OH</b>     | <b>May 11-12, 2018</b>       |
| <b>Chicago, IL</b>       | <b>June 15-16, 2018</b>      |
| <b>Nashville, TN</b>     | <b>July 20-21, 2018</b>      |
| <b>Detroit, MI</b>       | <b>August 3-4, 2018</b>      |
| <b>Los Angeles, CA</b>   | <b>September 28-29, 2018</b> |
| <b>Austin, TX</b>        | <b>October 12-13, 2018</b>   |
| <b>Phoenix, AZ</b>       | <b>November 9-10, 2018</b>   |
| <b>San Francisco, CA</b> | <b>Nov. 30-Dec. 1, 2018</b>  |

### SMART MARKETING SOLUTIONS

#### A DENTIST'S PLAYBOOK FOR ATTRACTING NEW PATIENTS IN THE DIGITAL MARKETING LANDSCAPE

In today's challenging, competitive environment, the key to optimal new patient flow and continued practice health is making wise marketing decisions. This groundbreaking educational seminar is designed to help dentists and their teams fully understand, embrace and effectively implement the growing list of marketing strategies.

Primary Registrant: \$595; Additional \$195

|                        |                          |
|------------------------|--------------------------|
| <b>Los Angeles, CA</b> | <b>December 1, 2017</b>  |
| <b>Las Vegas, NV</b>   | <b>February 16, 2018</b> |
| <b>Mohegan Sun, CT</b> | <b>April 6, 2018</b>     |
| <b>Atlanta, GA</b>     | <b>August 10, 2018</b>   |
| <b>Chicago, IL</b>     | <b>October 12, 2018</b>  |

### CREATING THE ULTIMATE PATIENT EXPERIENCE

#### THE SECRETS TO ATTRACTING, ENGAGING AND CONVERTING NEW PATIENTS

It is essential that practices focus on new models and methods to motivate, engage and convert both potential new patients and patients of record. The ultimate goal of this seminar is to inspire new levels of trust, commitment and loyalty in order to create "raving fan" patients who say "yes" to treatment and insist that their friends and family do business with you as well.

Primary Registrant: \$595; Additional \$195

**Orlando, FL**                      **November 10, 2017**

*Participants in one-day lecture courses receive 7 hours of continuing education credit from the Academy of General Dentistry. Participants in one-and-a-half day courses receive 11 hours of credit.*



Approved PACE Program Provider FAGD/MAGD credit. Approval does not imply acceptance by a state or provincial board of dentistry or AGD endorsement. The current term of approval extends from 1/1/2016 to 12/31/2018. Provider #217153

\*Savings on primary registrant. \* Cannot be combined with other offers.



**Call (800) 925-2600 and visit us at [www.prideinstitute.com](http://www.prideinstitute.com)**



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### MANAGING MUSTS

#### THE KEYS TO LEADING AND MANAGING A PRODUCTIVE, EFFICIENT AND HAPPY TEAM THAT GETS RESULTS

Your team deserves the finest leadership, communication and staff management in order to become a self-directed team. Whether you are the dentist, office manager or team leader, it is absolutely essential to learn the fine art of influencing and inspiring staff to "want to do what you want them to do."

Primary Registrant: \$695; Additional \$295

San Diego, CA , January 19-20, 2018  
Houston, TX, June 1-2, 2018  
Philadelphia, PA October 19-20, 2018

### EXIT STRATEGIES & TRANSITION PLANNING

#### UNDERSTANDING YOUR ENTRY OR EXIT OPTIONS

Understanding the economics of any transition will help to eliminate failures and ensure success. Topics will include appraisals and associate/partnership structuring and steps to achieve practice value maximization.

Primary Registrant: \$695; Additional \$295

Philadelphia, PA September 8-9, 2017  
Chicago, IL December 8-9, 2017

Dallas, TX March 9-10, 2018  
Boston, MA May 11-12, 2018  
Washington, D.C. June 22-23, 2018  
San Francisco, CA July 27-28, 2018  
Chicago, IL Nov. 30-Dec.1, 2018

### LEADERSHIP DEVELOPMENT RETREAT

This leadership retreat is designed to build your leadership skills from the inside out so you can show up with more clarity and energy, serving others in the way you truly desire. Space is limited.

\$1,795 per registrant

San Francisco, CA February 2-3, 2018

### TEAM TRAINING THE PRIDE WAY

#### MASTERING YOUR PRACTICE SYSTEMS

This seminar provides the foundation for training a dental team in operational systems. Whether you bring part of your team or none, leaders will benefit from learning what to expect from your team, helping them achieve mastery while encouraging self-direction.

Primary Registrant: \$595; Additional \$195

Chicago, IL October 6, 2017  
Washington, D.C. November 3, 2017

New Jersey March 23, 2018  
Orlando, FL August 24, 2018  
Seattle, WA November 2, 2018

### BULLET PROOF YOUR PRACTICE

#### AGAINST THE FORCES OF COMPETITION, INSURANCE, BIG BOX DENTISTRY OR A SHRINKING PRACTICE

Arm your team with the skills to combat all obstacles for the modern dental market place. Protect profitability and production and eliminate you and your patients' insurance mindset. Learn to control the outcome of every patient interaction.

Primary Registrant: \$595; Additional \$295

San Francisco, CA February 2, 2018  
Chicago, IL September 21, 2018  
Washington, D.C. November 9, 2018

In the 8 years I have partnered with the Pride Institute, I have increased my practice productivity by 526%, working an average of 185 days per year.

-MARK GOEDECKE, DMD

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