



## The IDIA Is Sponsoring A Special Marketing Conference for DICA Premier Members

*This limited attendance meeting will be held at the amazing new Thompson Hotel on the Riverwalk in San Antonio, Texas!*

**Saturday, November 12 through Monday, November 14, 2022**

Corporate dentistry continues to expand its reach in general dentistry, impacting the traditional referral based business model of surgical specialists. This trend combined with the mindset of the younger dentists is making it increasingly more challenging to implement effective marketing strategies. The focus of the conference will be the specific areas of your marketing plan that need to evolve in order to meet these challenges.

### Topics Include:

- Understanding the 3 primary corporate models for dentistry
- Specific marketing strategies to address these challenges: education strategy, relationship strategy, co-marketing strategy, and niche strategy
- Incorporating these strategies into your overall marketing plan
- Implementing "red carpet" strategies for loyal referrals
- Utilizing full arch treatment to expand your referral base
- Injecting a dose of fun into your marketing strategy
- Systems and staffing to support your marketing plan
- Branding is critical – exploring customization of everything
- Digital marketing – the most effective components to implement

Course Fee: \$1,100 per person      Early Registration by August 5: \$900 per person

For more information or to register please email [cynthia@idia.org](mailto:cynthia@idia.org).



**Dental Implant Coordinator Association**  
ELEVATING THE TEAM APPROACH