

Your Investment (NZD)

	Early bird (before 02/03/12)	Regular fee (after 02/03/12)
Chiropractor	475	575
NZCC Alumni Member	375	475
1st Year Graduate (please provide proof of graduation date)	250	350
NZCSA member	125	175
Student	150	225

Your Registration and Payment Details

(Includes seminar, lunch and tea breaks)

Name: _____
DC or Other / Alumni / 1st yr grad / Student / CA / Partner \$ _____

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DC or Other / Alumni / 1st yr grad / Student / CA / Partner \$ _____

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Name: _____
DC or Other / Alumni / 1st yr grad / Student / CA / Partner \$ _____

Total \$ _____

Cheque (payable to NZCC Alumni Assoc.) VISA MasterCard

Card Number _____ - _____ - _____ - _____

Expiry date _____ - _____

Name on Card _____

Signature _____

Address _____

Phone _____

E-mail _____

Send with payment to
NZCC Alumni Association, 96 Franklin Rd, Ponsonby, Auckland

- Refund Policy -
25% cancellation fee if notification received after 09/03/2012.
No refunds after seminar date

Time & Place

Fri 16th - Sun 18th March 2012
Auckland, New Zealand

Seminar at:
Palmer Lecture Theatre Level 2
The New Zealand College of Chiropractic
6 Harrison Road, Mt Wellington
Auckland

Tel. 09 526 6789

Friday night talk: 7.30 - 9.30pm (no charge)

Seminar: 9am - 5pm Saturday &
9am - 12.30pm Sunday.

For further information please contact Seminar
Convenor - Dr. Todd Keenan

E. todd.keenan@thechiropractice.co.nz
P. +64 (0)9 361 3825

Communication Mastery

With Dr. David Jackson



If They Knew What You Knew,
They'd Do What You Do

Learn how to have a greater impact
on the health of our communities
with effective communication.



About Dr. David Jackson



Dr. Jackson has experienced the lows and highs. From maxing out in practice at 8 patients a day and quitting the profession. To building a dream practice from scratch and serving hundreds of people and families per week. In 2001 Dr. Jackson became President of CLA (Chiropractic

Leadership Alliance) alongside Dr. Patrick Gentempo and Dr. Christopher Kent so that he could help more DC's succeed in practice, which is what he loves to do.

He has mastered the art of communication and more importantly, how to teach others how to do the same. He has had the honour of speaking all over the world to small 'underground' groups of 40 and to audiences of 10,000.

Dr. Jackson has performed in excess of 200 outside lay lectures in the communities he has practiced in and has taught thousands of chiropractors how to do the same (with outstanding results).

In 2009 Dr. Jackson started Epic Practice- a cutting edge, online practice building community where doctors can learn, train, get coached and help one another. He knows who you have to 'be' and what you have to 'do' (specifically) to build an Epic Practice and his passion is to teach others how to do the same.

About the Seminar

If They Knew What You Knew, They'd Do What You Do

We all want to serve more people, have greater impact on the health of our communities and position chiropractic as the number one form of health care on the planet but there's one big challenge - helping people to truly 'know what we know'.

If chiropractors were masters at communicating who we are and what we do, we would be in a very different place... We'd be at the top of the mountain where we belong. The good news is, we can master the art of effective communication and that is precisely what this two day event is all about!

At a Glance

Here's a glimpse at just some of the topics we'll be diving into:

- They Buy Your 'Why'
- The Hidden Secret to Effective Communication- Authenticity
- Languages of Success
- First Impressions- Your Epic Team
- Day 1- Epic Consultations
- Day 2- The Ideal Report
- Sharing Your Story- Internal & External Marketing that Works
- The Keys to 100+ patient visit average (PVA)
- Ongoing education strategies for long-term/wellness patients, keeping their interest alive!
- Take-home tools to evolve your practice