



COMMUNITY & CONFERENCES

PALOOZAversary II

Mastering the Art of STABLE EXPANSION

HYATT REGENCY DALLAS, TX
MAY 1-3, 2020

WELCOME TO PALOOZAVERSARY, celebrating our second year of Conferences and Community! In this 3 day, energetic, fast paced and fun learning environment we will put the emphasis on Marketing and Expansion. Diane Crecelius, PT and owner of ABC Pediatric Therapy Network will lead us through our 5th event! This time Diane is accompanied by key staff member, Jodie Reed, Marketing Manager. Whether this is your first or fifth conference or whether you have a staff of one or of fifty, you will find the perfect fit for YOUR practice size and "ideal scene." **This is Dallas! This is the PALOOZAversary, we are going to go big folks! Let the Networking and Learning Begin!!!**

**THURSDAY
APRIL 30, 2020**

7:00 - 9:00 PM

DAY 1

8:00 - 8:30 AM

8:30 - 9:00 AM

9:00 AM - 12:30 PM

AGENDA

MEET & GREET @ LOBBY BAR

REGISTRATION

Welcome!

ORIENTATION

OVERCOMING THE RESISTANCE

Presenter: Diane L. Crecelius, PT, CEO

Get Over the Overwhelm!

Effectively Confront and Handle:
CEO and Staff Overwhelm.

Getting your Staff Inspired:

Creatively End | Objections and Resistance

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9:00 AM - 12:30 PM

OVERCOMING THE RESISTANCE CONTINUED

- Tired of hearing....(fill in the blank)
- "I can't complete my documentation in my session."
- "I need more plan time."
- "Marketing is not my job."

Policy - Define and Enforce the Expectation

12:30 - 2:00 PM

LUNCH (meals not included) - NETWORKING IS A SOCIAL ACTIVITY!

Who will you network with? Lunch with someone from your state to compare challenges, billing and legislation?

2:00 - 5:00 PM

DREAM TEAM PANEL

A panel of successful practice owners sharing successful actions in ALL areas of private practice! This is a PALOOZAversary favorite and we are bringing it back! This is a tell all, share all of challenges overcome, goals realized, expectations exceeded and where the Palooza Culture really shines as nothing is held back.

7:00 PM

SCHMOOZA PALOOZA

An informal but organized outing where the networking really kicks off

DAY 2 MARKETING

8:30 AM - 12:30 PM

REFERRAL DEVELOPMENT + SOCIAL MEDIA MARKETING FOR THE PEDIATRIC PRIVATE PRACTICE

Presenter: Jodie Reed, Marketing Director, ABC Pediatric Therapy Network

- Promote Within your Company Budget
- Promote, Grow, Grow Some More!
- Debunk the Myths of Marketing
 - "I can't afford to market."
 - "I have so many patients I don't need to market"
- Creative Marketing Ideas that Work!

12:30 PM - 2:00 PM

LUNCH (meals not included) - NETWORKING IS A SOCIAL ACTIVITY!

Ok, now network with someone different! Maybe a practice the same size or a size larger than you! Challenge yourself to go to the next level! Be FEARLESS! Be The LEADER!

2:00 PM - 5:00 PM

REFERRAL DEVELOPMENT + SOCIAL MEDIA MARKETING FOR THE PEDIATRIC PRIVATE PRACTICE CONTINUED

- Social Media for Private Practice
- Social Media—What Works
- Good Works Well Known—Why PR is FUNDAMENTAL
- Get your Staff Excited and On Board to Promote your Business

7:00 PM - ?

NIGHT ON THE TOWN - AN INFORMAL BUT PLANNED EXCURSION DESIGNED TO EXPERIENCE WHAT

Dallas has to offer while continuing the networking opportunity.

DAY 3

8:00 AM - 12:00 PM

DREAM TEAM PANEL

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12:00 - 1:30 PM

LUNCH (meals not included) - NETWORKING IS A SOCIAL ACTIVITY!

Oooh....who else can you network with? Maybe a new friend you have met here. Challenge each other to implement all you have learned! Maybe it's time to mentor or get mentored!

1:30 - 4:30 PM

WORRY FREE EXPANSION!

What you Need to Know to Grow

Feasibility and Finding the Right Location for your Next Clinic

Pros & Cons of Expanding Current Office or Opening a Satellite?

PROFITABILITY: TWO KEY COMPONENTS - SAVE MONEY AND MAKE MONEY.... HOW TO DO BOTH

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