



AMERICAN ASSOCIATION OF FELINE PRACTITIONERS 2016 FELINE PRACTICE MANAGEMENT MEETING Feline-Focused Business Strategies

Agenda at a Glance

Friday, March 4, 2016

5 CE Hours

7:00 - 7:30 am	Breakfast	Regency A
7:30 - 8:20 am	Key Trends in Veterinary Medicine: What You Need to Know to be Successful in the Future , <i>Dr. Karen Felsted</i>	Regency D
8:20 - 9:10 am	Is your Practice Profitable? , <i>Dr. Karen Felsted</i>	Regency D
9:10 - 9:30 am	Coffee & Snack Break	Regency A
9:30 - 10:20 am	Using your Feline Financial & Operating Metrics to Grow your Practice , <i>Dr. Karen Felsted</i>	Regency D
10:20 - 11:10 am	Bringing More Cats into your Veterinary Practice , <i>Dr. Karen Felsted</i>	Regency D
11:10 - 11:25 am	Pick my Brain Q&A , <i>Dr. Karen Felsted</i>	Regency D
11:25 - 4:30 pm	Free Time	
4:30 - 4:40 pm	Coffee Break	Regency A
4:40 - 5:30 pm	Creating the Best Feline Veterinary Team , <i>Dr. Karen Felsted</i>	Regency D
5:30 - 7:00pm	Reception on the Lake	Lakeside Ballroom C

Saturday, March 5, 2016

5 CE Hours

7:00 - 7:30 am	Breakfast	Regency A
7:30 - 8:20 am	Buying or Selling a Practice: What You Need to Know , <i>Dr. Karen Felsted</i>	Regency D
8:20 - 9:10 am	Using Discounts Effectively to Increase Revenue & Profits , <i>Dr. Karen Felsted</i>	Regency D
9:10 - 9:30 am	Coffee Break	Regency A
9:30 - 11:10 am	Feline Management Think-In Roundtable , <i>Dr. Karen Felsted and Mr. Eric Garcia</i>	Regency A
11:10 - 11:25 am	Coffee Break	Regency A
11:25 - 12:15 pm	Managing the Social Media Lion , <i>Mr. Eric Garcia</i>	Regency D
12:15 pm	Grab & Go Lunch & Free Time	Regency A

Sunday, March 6, 2016

5 CE Hours

7:30 - 8:00 am	Breakfast	Regency A
8:00 - 8:50 am	Communication in the Digital Age , <i>Mr. Eric Garcia</i>	Regency D
8:50 - 9:40 am	Successful Feline Marketing Strategies , <i>Mr. Eric Garcia</i>	Regency D
9:40 - 9:55 am	Coffee Break	Regency A
9:55 - 10:45 am	Successful Feline Marketing Strategies (Continued) , <i>Mr. Eric Garcia</i>	Regency D
10:45 - 11:35 am	Using Mobile Technology to Increase Compliance & Build Loyalty with Cat Owners , <i>Mr. Eric Garcia</i>	Regency D
11:35 - 11:50 am	Coffee Break	Regency A
11:50 - 12:40 pm	Developing a Reputation Management Strategy , <i>Mr. Eric Garcia</i>	Regency D
12:40 - 1:00 pm	Pick my Brain Q&A , <i>Mr. Eric Garcia</i>	Regency D
1:00 pm	Grab & Go Lunch & Conference Conclusion	Regency A

