

Events: Targeting, Benefits, & Planning

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Director of Education & Event Strategies
Summit BHC



Event Benefits

- Target Audience Comes To Me
- **Intros & Warm Lead Generators**
- Brand & Name Recognition Through Promotions
 - **Facility Showcase**
 - Capture Detailed Contact Information
 - **CEUs Draw Out Hard To Reach Clinicians**
 - Cost Effective (mostly)

Event Types

- Networking Lunch or Dinner
 - Coffee w/Colleagues
 - Lunch & Learn
 - CEU Workshops
 - Niche Socials
 - Speed Networking

A Practical View of Long-term Effects and Recovery Outcomes for Individuals with Methamphetamine Abuse and Dependence

in beautiful
DAYTONA BEACH, FLORIDA

August 1, 2019
8:30AM - NOON

Bubba Gump Shrimp Co.
/Mai Tai Bar
250 N. Atlantic Ave #121
Daytona Beach, FL 32118

3
CE Hours
Applied

\$10
to attend
BREAKFAST PROVIDED
RSVP REQUIRED

About this Workshop
This workshop is a framework to identify, better understand, and provide effective behavioral treatment for people struggling with methamphetamine addiction. The discussion will include information about how long term meth use effects behavior and thought patterns. We will also examine components of effective treatment, both in terms of what is effective and expectations about time. The workshop is lead by John Williamson who has extensive experience in treating methamphetamine addiction.

Objectives

- Examine the diagnostic criteria for Substance Use Disorder, and how these manifest in the methamphetamine user.
- Explore how typical process addictions (i.e. sex, gambling, and hoarding) are common with these individuals.
- Discuss other common substances that are often used with methamphetamine to enhance or regulate the experience.
- Review some of the components of effective treatment for these individuals.

John Williamson, CACII
Director of Behavioral Treatment Services - Willingway
Presenter


Janis Ellington, CACII
Senior National Clinical Specialist - Summit Behavioral Health
Presenter

Special Thanks to Bubba Gump Shrimp Co. for opening up their side space at Mai Tai Bar for this special event.

RSVP TODAY!
summitbhc.com/events

Instructional information appropriate for helping professionals such as addiction counselors, mental & behavioral health clinicians, peer support specialists, sober coaches/mentors, accountability partners, pastoral leaders, and medical professionals.

For more information, contact:
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Sponsors:  

Coffee WITH COLLEAGUES

FEBRUARY 22, 2019
9:00AM-10:30AM

MARKET & COFFEE HOUSE
ANTON STREET
LL, GA 30075

SPONSOR

 **stay awhile OR JUST DROP IN!**

SVP
C/2H59PVH

HALEY CARSWELL
770.337.4855
CARSWELL@SUMMITBHC.COM

Event Targets

COMMON THREADS

- Clinicians / Therapists
- **Case Managers (Hospitals, CSUs)**
 - EAPs & HR Managers
 - **Attorneys**
 - Clergy / Faith Leaders
 - **Ed Consultants**
 - Interventionists
- Community Organizations
 - Civic Clubs

Characteristics of Target Audiences

- Generational Characteristics (Older/Younger)
 - **Modality Preferences**
 - Technology Preferences
 - **Growth vs Succession**
- Supervisor, Supervisee, Supervision Groups
- **Independent vs Group Practices vs Hybrid w/Agency**
 - Readiness to Refer
 - **Receptiveness to Networking**
 - Publications (Potential for Presentations)

Characteristics of Clinicians (con't)

COMMON THREADS

- Tend To Be Mental Health Minded
- **Tend to Specialize in One or a Few Specific Scopes**
- Limited Knowledge of Addiction, Treatment, & Intervention
 - **All Need CEUs**
 - All Love Food Especially if CEUs are included
 - **Tend To Not Value Free**

Strategies for Events

- Target Geographical Locations Strategically
- **Select Event Type Most Effective For Geographic Goals & Follow Up Potential**
 - Rank Order RSVPs For Targeting Day of Event
 - **CEU Events Are Best When CEUs Are In High Demand (Re-License Cycles)**
 - Build In Time For Tours if Hosting At A Facility
 - **Link to Summit BHC & Facility Website Event Page**
 - Milk The Heck Out Of Promotions Leading Up To Event

Strategies for Events (con't)

- Research Registrants before event
 - **Plan for 3 Months of Lead Time**
- Call registrants within a day of their registering (Intros/Confirmations)
- **Promote your event on Social Media where appropriate**
 - Take Pictures of Event & Send to Marketing for Posting
 - **Provide Gifts or Door Prizes or Take Away's**

Turning Events Into Referrals

FOLLOW UP!!!

YOU MUST VET AND FOLLOW UP!!

**IF YOU DO NOT FOLLOW UP,
DON'T BOTHER HOSTING EVENTS!**

Follow Up

- **Schedule Follow Up Apts at Event**
 - Email everyone within a day
- **Mail packet w/note card & collateral within a week**
- Call within 2 weeks to ask if received packet & get apt
 - **At appointment, offer tours where appropriate, ask for intros to other colleagues, schedule next appointment**

Tips For Cost Effectiveness

- Partner with other programs or facilities to share cost
- **Pick speakers who want to self promote or brand**
 - Use speakers from our facility clinical teams
 - **Charge attendees for CEU events**
 - Look for locations that are free or low cost
- **Coffee w/Colleagues is super cheap & easy to repeat**
- Do not schedule events on dates that compete with other events or conferences nearby.

Summit BHC Talent Pool of Professional Education Presenters:

- **Dr Kitty Harris, LCDC, LMFT** (Ranch at Dovetree) – Topics: Collegiate Recovery, Young Adults
- **Vince Sanchez, LPC** (Ranch at Dovetree) – Topics TBA
- **Mandy Fair, LMFT** (Ranch at Dovetree) – Topics TBA
- **John Williamson, CAC II** (Willingway) – A Practical View of Long Term Effects & Recovery Outcomes of Individuals with Methamphetamine Abuse & Dependence (3 hours); You Want Me To Stay How Long?! (1.5 hours)
- **Janis Ellington, CAC II** (Summit National BD) – One Size Does Not Fit All – Screening, Assessment, & Appropriate Referral for Tx (1.5 hours)
- **Kathleen Parris, MAMFC, MARE, LPC** – (Cottonwood) – Diving Into The Abyss: Clinical Reflections on the Identification & Treatment of Traumatic Grief (1.5 hours)
- **Kerri Cunningham, LCSW, LAC** – (Victory) – Appropriate Practices In Treatment Placement (3 hours)
- **Jonas Coatsworth, MA, LPC, CAC II** – (Waypoint) – Topics TBA
- **Nick Leerhoff, CADC**– (St Gregory) – Treating Addiction from Faith Perspective (1 hour)
- **Monica Lewis, LAPC, NCC** - (Twin Lakes) – Boundaries (1.5 hour)
- **Amanda Kiner, LPC, CPCS, NCC** - (Twin Lakes) – Working with 12 Step Resistive Clients (1-1.5 hour)

****More to be added...Stay tuned!****



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