



YOUR VISION. OUR STRATEGY.

# MASTER MARKETING ACADEMY™

This 2-day course will train the orthodontics Marketing Coordinator to thrive in this ever-changing world of marketing and advertising. Receive expert guidance on how to build the brand, develop strategic marketing campaigns, and increase New Patient Exams.



## EACH COURSE IS TAUGHT BY TONY & LEEANN PENICHE

**LIMIT: 18 STUDENTS**

The marketing team will be given the tools needed to refine the practice brand, build SEO value, create social media campaigns, track results, increase website traffic and establish key milestones. The resulting executive will be the creative visionary of the practice that will showcase the doctor and practice in a new light that resonates with this new generation of millennial parents.



**SCAN HERE TO REGISTER  
TODAY!**



**THIS WORKSHOP WILL  
INCLUDE 30 DAYS  
OF POST-MEETING  
SUPPORT!**

## WHAT TO EXPECT

Through the proven Peniche Systems you will:

- **Increase New Patient Exams:** Learn systems to boost referrals from professionals, patients, communities, and internet sources.
- **Support and Resources:** Access step-by-step instructions, design templates, supplier contacts, and 8 weeks of support post-meeting.
- **Marketing Coordinator Training:** Equip your coordinator with tools and training to plan, execute, and analyze campaigns effectively.
- **Increase Google Reviews:** Master systems to add 300+ Google Reviews in 8 weeks and manage your online reputation effectively.
- **Personal Branding & Relationships:** Build strong professional partnerships and leverage personal branding to increase referrals.
- **Innovative Marketing Tools:** Discover creative tools like NFC tags, digital cards, AI language translators, and video strategies to enhance engagement.



# ENHANCE YOUR BRANDING & MARKETING

COMPLETE THIS FORM & EMAIL TO [INFO@PENICHETEAM.COM](mailto:INFO@PENICHETEAM.COM) OR FAX TO 503.666.8538

SELECT DATE: ☐ SEPTEMBER 11 & 15, 2025

LOCATION: PORTLAND, OR TUITION IS \$1,480 FOR 1ST STUDENT, \$1,280 FOR EACH ADDITIONAL STUDENT.

**WORKSHOP HOURS:** THURSDAY 8:30AM - 4:00PM | FRIDAY 8:00AM - 12:00PM

INCLUDES: 30 DAYS OF POST-COURSE SUPPORT. EACH COURSE IS TWO DAYS WITH A CONTINENTAL BREAKFAST, CATERED LUNCH, AND AN AFTERNOON RECEPTION ON THE FIRST DAY.

ARE YOU AN ORTHODONTIC PRACTICE? ☐ YES ☐ NO

IF NO, WHAT IS YOUR PRACTICE'S SPECIALTY? \_\_\_\_\_

PRACTICE NAME: \_\_\_\_\_

DOCTOR'S NAME: \_\_\_\_\_ STATE: \_\_\_\_\_

TODAY'S DATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

ADDRESS: \_\_\_\_\_ PHONE: \_\_\_\_\_

CITY: \_\_\_\_\_ EMAIL: \_\_\_\_\_

ATTENDEE'S NAME	POSITION	TUITION	TOTAL
1. _____	_____	\$1,480	_____
2. _____	_____	\$1,280	_____
3. _____	_____	\$1,280	_____
4. _____	_____	\$1,280	_____
5. _____	_____	\$1,280	_____
6. _____	_____	\$1,280	_____

**EARLY BIRD: RECIEVE AN ADDITIONAL \$50 COURTESY PER ATTENDEE WHEN BOOKED OVER 45 DAYS PRIOR TO THE WORKSHOP.**

TUITION TOTAL: \_\_\_\_\_

PROMO CODE: \_\_\_\_\_

PLEASE CHECK ONE: ☐ MASTER CARD ☐ VISA ☐ AMERICAN EXPRESS

CARD #: \_\_\_\_\_ EXPIRATION DATE: \_\_\_\_\_ CVC: \_\_\_\_\_

PRINTED NAME OF CARDHOLDER: \_\_\_\_\_

CARDHOLDER SIGNATURE: \_\_\_\_\_

\*BY SIGNING, YOU ACKNOWLEDGE THAT YOU HAVE READ, UNDERSTAND, AND AGREE WITH THE CONTENT ABOVE.

ARE YOU A MARI'S LIST MEMBER? ☐ YES ☐ NO

ARE YOU AN ELITE DENTAL ALLIANCE MEMBER? ☐ YES ☐ NO IF YES, MEMBER ID# \_\_\_\_\_

WHOM MAY WE THANK FOR REFERRING YOU TO OUR WORKSHOP? ☐ MAILER ☐ INTERNET

☐ OTHER (PLEASE SPECIFY) \_\_\_\_\_

YOUR CONFIRMATION PACKET WILL BE SENT TO YOU VIA EMAIL AND WILL INCLUDE INSTRUCTIONS TO ASSIST IN BOOKING YOUR HOTEL RESERVATIONS. PLEASE CONFIRM REGISTRATION PRIOR TO BOOKING YOUR TRAVEL ARRANGEMENTS.

TO WHAT EMAIL ADDRESS SHOULD THE PACKET BE SENT? \_\_\_\_\_

☐ PLEASE CHECK HERE IF YOU DO NOT WANT TO RECEIVE FUTURE EMAILS ON UPCOMING COURSES AND EVENTS.