Northampton Section
Marketing in Independent practice in 2017

with Mr Chris Barrow
Consultant, Trainer and Business Coach
Thursday 27 April 2017

Cripps Postgraduate Medical Centre
Northampton General Hospital
NHS Trust, Cliftonville,
Northampton, NN1 5BD

18:00 Hot food buffet, registration and trade stands,
19:00 Lecture

Cost - £20 BDA members,
£30 non-members,
£15 DCPs / students / VTs / hygienists (Inc. food)

Bookings after 24 April and Walk Ins
£30 by cheque or cash—
food cannot be guaranteed

Parking FREE on collection of permit

Local queries can be directed to:
bdanorthamptonshire@gmail.com

Aims & Objectives:

• To understand the difference between advertising and marketing - and why that is important
• To understand the strategies and tactics that lead to best practice and most effective ROI from
  o digital marketing
  o direct marketing
  o word of mouth marketing
  o human interest marketing
• To examine the resources required to conduct and effective marketing campaign
• To design a basic 12-month generic marketing plan

Speaker details and biography can be found overleaf

BDA Northampton Section - Thursday 27 April 2017
Please return the booking form with a cheque made payable to the ‘BDA Northampton Section’ to
Branch and Section Support, BDA Wales, 2 Caspian Point, Cardiff Bay CF10 4DQ.

Name: ____________________________
Address: ____________________________
GDC number: ___________ Special dietary requirements: ____________________________
Email address: _______________________

If you would like to pay by alternative methods such as BACs / faster payments please contact
branchsectionevents@bda.org—deadline for BACs 24 April 2017

Please return by Monday 24 April 2017
BDA standard cancellation terms and conditions apply
Chris Barrow has been active as a consultant, trainer and coach to the UK dental profession for over 23 years.

Chris spent the first 17 years of his working life in the corporate sector and followed this with 29 years of running small private businesses.

The different dynamics of both worlds have given him the valuable gift of knowing how to operate – and communicate – in both.

In 1993, Chris decided to make the transition to from financial services to business coaching and became one of the first UK students at Coach University, from where he graduated as a certified coach.

Recognising the opportunity in the dental profession, 1997 saw the creation of The Dental Business School (DBS) and the development of a 12-month business coaching programme for dental practice owners and their teams, delivered to over 1000 UK dental practices in the following 10 years.

Naturally direct, assertive and determined, he has the ability to reach conclusions quickly, as well as the sharp reflexes and lightness of touch to innovate, change tack and push boundaries.

As a sought-after public speaker he is dynamic, energetic and charismatic.

As a writer, his blog enjoys a strong following and he is a regular contributor to the dental press.

Chris acts as a Non-Executive Director for dental micro-corporates as well as continuing his freelance consultancy work for independent practices.

He has co-founded 7connections, a company that provides digital marketing services to independent dentists and other vertical markets.

Chris has also co-founded 7explorers, a bespoke exploratory, remote travel and expeditionary organisation.

Chris is an advisor to the dental charity Bridge2Aid.

In 2012 he appeared as a “castaway” in the first season of the popular reality TV show “The Island with Bear Grylls”.

His main professional focus is as Coach Barrow, providing coaching and mentorship to independent dentistry.