

INVITES YOU TO ATTEND THIS DENTIST/STAFF EVENT



**Dr. Leonard F. Tau**

Dr. Leonard F. Tau maintains a full-time private practice in northeast Philadelphia focusing on general, cosmetic, reconstructive, and implant dentistry. He received his dental degree from Tufts University School of Dental Medicine in Boston, MA and a Certificate in Advanced Education in General Dentistry at UMDNJ in Somerdale, NJ. He is an active member of many dental organizations including the AACD, AGD, and DentalTown. Dr. Tau lectures nationally to fellow dentists on Internet marketing and social media. His primary focus in his practice is patient comfort and painless dentistry.

## 21st Century Marketing: How Dentists Can Thrive in the New Economy

Friday, October 26, 2012 | 8:00 am - 4:00 pm

### Course Description:

The internet has become the main way that potential patients search for a dentist. Learn how to bring your office into the 21st century. Building and maintaining an online reputation can make or break your practice success. Social media (Facebook, Twitter, etc.) has changed the way businesses market themselves. Dr. Tau has seen his practice grow exponentially due to his marketing strategies which are focused on the internet and reputation- based marketing. Dr. Tau will also share his successes with you on ways to increase the number of new patients your office sees each month.

### Course Objectives

- How to claim, manage, and maintain an online reputation
- Using your Google+ Local page
- Ways to get patients to leave reviews
- How to use Facebook, You Tube, Blog and Twitter for your practice as well as some other social media sites
- Learn about other marketing tools available on the internet
- Learn how to make your web site more interactive
- Learn about additional social media tools to help your marketing efforts

### LOCATION:

#### St. George Banquet Hall

665 King Street North, Waterloo, ON N2J 4G8

### FEE:

**\$155** Members | **\$200** Non-members  
**\$85** Auxiliary | **\$95** Auxiliary

### DETAILS:

**8:00 am** Registration and buffet breakfast

**8:30 am** Lecture

### TO REGISTER:

Visit: <http://wwds.ca>

Or contact: **Mr. Joe Sieber | 519-621-8745**

Or fax: **519-623-6805**

Or mail to: **WWDS**

**2- 20 Isherwood Avenue,  
Cambridge, ON N1R 8P9**

**Deadline for Registration:** Monday, October 15, 2012.

Name: \_\_\_\_\_

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

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Any Food Restrictions: \_\_\_\_\_

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