

BUSINESS OF BEAUTY SUNDAY

FOR MEDICAL, HEALTH & BEAUTY PROFESSIONALS

8:30 REGISTRATION

9:00 OPENING | OPENING REMARKS

BUSINESS ESSENTIALS

9:05 Size Matters: Understanding your rights and obligations as a small to medium sized business employer, **Lizzy Boots**, Boots and All Consulting

9:20 The roadmap to starting and growing a successful business, **Hanya Oversby**, Specialist Consulting

9:40 My experience of selling a successful business, **Gita Coorey**, Head of Network Growth, SILK Laser

10:00 Tripling the value of your practice, **Mark Ostry**, CEO & Director, Strategic Transactions

10:15 DISCUSSION

10:30 - 11:00 NETWORKING AND REFRESHMENT BREAK

MARKETING

11:00 Shareable and Likeable Content to Grow your Social Clout, **Wendy Lewis**, Founder & President, Wendy Lewis & Co Ltd Global Aesthetics Consultancy

11:30 Social Media – Our Friend and Foe: An Update on Social Media Legislation and practical strategies to stop cyber chatter in the workplace, **Lizzy Boots**, Boots and All Consulting

11:45 The art of story telling, **Nicole Montgomery**, Trusted Surgeons

12:00 Blogs and vlogs – the easy way, **Trish Hammond**, CEO, Plastic Surgery Hub

12:15 Common security breaches and their consequences, **Doug Endersbee**, ozhosting.com

12:30 DISCUSSION

1:00 - 2:00 LUNCH AND NETWORKING BREAK

DAY TO DAY

2:00 The importance of the consultation, **Dr John Flynn**, Cosmetic Surgeon, Cosmedic and Skin Clinic

2:15 PracticeHub live demonstration, **Monica Ruzicka**, Practice Management Specialist, PracticeHub

2:45 Systems and protocols, **Lizzy Boots**, Boots and All Consulting

3:00 Ready. Reset. Go, **Hanya Oversby**, Specialist Consulting

3:15 **INTERACTIVE PANEL WITH BUSINESS OWNERS AND CONSULTANTS** Vita Catanzariti, Dermal Therapist, Dolce Vita Skin, Dr John Flynn, Cosmetic Surgeon, Michelle Kearney, Bella Media and TBC

3:30 - 4:00 NETWORKING AND REFRESHMENT BREAK

THE EXPERIENCE IS EVERYTHING – FOR CLIENTS AND STAFF

4:00 50 Ways to Leave Your Boss: Understanding why employees leave and realistic strategies for managing the exiting employee, **Lizzy Boots**, Boots and All Consulting

4:15 What medical consumers say matters most to them. Latest Patient Experience 'Expectations' data, **Kerry Bielik**, Insight Patient Satisfaction Solutions

4:30 **INTERACTIVE EXERCISE** The importance of building rapport, **Nicole Montgomery and Alfie Lombardi**, Trusted Surgeons

5:00 CLOSING | Closing Remarks From the Chair

5:05 END OF CONFERENCE