

# BRAIN & BODY BUILDERS

*powered by AcuVet*

**November 2-4, 2018**

LONE STAR COURT  
10901 Domain Drive  
Austin, Texas 78758

Today's veterinary practice deals with many challenges and will not prosper by veterinary medicine alone. Practice management is the necessary companion to veterinary medicine, however it's also critical to remain mindful of our own wellbeing.

This weekend workshop will provide a customized, learning experience that blends information necessary for brain and body health. This Brain & Body Builders event welcomes women veterinary practice owners and managers.



**Kelly Baltzell, MA • Jeff Thoren, DVM, PCC, BCC**

[www.acuvet.org](http://www.acuvet.org)

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# Schedule of Events

## November 2, 2018

5:00pm-9:00pm      Social

*Dinner will be available (Casual dress)*

## November 3, 2018

7:45am-8:45am

*Breakfast will be available (Casual dress)*

8:45am-9:00am

Introductions and Kick-off: Deborah A. Stone, MBA, PhD, CVPM

9:00am-4:00pm

Kelly Baltzell, MA

### Results Based Marketing

For many veterinary practice owners, the reason you got into the business was because of your love of animal wellness. Marketing, especially in the digital age, has become a necessity for increasing your customer base and strengthening your brand, but with so many marketing avenues to choose from, the task feels daunting and confusing.

To connect to prospective and current pet owners, a practice needs to leverage the power of Google and Facebook. These two giants go tete to tete changing the online marketing environment on a daily basis. This session will discuss the latest changes and how they affect a local business, and gain customized reports that give a snapshot of a practice's position on Google and Facebook.

### Learning Objectives

- Google Is Into Speed & Voice Search: Is Your Website Ready? Or Is It Clunker?
- Hands-On Review of Your Metrics—Websites
- Connecting Through the Power of Facebook—It Works!
- Fill Up Your Appointment Calendar via Google's 4 Areas of Search
- Search, Google My Business, Reviews Hands on Reports
- Hands-On Review of Your Metrics—Facebook

6:00pm-8:00pm

*Social: Music, Food & Fun!*

## November 4, 2018

***Breakfast and boxed lunches will be available (Casual dress)***

**9:00am-1:00pm**      **Jeff Thoren, DVM, PCC, BCC**

### **Finding Peace in the Present: A Path to Wellbeing**

In this session, we will explore what it means to be fully present, both at work and at home, and how the quality of our presence impacts our happiness, our relationships, our resilience, and our sense of peace. We will look at these things through a variety of lenses including mindfulness, emotional intelligence, acceptance, and ... the principles of improvisational comedy.

#### **Learning Objectives**

- Why mindfulness is important for personal and professional outcomes
- Emotional intelligence and why it matters
- Principles of improvisation and how to apply to our professional and personal lives

***Thank you for all that you do!***