

The Greater NY Academy of Cosmetic Dentistry Presents:
AACD Stars: Create and Market Beautiful Dentistry



Friday, June 9, 2017 8:30 am - 4:30 pm

7 CE Credits

**At the Pearl River Hilton, Pearl River, NY, 40 minutes from Manhattan
 and 10 minutes from the Tappan Zee Bridge**



Adamo E. Notarantonio, DDS, FICOI, AAACD

2016 awardee of the AACD's Rising Star award, Chair of the American Board of Cosmetic Dentistry, Internationally published and renowned speaker on Cosmetic Dentistry

Bring Teeth to Life: Fusing Cosmetic Dentistry & Current Technology

- New elements & critical steps required to achieve esthetic excellence.
- Scientific foundation for long lasting quality cosmetic dentistry
- Amplify the most powerful tool in Cosmetic Dentistry..... Photography
- Attract all generations with the influence of social media



Michael DiFrisco, CAE *Chief Marketing Officer for the AACD, Author of How to Craft a RADICAL Brand for Your Dental Practice and Shadowcasting: Growing Your Business by Growing Your Reputation.*

Radical Branding & Inside Out Marketing for Your Practice

- The seven critical rules for developing a powerful—maybe even an outrageous—brand for your dental practice. Because playing it safe is the sure path to invisibility.
- Give your team a compelling rallying cry. Deliver on your practice's radical brand promise... every day.
- Authentically capture the attention of your target audience without looking like a commodity through a balanced combination of advertising, marketing, and PR.

Sign up TODAY:

Tuition: \$365.00

Staff \$225.00 each

GNYACD Phone: 845-445-5400

**Mail to: GNYACD
 274 Old Nyack Tpk
 Spring Valley, NY 10977**

Dr. Name: _____

Address: _____

City: _____ **St:** _____ **Zip:** _____

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Credit Card#: _____ **Exp:** _____

Billing Address: _____

City: _____ **St:** _____ **Zip:** _____

ADA# _____ **AGD#** _____

Team Members Attending:

1. _____

2. _____

Approved PACE Program Provider credit/approval does not imply acceptance by a state or provisional board of dentistry or AGD endorsement

