



Thursday 15 June, 2017

# Marketing your practice

## For practice managers and practice principals

We recognise that with rising costs and competition it is important not only to be more efficient in how you operate but also to stay connected and offer ease and accessibility for your patients. This session will give you the tools to consider when marketing your practice.

### Presented by Lachlan McPherson

Founder and Director of Healthsite and Health Media Group. Lachlan has a passion for new and innovative businesses. He has specialized skills and knowledge in the healthcare industry cumulating over a decade.

#### Topics covered:

- Importance of a website
- The social media landscape
- AHPRA advertising guidelines
- Marketing tools to consider

#### Event Details

Date: Thursday, 15 June, 2017

Venue: Manningham Function Centre  
699 Doncaster Road, Doncaster 3108

Time: 6.30pm to 7.00pm – Registration & light supper  
7.00pm to 9.00pm - Presentation

Parking: Parking is available on the premises and attendees can park anywhere except where sign posted 1 hour parking.

RSVP: Monday, 12 June

[Register now](#)

### Registration

All registrations must be received by Monday, 12 June.

To register click on the 'Register now' button above or visit [www.emphn.org.au/news-events](http://www.emphn.org.au/news-events)

Registration numbers are capped and priority will be given to practice managers/principals working in the Eastern Melbourne PHN catchment.

**Due to high demand for this training, there is a limit of 2 staff per practice**

Enquiries: Kate Shirley 9046 0300 or [events@emphn.org.au](mailto:events@emphn.org.au)

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**phn**  
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