

To Register by Email  
ce@aurumgroup.com

To Register by Phone or For Further Information,

Please Call Toll Free  
1-800-363-3989

or Fax 1-888-747-1233

www.aurumgroup.com

### CALGARY, AB

Telus Convention Centre  
120 9 Avenue SE  
Tel (403) 261-8500

### EDMONTON, AB

Shaw Conference Centre  
9797 Jasper Avenue  
Tel (780) 421-9797

Registration – 7:30 am

Course starts at 8:00 am

8:00 am – 3:00 pm

#### REGISTRATION FEES

Dentist .....**\$395.00**

Team Members .....**\$125.00**

Applicable Tax Included

“Limited Seating”

Please register early to avoid disappointment

**ADA CER-P**® Continuing Education  
Recognition Program

AURUM CERAMIC / CLASSIC DENTAL / SPACE MAINTAINERS  
LABORATORIES is an ADA Cerp Recognized Provider



**PACE**  
Program Approval for  
Continuing Education

Approved PACE Program Provider  
FAGD/MAGD Approved Credit 6  
06/01/2008 – 05/31/2012  
Approved Provider # 208706

#### CANCELLATION POLICY

A full refund, less \$50.00 non-refundable administration fee will apply to cancellations with 5 or more business days notice. Less than 5 working days notice, one half (50%) of the registration fee will be refunded.

Aurum Ceramic provides services that are discussed in this seminar.

**AURUM CERAMIC SEMINARS**  
*proudly presents*

**A BRAND NEW DAY**

Change Your Practice More  
In The Next 12 Months  
Than The Previous 12 Years

Featuring  
**Dr. Fred Abeles**

**CALGARY, AB**  
FRIDAY, MAY 7, 2010

**EDMONTON, AB**  
SATURDAY, MAY 8, 2010

# A BRAND NEW DAY

*Ever wonder why the tried and true advice on cosmetic dentistry, marketing, patient communications and practice development isn't working as well for you as it did in the past? Hold on to your seats as Dr. Abeles takes the old dogma everybody has followed and turns it on its head!*

*This is cutting-edge information you have not heard before. If you're ready to achieve more in the next 12 months than you have in the last 12 years, you can't afford to miss this provocative program.*



Dr. Fred Abeles maintains a successful aesthetic reconstructive practice in Atlanta, Georgia. He is a Clinical Instructor and Regional Director at the Las Vegas Institute for Advanced Dental Studies.

Fred has a special view of life and dentistry that is an inspiration to everyone he meets. He has helped many doctors develop a unique vision for their practice and

has coached doctors and team members to create more happiness and fulfillment in their lives and careers.

He has been a featured speaker for countless dental organizations, is a published author and consults with major dental companies on the development of new dental products.

As a jazz pianist, Fred has performed for three Presidents, numerous Hollywood celebrities and has been a guest artist with the Atlanta Pops Symphony Orchestra. Aurum Ceramic Dental Laboratories is honored to have Dr. Abeles present this one day program.

# REGISTER NOW FOR A BRAND NEW DAY featuring Dr. Fred Abeles

CALGARY, AB  
FRIDAY, MAY 7, 2010

EDMONTON, AB  
SATURDAY, MAY 8, 2010

Dr.: \_\_\_\_\_

Team Members: \_\_\_\_\_

Address: \_\_\_\_\_

City/Prov: \_\_\_\_\_

Postal Code: \_\_\_\_\_

Telephone: \_\_\_\_\_

Fax: \_\_\_\_\_

Unique ID #: \_\_\_\_\_

AGD #: \_\_\_\_\_

CDA/RDH #: \_\_\_\_\_

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PLEASE MAKE CHEQUE PAYABLE TO:  
**AURUM CERAMIC SEMINARS**

115 - 17th Avenue, SW, Calgary, AB T2S 0A1

## FIVE LEARNING OBJECTIVES

### LECTURE FORMAT

#### Is Your Practice Remarkable?

- Are you worth talking about?
- What's your limit? To growth? To how fast you'll achieve it?
- Safe is risky. Differentiate or die.
- What would happen if you redefine your market and what you do?

#### Niches. The game has changed

- Cosmetic dentistry – Everybody's now a cosmetic dentist. Is there still opportunity here? Can you stand out?
- Neuromuscular dentistry – What's the truth? What can it do for me?
- TMJ and sleep disorders – What would happen if you provide services so noteworthy that people seek you out?
- Full mouth reconstruction – Just for big city dentists and rich folks? How appealing to just a sliver of your patient base is effective, enjoyable and extremely profitable.
- Niches within niches. What gets you excited?

#### Marketing

- The rules have changed. Is your marketing in sync?
- Are you remarkable or invisible?
- Your website – Do you have an online brochure about you or a site that speaks to a new patient about their problems and their needs?
- The truth about search engine optimization (SEO) and pay-per-click campaigns (Google Adwords) and how to design them for maximum profitability.
- Answer these 3 questions for every website visitor... or else.
- The 5 biggest mistakes online that are costing you thousands of dollars in lost revenue every year.

Lunch compliments of Aurum Ceramic Dental Laboratories

#### Practice Development

- Discover the missing ingredient most dentists lack in trying to achieve transformational change in their life and practice.
- Learn an entirely new approach to strategically designing your practice to ensure your happiness and success.
- Eliminate the number one obstacle to your peace and prosperity. (It's not what you think.)

#### Advanced Patient Communications (The most powerful of the five)

- You'll recoup your entire tuition many times over in a matter of days from this information and you've never heard it anywhere before... promise.
- Never sell anything again. Ever. Never be rejected again. Ever.
- Why we never do a case presentation.
- Why your smooth PowerPoint presentation doesn't work.
- Why almost everything you previously have been taught about handling patient objections and stressing the benefits of treatment to your patient fails as often as it succeeds.
- The new patient experience from first contact to treatment acceptance.

**So Now,  
Let Me Ask You One  
Simple Question**

*Do you think it's possible to view all five of these learning modules and not walk away with at least one brilliant idea that will create new profits for your practice?  
Register now!*