



DENTINAL **Tubules**

HENRY SCHEIN®
Dental Business Solutions

In partnership with



Dental Business Club

The Future of Digital Marketing

Day 4: 15th September 2017

Henry Schein Education Centre, 18 Stanhope Place, Westminster, London, W2 2HH

- Why digital marketing in dentistry now accounts for over half of new patient enquiries
- What works in digital marketing and why
- What doesn't work in digital marketing and why
- How to build low-cost digital marketing tactics into your overall marketing plan
- Why digital marketing is a team event - and what to do about that
- Where digital marketing is going next - and how to stay at the front



Chris Barrow

Chris is the founder of Coach Barrow, providing business coaching to the dental profession.

Chris has spent over 20 years witnessing first-hand the trials and tribulations faced by dentists today.

Chris combines a wealth of knowledge with the originality and independence needed to resolve the thorniest of problems. Straight talking and determined, he can reach conclusions quickly, and has the reflexes and lightness of touch to innovate, change tack and push boundaries.

A leading authority on the business of dentistry, Chris regularly contributes to the dental press, social media and online.

As a speaker Chris is dynamic, energetic and charismatic with boundless enthusiasm for his field of expertise. Audiences are left enlightened and inspired in equal measure.



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Dates for your diary

Date	Topic
6th December 2017	Marketing & Social Media
16th February 2018	HR, Health & Safety
6th June 2018	Front of Room Training, Staff Talking, Video Marketing & Presentation Masterclass
7th September 2018	Communication
21st November 2018	Conversion to Private Practice
8th February 2019	Wealth & Tax Planning
12th June 2019	Practice Take Over, New Investments & the Process of Selling
13th September 2019	Compliance
27th November 2019	Problem Solving & Case Presentations

For more information contact Dhru Shah
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