Strategic marketing seminars announced

Improve your knowledge and skills at one of the BDPMA’s Autumn Management Development seminars happening at various venues

The dates and locations of the BDPMA Autumn Management Development seminar have been released. This one-day seminar, which is open to BDPMA members and non-members, is entitled Strategic Marketing – Closing the income gap.

Presenter, Andy McDougall, will show participants how to apply marketing principles in their practices to close the gap between current incomes levels and where they aspire to be. Andy says: ‘Whether you and your principal are trying to turn an underperforming business around, take the business to the next level or prepare the business for exit, this seminar will prove invaluable.’

Amelia Bray, BDPMA Chairman, says: ‘This seminar follows the ‘Managing change and projects successfully’ seminar held in the summer which proved popular and most beneficial. Our aim is to take practice managers and principals through a journey of management development without taking a lot of their time or requiring a large financial outlay.’

Special early bird rates applying to bookings before 1 September: BDPMA member £75, their team members £95, non-members £155. Bookings on or after 1 September, add £20. These costs include refreshments and lunch.

There are three more venues for the seminar:

- Thursday 5 November 2009 – The North
- Thursday 19 November 2009 – The North West
- Friday 27 November 2009 – The South East

The seminar entitles participants to five hours of verifiable CPD.

Go to www.bdpma.org.uk to download more information and a booking form. Alternatively, telephone Denise Simpson at the BDPMA on 01452 886364.

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About the author

Andy McDougall has over 25 years experience of business planning and brings techniques and expertise from a wide range of commercial and competitive business sectors. Andy now delivers business-planning services to help members of the dental community to respond to the dynamics of an increasingly commercial and competitive environment. He helps businesses to reach the next level and to turn around poor performance. To find out more about his business planning services, contact info@spoton-businessplanning.co.uk or call 07710 382559.

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