

CONFERENCE SCHEDULE

(Subject to change)

Thursday, April 19

5:30 - 7:00 p.m.

Vendor Set-up

5:30 - 7:00 p.m.

Wisconsin Society of Orthodontists Board Meeting

Friday, April 20

7:00 - 7:30 p.m.

Vendor Set-up

7:30 - 8:00 a.m.

Continental Breakfast / Visit Exhibits

8:00 - 9:30 a.m.

Presentation: Your Ticket to Higher Ortho
Production

9:30 - 10:00 a.m.

Break to visit exhibits

10:00 - 11:30 a.m.

Presentation continued

11:30 a.m. - 12:00 p.m.

Vendor Showcase – Mini Presentations

12:00 - 1:00 p.m.

Lunch & WSO Business Meeting

1:00 - 2:00 p.m.

Presentation continued

2:00 - 2:30 p.m.

Final Break with Exhibitors

(vendors dismantle after break)

2:30 - 3:30 p.m.

Presentation continued

REGISTER ONLINE TODAY:

www.wisconsinsocietyoforthodontists.com

Wisconsin Society of Orthodontists
563 Carter Court, Suite B
Kimberly, WI 54136



WISCONSIN SOCIETY OF ORTHODONTISTS

SPRING CONFERENCE
APRIL 20, 2018

Referral Marketing: Your Ticket
to Higher Ortho Production

The Edgewater
1001 Wisconsin Place
Madison, WI 53703

Registration Deadline: March 19, 2018

ATTENDEE REGISTRATION

FEATURED PRESENTATION

Referral Marketing – Your Ticket to Higher Ortho Production: More Referrals, More Starts, More Growth

In this high-energy seminar, Dr. Roger Levin will teach breakthrough marketing strategies for growing doctor and parent referrals. Learn the high-powered systems that increase revenue and generate more income for you as a practice owner. Dr. Levin will share the most advanced methods for building strong referral relationships that result in higher ortho production.

Gain key insights on how to ramp up internal referrals by implementing “WOW” customer service. Master proven techniques for keeping your practice top of mind with referrers. It’s time to maximize your production potential and reap the rewards!

ATTENDEE WILL LEARN HOW TO:

- Grow production by 20% or more
- Increase parent referrals by 15% through internal and online strategies
- Drive doctor referrals through more effective marketing
- Add more GPs and pediatric dentists to your referral base
- Train your Treatment Coordinator to convert more consults into starts
- Turn parents and adult patients into your on-the-street marketing team
- Generate more call-ins through online and community marketing
- Strengthen relationships with current and new referrers.

ABOUT THE SPEAKER



Roger P. Levin, DDS Chairman & CEO of Levin Group, Inc. Considered the foremost authority on practice success, Dr. Levin has dedicated his career to improving the lives of dentists and specialists. Dr. Levin is a third-generation general dentist and the Chairman and CEO of Levin Group, Inc., a leading orthodontic management consulting firm that has worked with over 26,000 dentists and specialists.

ABOUT THE SPEAKER CONTINUED...

One of the most sought-after speakers in dentistry today, Dr. Levin frequently lectures at major dental meetings, including the AAO’s annual session. The author of 68 books and more than 4,300 articles, he is a regular contributor to JADA, Dental Economics, Orthodontic Products Online and other industry publications. He has been interviewed by The Wall Street Journal, The New York Times and Time magazine.

Dr. Levin has a personal mission of creating practice success for every orthodontist and is committed to the continual improvement of the profession.

LODGING INFORMATION

Reservations: Contact The Edgewater by phone at 608-535-8200 to reserve your room today! Indicate you are booking as part of group block WI Society of Orthodontists. You may also book online using group code GWSO041918. <https://www.theedgewater.com/>



Room Rates: Thursday, April 19, 2018
\$149 Single/Double

Reservation deadline: Monday, March 19, 2018

Directions/Address
The Edgewater Hotel
1001 Wisconsin Place, Madison, WI 53703

REGISTRATION FEES & POLICIES

Registration fees include all sessions, conference materials, conference meals and breaks.

WSO Members Complimentary
(Practicing and Retired DDS, Residents, Marquette Faculty)

Non-Members..... \$500

REGISTRATION DEADLINE AND CANCELLATION POLICY

The deadline for registration is March 19, 2018. Registrations received after March 19, 2018 will be processed on site at the conference. All cancellations must be received by March 19, 2018, at the WSO office. No refunds will be made for cancellations postmarked or faxed after March 19, 2018. Refunds will not be given for no-shows.

QUESTIONS?

If you have questions regarding the WSO Conference, please contact the WSO office at 920.560.5626.

