

Understanding how to set up and run your aesthetic business or medspa effectively is crucial for a profitable practice and a balanced lifestyle. The events of 2020 have reshaped the way we manage our businesses, emphasizing the importance of optimal outcomes and safety for both employees and patients. Our business experts will share their extensive experience with thousands of aesthetic businesses, offering insights on how you can thrive both now and in the future.

BUSINESS TRACKS



Business Tracks

Aesthetic Foundations: A Beginner's Guide to Starting Your Journey

We work with a LOT of businesses of varying sizes, many really struggle to get going, because they have no real plan and little access to support. Any new enterprise takes commitment and hard work. There is a formula, and it's not posting on Facebook and hoping for the best! Learn some tips and tricks on how to get your aesthetic business off to a flyer!

The Consultation Blueprint: Designing an Experience that Converts

Consultations are the most effective advertisement for your office but most practices do not invest sufficient time maximizing the benefits it can bring to your clients and the sustainability of your business.

Business Tracks

Beyond Satisfaction: How to Leave a Lasting Impact on Every Customer

Customer satisfaction is a key measure of your business success, yet few clinics actually measure it. Learn how to turn your clinic into a client centric organization and generate more profit per customer!

How to Recruit, Manage and Reward Your Employees

This session will reveal effective methods on how to recruit, motivate and reward staff and how to ensure your team will never want to leave!

How to Maximize Digital Marketing

This session will give you the building blocks of how to build a dynamic and responsive website, the do's and don't's and how to build your organic online presence.

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Global Trends in Aesthetics

Where do you begin when the digital space is a minefield? What social media platform(s) do I use, where are my prospective clients mostly engaged and how do I make money from digital marketing? If you are only just setting up in aesthetics to those that are expanding and need more leads from your spend then these sessions will give you the latest insights from around the world.

Business Tracks

How to Plan for Business Success

Have you ever developed a business plan, set goals for you and your team? Experts will give you a step by step guide in how to organize and prepare your aesthetic business for success from business strategies, membership programs to preventing fraud and cyber crime.

How to Understand the Financials

Learn about Retirement planning, Asset Protection, wealth management strategies. Experts will also cover equipment sourcing and financing.

Strategic Branding and Promotion: Maximizing Visibility and Impact

Delving into the realms of branding and promotion, attendees will uncover key strategies for building a distinctive brand identity, crafting compelling marketing messages, and leveraging digital platforms effectively.