



YOUR VISION. OUR STRATEGY.

MILLENNIAL MARKETING ACADEMY™

This course is designed to train the orthodontic marketing coordinator to thrive in this ever-changing world of marketing and advertising. The marketing coordinator is trained to build the brand, develop strategic marketing campaigns, and increase new patient exams.



EACH COURSE IS TAUGHT BY TONY PENICHE & LEEANN PENICHE

- MMA IS LIMITED TO 10 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.



This workshop will also include
8 weeks of post-meeting support!

WHAT TO EXPECT

Through the proven Peniche Systems you will:

- Turn patients into marketers by leveraging their social media influence.
- Increase SEO value and improve your google page ranking.
- Streamline content creation with technology.
- Create ambassadors in referring offices.
- Identify and celebrate your unique brand attributes.
- Establish strategic partnerships to increase community awareness.
- Develop a strategy to significantly increase Google reviews in 30 days.
- Create programs to increase referrals from patients and parents.
- Learn to evolve, innovate, and become a creative mastermind.

MILLENNIAL MARKETING ACADEMY™

COMPLETE THIS FORM AND EMAIL TO INFO@PENICHETEAM.COM OR FAX TO (503) 666-4937

LOCATION: PENICHE & ASSOCIATES OFFICE 22660 SE STARK ST, GRESHAM, OR 97030

DATES: ☐ OCTOBER 13 & 14, 2022 ☐ DECEMBER 8 & 9, 2022

COURSE HOURS: THURSDAY 8:30 AM - 4:00 PM • FRIDAY 8:30 AM - 12:00 PM

COURSE FEE: \$1,480.00/person - Early Bird: Receive an additional \$50 courtesy per attendee when booking 60+ days prior to course date.

INCLUDED: 8 weeks of post-course support. Each course includes a continental breakfast, catered lunch, and an afternoon reception on day one.

NAME:		DATE:	
PRACTICE NAME:		DOCTOR'S NAME:	
IS THIS AN ORTHODONTIC PRACTICE? YES <input type="checkbox"/> NO <input type="checkbox"/> IF NO, WHAT IS THE PRACTICE SPECIALTY?			
ADDRESS:		CITY:	STATE: ZIP:
CELL PHONE:		OFFICE PHONE:	
ATTENDEE EMAIL:		WEBSITE:	
DOCTOR'S EMAIL:		AVERAGE MONTHLY EXAMS:	
AGE OF THE PRACTICE:		AVERAGE MONTHLY NEW PATIENT CALLS:	
NUMBER OF DOCTORS:		NUMBER OF OFFICES/SATELLITES:	
OFFICE SOFTWARE:			
HOW MANY YEARS HAVE YOU BEEN WITH THE PRACTICE?			
IS YOUR OFFICE PART OF A DENTAL SERVICE ORGANIZATION? <input type="checkbox"/> YES <input type="checkbox"/> NO IF YES, DSO:			
HAVE YOU ATTENDED ANY OF OUR COURSES OR LECTURES? <input type="checkbox"/> YES <input type="checkbox"/> NO IF YES, COURSES:			
HAVE YOU EVER WORKED WITH A CONSULTING FIRM? <input type="checkbox"/> YES <input type="checkbox"/> NO IF YES, FIRM:			
ARE YOU A FULL TIME MARKETING COORDINATOR? YES <input type="checkbox"/> NO <input type="checkbox"/> WHAT ARE THE GOALS FOR YOUR PRACTICE?			

Tuition Policy: The tuition is nonrefundable 30 days prior to the Millennial Marketing Academy. However, 50% of the tuition may be transferred once to a future Millennial Marketing Academy.

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 cancellation policy 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 ☐ Email Newsletter
☐ 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.

☐ Please check here if you do not want to receive future emails on upcoming courses and events.