



Friday, February 21, 2020

6:00PM-8:00PM – Cocktail Mixer (for VIP Attendees)

Saturday, February 22, 2020

9:00AM-10:00AM – Arrival & Light Breakfast

10:00AM-11:00AM – Introductions & Education/Working Session 1 (Competitor Analysis & Market Research)

11:00AM-11:15AM – Break

11:15AM-12:30PM – Education/Working Session 2 (Defining Your Brand & Best Patients)

12:30PM-1:30PM – Catered Lunch

1:30PM-3:00PM – Working Session 3 (What's Working Now – Social Media)

3:00PM-3:15PM – Break

3:15PM-4:30PM – Working Session 4 (Pricing & Patient Experience)

4:30PM-5:00PM – Day 1 Questions & Takeaways, Prepare for Day 2

Sunday, February 23, 2020

10:00AM-11:30AM – Education/Working Session 1 (Marketing That Captivates)

11:30AM-11:45AM – Break

11:45AM – 12:30PM – Education/Working Session 2 (What's Working Now – Websites & SEO)

12:30-1:30PM – Catered Lunch

1:30PM-3:00PM – Education/Working Session 3 (Facebook Ads & Marketing Strategy)

3:00PM-3:15PM – Break

3:15PM-4:00PM – Creating Your Marketing Action Plan

4:00PM-4:30PM – Next Steps/ Q&A

Monday, February 24, 2020 (for VIP Attendees)

10:00AM-11:30AM – LGBTQ+ Market Introduction, Trends & Statistics

11:30AM-11:45AM – Break

11:45AM-1:00PM – How To Access The LGBTQ+ Patient (Approach & Marketing Channels)

1:00PM-2:00PM – Catered Working Lunch (LGBTQ+ Marketing Inspiration)

2:00PM-3:00PM – Do's & Don'ts When Marketing to LGBTQ+ Patients

3:00PM-3:15PM – Break

3:15PM-4:30PM – Your LGBTQ+ Patient Action Plan

(Optional) Evening of February 24 – West Hollywood: LGBTQ+ Marketing In Action / Closing Cocktails @ West Hollywood Location

Questions? Email discover@brandingmd.co or call us at 877.346.4466 and we'd be delighted to assist.