



## Dr. Nate Booth

PROFESSIONAL RESOURCE

# Evening Seminars

*This PR strategy is Dr. Arun Garg's favorite. It will be presented in his words. To learn more about Dr. Garg's implant training programs, visit [www.implantseminars.com](http://www.implantseminars.com).*

Our office does six direct-to-consumer seminars each year at a local hotel. The one-hour seminars begin at 6:30 pm on Wednesdays and consist of 15 to 20 minutes of heavy hors d'oeuvres and a 45-minute implant lecture. We typically have 20 to 40 people attend. Approximately 10 of those people schedule examination visits that very evening, and 10 more schedule appointments at a later date.

Here is how I recommend conducting your direct-to-consumer seminars:

- Choose a small but nice motel, hotel, or other meeting room facility as near to your office as possible.
- At six weeks and then again two weeks before the seminar, do a direct mailing to homes within a three or four mile radius of your practice. If possible, select people with \$80,000+ household incomes.
- Have interested people RSVP to a dedicated phone line in your office. Make sure you take names and contact information when people call.
- Arrive at the event site two hours early with your receptionist and clinical assistant. Be sure your computer-generated presentation and projector are working properly. Some people will arrive 30 minutes before the scheduled start time. Be ready to greet them at the door, check them in on your attendance list, and capture contact information for anyone who just shows up.
- From the scheduled start time, allow 30 minutes for people to eat the hors d'oeuvres as you mingle with the crowd. Choose foods such as pasta that are easy to chew and digest so no one feels embarrassed.
- Invite the group to sit in their chairs. Set the room with *fewer* chairs than you believe will be necessary. Have chairs ready to bring out at the last minute if needed. This will create a "Wow! There's more people than we expected" atmosphere rather than a sea of empty chairs.
- You can create and present your own PowerPoint implant presentation or use the ImplantVision software like I do. After welcoming the group, show the ImplantVision narrated video "*What Is a Dental Implant?*" and ask for questions. Next, show the *Consequences of Single Tooth Missing* narrated video and ask for questions. Then, show the *Consequences of All Teeth Missing* narrated video and ask for questions.
- Show before and after photos of your patients as you tell their stories and how their lives were benefited by implant dentistry. You can even have one or more of these patients at the lecture.
- Allow five to ten minutes for questions and answers at the end of your presentation. Keep the entire event to exactly one hour.
- At the end of your lecture, introduce your team members and invite the people to schedule an examination visit. Have your receptionist bring the schedule so appointments can be made on the spot. You should reserve time on the schedule the following week so people can be seen quickly.
- Stay in the room as long as necessary to answer individual questions.
- The next day, send a thank-you note to all attendees.

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