

Howie & Mark Bio & Course Description

SPEAKER INFORMATION FORM

Howie Horrocks



Howie is the author of two dental best sellers, *Unlimited New Patients, Volume ONE* and *Unlimited New Patients, Volume TWO; Trade Secrets of America's Dental Marketing Guru*. He is the Founder and CEO of New Patients, Inc., the advertising agency exclusively for dentists.

He has authored articles on the subject of new patient marketing for publications such as Dental Economics, Dental Products Report, Dentaltown Magazine, The Richards Report, The Independent Dentist, The Advertising Dentist, The Farran Report, Dental Practice and Finance and others. He also co-moderates Dr. Howard Farran's Dentaltown.com marketing forum.

Dr. Howard Farran has called him, "Dentistry's Number One Marketing Man." He has received accolades and endorsements from virtually every leader in the dental profession.

[Speaker Bio]

Mark Dilatush



Howard Farran said of Mark, "multitudes of dentists have benefited from the wisdom and integrity that Mark brings to every project. His thoughtfulness and sincere approach has aided scores of dentists in finding their path to greater dental success."

Mark is the Vice President of New Patients, Inc. Mark has spent the past 24 years teaching dentists and their teams how to better promote, manage, and analyze their practice. Mark writes and lectures on the implementation of advanced practice management principles and practice marketing to dental societies and study clubs throughout the nation. You may have read some of Mark's articles in recent issues of Dentistry Today, DentalTown, or national e-newsletters. Many dentists also appreciate his work on the DentalTown and ACEsthetics dental forums.

[Speaker Bio]

"Direct Mail – The cornerstone and foundation"

Although very important, there's a lot more to a successful direct mail campaign than just the design. Horrocks and Dilatush will completely dissect every facet of a successful direct mail campaign for the audience. Attendees will learn what proper budget allocation, proper volume, proper targeting, demographic barriers, proper geography footprint, proper design elements, proper medium progression, and assist those in attendance with what to expect from their own mail campaigns.

[Lecture Objectives – Attendees will learn]

1. What their market looks like and what to expect from their campaign.
2. Proper budget allocation
3. Proper targeting and mail list characteristics
4. Proper and improper design elements
5. Proper volumes and consistency
6. When to expand into the next external medium

[Presentation Options]

"Direct Mail – the cornerstone and foundation" is presented in two different lengths – 2 hour and 3 hours.