



# ANNUAL STRATEGIC PLANNING SEMINAR 2023 GLOBAL EVENT

**\*\*times are subject to change based on each location\*\***

## Friday:

We will start **live streaming** from all locations at **1:00pm EST / 10:00am PST**

## Saturday Sample Schedule

- 8:00 - 8:30am: Exponential Growth & Impact DLD at TLC Chiro
- 8:40 - 10:00am: BRAND MARKETING - TLC Chiro
- 10:10 - 11:15am: Brain Development Marketing for Kids - Dr Sandy
- 11:30am - 12:15pm: Relationship Marketing of the FAMILY PRACTICE - Dr Cynthia
- 12:15 - 1:00pm: LUNCH
- 1:00 - 2:00pm: Niche Marketing the Family Practice - Dr Cynthia
- 2:10 - 3:00pm: Brain Development Growth Strategies - Dr Sandy
- 3:10 - 4:00pm: Living Pro- motions in Community - Dr Dean

## Arizona: Dr Cynthia Long

### EXPONENTIAL GROWTH through Relationship & Niche Marketing-the FAMILY Practice

Vision, Logistics and Networks- the HOW To's of Niche marketing for families

**Friday Afternoon:** Paper Bag Activity

**Friday PM:** FAMILY Focused Relationship marketing meeting hosted in the practice geared in all different applications of business we GROW exponentially when we attract families

**If you are traveling to AZ here is where you can fly in to and hotels to stay at:**

### Where to fly in to:

Airports: Phoenix, AZ

### Where to stay:

Cambria Hotel Phoenix Chandler Fashion Square - 3165 W. Frye Rd., Chandler 1-520-448-3434 (10 min away)

Home 2 Suites by Hilton Phoenix Chandler - 2490 W. Queen Creek Rd., Chandler 1-480-659-2090 (11 min away)

Marriott Phoenix Chandler - 1600 S. Price Rd., Chandler 1-480-732-1600 (9 min away)

Courtyard Phoenix Chandler/Fashion Square - 1100 S. Price Rd Chandler 1-480-855-8600 ( 8 min away)

Sheraton Grand at Wild Horse Pass - 5594 W. Wild Horse Pass Blvd Phx 1- 602-225-0100 (20 min away)

### When to Arrive:

Dr. Cynthia's office (Back on Track Chiropractic) will be running normal TLC hours on Thursday, Sept 7th and are open to multiple teams shadowing at any time even at the same time.





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## **Pennsylvania: Dr Dean DePice**

### **Brand Marketing with Influencers utilizing social media advertising to grow your practice**

**Friday Afternoon:** Annual Strategic Planning Session live streamed to all locations.  
Fun Social Scavenger HUNT in local community looking for KEY BRAND Marketing items Activity

**Friday PM:** Brand marketing event of influencers and brand representatives from various sustainably grown and run organizations, speaking on their business cultures and the successful ways of promoting the brands and connecting with the people's hearts. We will create a think tank exploration of the brand impact for we as chiropractors

### **Saturday: Focus on:**

- Brand marketing- accessing our marketing resources- EMPOWER, review wave, website resources etc...
- Stacking of marketing to influence people either deepen or lessen the relationship
- Social media advertising: using the company we use to provide zoomed in our video recording resource of some of the updates to social media ads
- Influencers: how to select them, pay them and monitor their posts to reach more sectors of the community

**If you are traveling to PA here is where you can fly in to and hotels to stay at:**

### **Where to fly in to:**

Airports: Philadelphia, PA (45 min)

### **Where to stay:**

Fairfield by Marriott Inn & Suites - 2440 Maryland Road, Willow Grove, PA 19090

Hampton Inn Philadelphia/Willow Grove - 1500 Easton Road, Willow Grove, PA 19090

Courtyard Philadelphia Willow Grove - 2350 Easton Road Route 611, Willow Grove, PA 19090

### **When to Arrive:**

Dr Dean's office (TLC Chiropractic) will be closed on Thursday, Sept 7th (there will be no shadowing).





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## **Michigan: Dr Sandy Martin**

### **BRAIN BUILDING WORKSHOP FOR KIDS AND ADULTS - Brain Development**

**Thursday:** Office will be open to having teams shadow who want to see the patient flow.

#### **Friday afternoon:**

Dr. Amy Spoelstra of Focus Academy will be presenting a 2 hour talk for the TLC DCs & CAs. Everyone will benefit from how the brain based lens is applied in patient care educating of parents about chiropractic, subluxation and your marketing. <https://dramyspoelstra.com/speaking/>

**Friday PM:** Community Event seminar at the local high school auditorium.

#### **What to Expect:** (tentative):

##### **Friday, Sept 8th 2023**

**10am - 12pm:** yoga and family games at the beach, Silver Beach, carousel

**12pm - 1pm:** Lunch Downtown experiences, shopping, rent bikes, wine tasting, Kids zone, Curious Kids Museum, Krasl Art Center

**1pm - 2:30pm:** ANNUAL STRATEGIC PLANNING session live streamed

**3pm - 5pm:** Dr Amy Spoelstra talk for Drs at St. Joseph High School Auditorium  
Continue to experience downtown

**5pm - 6:30pm:** open dinner

**6:30pm - 8:30pm:** Dr. Amy community presentation - starts at 7pm

**8:30pm - ??:** Social Gathering at Planks Bar and Grill

##### **Saturday, Sept 9th 2023 - DCs/team:**

**8am - 4pm:** - seminar at location TBD for DCs and teams. Lunch provided

#### **Family Itinerary:** Example ideas

- Sarrett Nature Center
- Kayaking
- Bowling
- Mini Golf
- Escape Rooms
- Axe Throwing
- Smash Room
- Movie Theater
- Hiking at Grand Mere
- Warren Dunes





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## **Everyone:**

**4:30pm - 7pm:** Optional Round Barn Winery (kids welcome) Food trucks available

**7:30ish - ??:** Optional social gathering at Sandy's house – bonfire, snacks, s'mores

**If you are traveling to MI here is where you can fly into and hotel to stay at:**

## **Where to Fly into:**

Airports: South Bend, Indiana (45 min)

Grand Rapids, MI (80 min)

Midway, Chicago, IL (2 hours)

O'Hare, Chicago, IL (2 hr 10 min)

## **Where to stay:**

The Inn at Harbor Shores in St. Joseph (\$499)

The Boulevard Inn & Bistro in St. Joseph (\$399)

SpringHill Suites in Benton Harbor (\$290) (10 min away)

Tru by Hilton in Stevensville (\$240) (15 min away)

St. Joseph is a great place for Air BnBs or Vrbos

## **When to Arrive:**

Both Dr Tara's office (Fully Alive Family Chiropractic) and Dr Sandy's office (All Star Family Chiropractic) will be running normal TLC hours on Thursday, Sept 7th and are open to multiple teams shadowing at any time, even at the same time. Tara and Sandy are only 2.5 miles from each other. You can do both offices in one day and even in one session.

