



Ethical Marketing and Financial Management for Practitioners



Registration Form

I WISH TO ENROL IN:

MELBOURNE: 26th August 2018

Student No.:

Prof. Association No.:

PERSONAL DETAILS

SURNAME:.....

FIRSTNAME:.....

ADDRESS:.....

.....

PHONE:.....

EMAIL:.....

PAYMENT METHOD

Credit Card: VISA or MASTERCARD

Expiry: /

Amount payable: \$

Name on card:

Signature:

or Cheque (made payable to **CHINA BOOKS**

P/L)

Venue:

Southern School of Natural Therapies
25 Victoria St, Fitzroy VIC 3065

Times: 1:00pm - 5:00pm

CPD: 4 Points

Prices:

*EARLY BIRD SPECIAL

Professional Association Member: \$125
Full Rate: \$150
Student (Full time - undergraduate): \$110

REGULAR PRICE

Professional Association Member: \$150
Full Rate: \$180
Student (Full time - undergraduate): \$110

* Early Bird: Full payment is required 4 weeks prior

* Registrations cancelled up to one week prior to the seminar will be refunded less 20%. We regret that refunds are not otherwise possible

Contact Us

CHINA BOOKS

Level 2, 234 Swanston Street, Melbourne VIC 3000
Phone: (03) 9663 8822
E-mail: info@chinabooks.com.au
www.chinabooks.com.au



FOR MORE INFO
VISIT OUR WEBPAGE OR FACEBOOK
WWW.CHINABOOKS.COM.AU
WWW.FACEBOOK.COM/CHINABOOKSAU

Presented by Robert Medhurst

1/2 DAY SEMINAR
SUNDAY 26TH AUGUST 2018
MELBOURNE ONLY

Introduction

As a profession, we're very good at providing positive clinical outcomes for our clients, but we often need help with the business side of what we do. This workshop aims to address this and provide expert guidance on the two most important elements that are required to maintain and build our businesses- marketing and financial management.

Whether you're a student, just starting out in practice, or a seasoned veteran, we all need help in making our businesses run to maximum capacity. If you'd like to hone your skills in these areas, Robert Medhurst, Australia's foremost complementary medicine business coach, will be talking about how you can maximise your business potential.

What You Will Learn

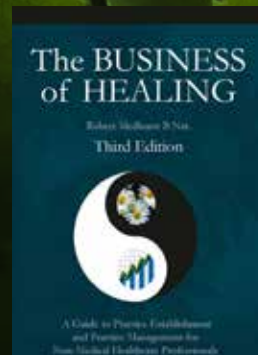
Marketing a complementary medicine business

- How to get the most out of it
- What works and what doesn't
- How to get more clients into your clinic

Financial management

- How to maximise your income
- How to minimise your costs
- How to avoid financial downturns
- How to manage your stock

Robert is the author of the highly successful book, *"The Business of Healing"*, which has been set as a textbook by many Natural Health colleges, Universities and other teaching institutions.



About Robert

Robert Medhurst is a Naturopath who has set up and operated 5 successful complementary medicine clinics in Australia and has assisted in the establishment of numerous others. He has tertiary qualifications in Management and has lectured on this subject in universities and colleges around Australia since 1996.



Robert is now practicing at Stirling in the beautiful Adelaide Hills. He is passionate about healthcare and teaching, sharing his experiences with the wider Health Community.

Robert holds a Bachelor's Degree in Naturopathy from the National Institute of Health Sciences in Canberra, a Diploma of Naturopathy from Naturecare College in Sydney, a Diploma of Botanical Medicine from Southern Cross Herbal School in NSW and Diplomas in Homeopathy, Nutrition and Therapeutic Massage from the NSW College of Natural Therapies. PhD, MA, BA, BSW, DipEd.