

SAVE THE DATE!

You're Invited To Our Buffet Breakfast and Informative Presentations!

"In 2017, ALL Dental Marketing Begins and/or Ends Digitally—and Social Media Is Its Core"

featuring special guest speaker, Jack Hadley



*Also, a clinical presentation by Dr. David W. McSurdy and Dr. Sarah S. Pavlow:
"Recent Innovations in Invisalign Techniques for Adults & Teens"*

ON FRIDAY, SEPTEMBER 15, 2017, McSurdy & Pavlow Orthodontics is sponsoring a very special event to say "thanks" to all of our supportive dental practice friends! We're teaming up with Jack Hadley from My Social Practice to bring you great food and great learning—including an informative and highly visual presentation demonstrating many ways you can use social media and other digital marketing strategies to grow your own practice! See you there!

4 Great Reasons To Attend!

- 1 Enjoy A Lovely Buffet Breakfast!**
At McSurdy & Pavlow Orthodontics, we APPRECIATE the relationship we have with your practice. This is our small way to say "thanks"!
- 2 Keep Social Media Marketing Simple & Efficient!**
You'll benefit most from Jack's presentation if your entire team attends—including your doctor and whoever handles your marketing. Social media marketing is a team effort! We'll show you how!
- 3 Learn How To Use Social Media To Attract New Patients!** Social media increases top-of-mind awareness, attracts new patients, decreases attrition and strengthens patient relationships.
- 4 Learn Why Digital Marketing Integration Is So Important!** Activity and engagement isn't the goal. It's part of a bigger mindset where everything you do, including website strategy and getting reviews all point toward creating a thriving practice!



Friday, September 15, 2017 - 8:00am to 12:00pm

Copperfield's Inn at Lakeside

594 W Ridge Pike, Limerick PA 19468

(no cost)



About The Speaker:

Jack Hadley teaches digital marketing to MBA students at Brigham Young University's Marriott School of Management in Provo, Utah, and is also a partner at My Social Practice—an agency providing affordable social media marketing ideas, content, strategy, and support to dental and orthodontic practices. As an award-winning copywriter and former ad agency Creative Director, Jack has a rich background in all aspects of the creative process. My Social Practice is the #1 integrated social media marketing solution for dental and orthodontic practices worldwide.



ORTHODONTISTS
MC SURDY & PAVLOW
The Smile Specialists

Two easy ways to RSVP:

by email:

generalinfo@drmcsurdy.com

by phone:

call Jackie at (610) 489-6032



3 CE Credits Will Be Provided

McSurdy and Pavlow Orthodontics is designated as an Approved PACE Program Provider by the Academy of General Dentistry. The formal continuing education programs of this program provider are accepted by AGD for Fellowship, Masterhip and membership maintenance credit. Approval does not imply acceptance by a state or provincial board of dentistry or AGD endorsement. The current term of approval extends from 5/14/2017 to 5/13/2020. Provider ID#217944



Dr. David W. McSurdy



Dr. Sarah S. Pavlow