The 2013 Dr. Donald DeFonce Memorial Lecture
“Web Design, Social Media Marketing & Dental Branding”
With Dr. Edward Zuckerberg, Dr. David Wank & Douglas Sligting

Friday, January 25, 2013
8:30 AM to 4:30 PM
Enterprise Center at Burlington County Community College
3331 Rte. 38, Mt. Laurel, NJ 08054

Social media marketing is all the rage. And Dr. Edward Zuckerberg should know -- he’s Facebook founder Mark Zuckerberg’s dad and an avid techie himself! Spend the morning with Dr. Zuckerberg learning how to market your practice through social media.

Dr. David Wank, author of The Web Design Workbook for Dentists will discuss dental website development and search engine optimization. If you don’t know what that means, no worries! Dr. Wank’s presentation is designed for individuals with no previous technical knowledge. Dr. Wank will review key pearls and pitfalls of dental website development with hands-on examples. He will also explain how to implement certain website features to increase your site’s ranking on search engines such as Google and Bing.

IF POSSIBLE, PLEASE BRING A WI-FI CAPABLE LAPTOP TO PARTICIPATE IN THE HANDS-ON SECTIONS OF THE COURSE. AN IPAD OR TABLET IS NOT OPTIMAL.

Douglas Sligting of Dental Brand, Inc. will round out the day with ideas on how to integrate these tools to establish the brand or image you want to project.

7 CE Credits
AGD Course Code: 561 Information Technology

Register by phone at 866-GO-NJAGD or use the form below and mail or fax to:

New Jersey AGD ~ One Dental Plaza ~ PO Box 6020 ~ North Brunswick, NJ 08902
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- Check payable to NJAGD
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Exp. Date

Social Media Marketing

Friday, January 25, 2013

- Dentist $195.00
- Staff, Guest (non-dentist) $99.00

The New Jersey Constituent of the AGD is an approved PACE provider. The sponsor’s formal CDE programs are accepted by the AGD for Fellowship, Mastership and maintenance credits. Approval does not imply acceptance by the state or provincial board of dentistry. The current term of approval extends from 8/1/09-7/31/13. AGD ID#219316.