



Cruise around South America & collect AGD points!

Join MINDWARE Educational Seminars for a cruise starting in Buenos Aires and ending in Valparaiso while learning about Social Media for your practice!



Approved PACE Program
 Provider #: 300139
 FAGD / MAGD Credits
 11/01/15 – 10/31/19

Dates/Destinations

Dates: December 23, 2017 – January 7, 2018

Itinerary: Cruise begins in Buenos Aires, Argentina with stops in Montevideo, Uruguay; Puerto Madryn, Argentina; Cape Horn, Chile; Ushuaia, Argentina; Puntas Arenas, Chile; sailing through the Strait of Magellan, Chilean fjords; Puerto Montt and ending in Valparaiso, Chile

About the Conference

Social Media Marketing for Your Dental Practice

Synopsis: Identify and learn best practices in social media for the dental office. The course will focus on tips and techniques to establish or boost existing efforts using the most important social media platforms available. This course will also review how millennials and technology are changing the face of marketing and communication, important new trends and the methods new patients of all ages are using to find healthcare providers today.

Learning Objectives:

- Discover how advertising, internet marketing and communication have changed and how to apply these changes to your practice
- Identify which strategies and tactics work best in creating thriving social communities
- Define the unique benefits of social media
- Learn how social media can help enhance and protect your online reputation

AGD
Points
Value:



Conference Pricing: Dentists: \$995 + tx / Auxiliaries: \$295 + tx

(AGD approval does not imply acceptance by a state or provincial board of dentistry or AGD endorsement)

Ms. Rita Zamora



Rita Zamora is an international speaker and published author with a focus on social media and online reputation management. She and her experienced team offer social media training, mentoring and support for dental and general healthcare professionals and corporate clients across the globe.

Ms. Zamora served as a Contributing Faculty Member on the topic of marketing for the American Dental Association Center for Success Certificate Program. Her advice on managing your online reputation was published in the ADA's Practical Guide to Expert Business Strategies and she has been published in *The Progressive Dentist* & *The Progressive Orthodontist* magazines, *The Dental Tribune International UK*, *The Colorado Dental Association Journal* among others.

Ms. Zamora has more than 20 years of marketing experience in the world of dentistry, working with general and specialist practices to enhance their brands, marketing stories and reputation. She graduated magna cum laude from the University of Colorado with a bachelor's degree in business and marketing.

About the Celebrity Infinity



The Millennium Class Celebrity Infinity underwent a grand renovation in October 2015 adding new features, additional staterooms and a brand new Rooftop Terrace for a chic new way to experience the great outdoors, with creative cocktails and movies alfresco. Despite the changes, much of what made Infinity unique has been retained including the whimsical art, the use of natural woods and lots of glass giving the ship a light and airy feel. Among the upgrades are many of the Solstice-class eating venues including Qsine, Blu and Bistro on 5. Order a specialty martini at the new Martini Bar complete with shaved-ice-topped bar and juggling bartenders or a glass of wine at Cellar Masters or enjoy gelato any time of the day! While at sea, enjoy the thalassotherapy pool in the stunning Solarium or book a spa appointment for the Canyon Ranch spa and salon services.

Pricing*

| Type | Category | Prices** per person | Prices for 3 rd & 4 th person in room |
|-----------------|----------|---------------------|---|
| Inside | 11 | US\$2,124 | TBD |
| Ocean view | 08 | US\$2,633 | TBD |
| Balcony | 2A | US\$3,424 | TBD |
| Concierge Suite | C3 | US\$3,424 | TBD |
| Aquaclub | A2 | US\$3,574 | TBD |
| Aquaclub | A1 | US\$3,874 | TBD |

***Includes:** 15 nights accommodation in the cabin chosen, all meals and entertainment provided on board, all port charges and government taxes.

****Please note:** Gratuities, OPC tax and cancellation, medical, travel and lost luggage insurance are not included.

*****Special group pricing policy:** MindWare clients who have booked this trip are protected against fluctuations in the above quoted rates – the price cannot go up and any lower price will be matched.

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Contact Us Now! 888-574-8288 or elliott@gamsp.com

Register securely on line at: www.mindwareseminars.com