



POLK COUNTY DENTAL ASSOCIATION

AN AFFILIATE OF THE WEST COAST DISTRICT,
AMERICAN & FLORIDA DENTAL ASSOCIATIONS

Polk County Dental Association

Advertising 2.0: New ways to connect with your
customers!

Pamela Dykes & Theresa MacNeil

Tuesday, April 17, 2018

Advertising 2.0: New ways to connect with your customers!

The right kind of advertising can help dental clinic managers target new clients and stand out from the competition by using just some simple easily to learn techniques that can make a big difference in reaching new clients. In this workshop attendees will learn new advertising techniques that can help you effectively market your services and stand out from the competition.

Meet The Trainers:

Dr. Pamela Dykes is an Assistant Professor of Communication at Florida Southern College who specializes in Advertising and Public Relations. She has worked for companies such as Accenture Consulting, and Allstate Insurance Company. She has also taught at several universities including Denison, Capital, Ohio University and The Ohio State University. As a communication expert it is her goal to ensure that the client has everything required to create, manage, and deliver communication efforts successfully.

Dr. Theresa MacNeil is an Assistant Professor of Communication at Florida Southern College. She has researched many different topics in Interpersonal Communication, including how people manage conflict in specific contexts such as friendships, families, romantic relationships, and in work environments. She loves learning, researching, and teaching others about communication because it is an area that all types of people can learn and apply to their own lives.

This meeting will be held at Grasslands Golf & Country Club, 1600 Grasslands Blvd., Lakeland. Dinner will be served @ 6:30 p.m. and the meeting will start @ 7 p.m. Please RSVP to Tisha Talbot via email pcaemail@gmail.com



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JUNE 21-23, 2018

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FREE PRE-REGISTRATION FOR FDA MEMBERS!
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The graphic features the text 'ELEVATE YOUR GAME' in a large, white, sans-serif font at the top. Below it is a collage of images: a person climbing a rock, a child in a dental chair, binoculars, and a dental mirror. A yellow banner contains the location 'Gaylord Palms Resort & Convention Center | Orlando, Florida'. The dates 'JUNE 21-23, 2018' are in large white font on a dark blue background. The Florida Dental Association logo and 'CONVENTION' are below. At the bottom, it says 'FREE PRE-REGISTRATION FOR FDA MEMBERS!' and the website 'FLORIDADENTALCONVENTION.COM'.

Reminder!

**PCDA DUES ARE NOW DUE,
PLEASE SUBMIT OR BRING A
CHECK WITH YOU TO THE MEETING. IF YOU DIDN'T
RECEIVED AN INVOICE, PLEASE LET ME KNOW!**



**WEST COAST DISTRICT
DENTAL ASSOCIATION**

*Join the WCDDA and friends for an evening of
camaraderie, food and fun at the Patio!*

Patio 850
food, wine & fun

Thursday, March 29th 6pm-8pm
Patio 850
850 S Tennessee Ave, Lakeland

**Dentist only event, food and drink tickets will be provided. Cash bar thereafter.*

RSVP with Kelsey Bulnes at kelsey@wcdental.org or 813-654-2500

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