



**AAPP Fall Symposium  
Atlanta, GA  
Saturday November 4, 2017**

**21st Century Podiatry Practice Marketing Workshop  
Attracting the Right Patients to Your Practice**

1:30 pm - 2:30 pm

**The Pitfalls, Traps, and “Snake Oil Salesman”**

Learn how to tell the difference between marketing pitches that sound good and those that are grounded in true podiatry marketing best practices. Your colleagues will show you how they learned some of this the hard way.

2:30 pm - 3:00 pm

**Don’t Waste a Dime on Marketing that Doesn’t Work**

Great ideas are a dime a dozen and there is no lack of marketing “opportunities” you can invest in to try to grow your practice. There is a science to marketing copy (or language) that can truly engage people and lead them to calling your office. Learn from the experts how your practice marketing can be compelling and effective.

3:00 pm - 3:30 pm Break and Visit Exhibitors

3:30 pm - 4:00 pm

**Don’t Waste a Dime on Marketing that Doesn’t Work (continued)**

4:00 pm - 5:00 pm

**Tips from the Trenches**

AAPP doctors share the best thing they have done to market their practice. How many pearls can we fit into 60 minutes? You will be blown away!

5:00 pm - 5:30 pm

**Ask the Experts**

The final 30 minutes of this workshop are devoted to a discussion on marketing a podiatry practice based on your burning questions.