

American Med Spa Association (AmSpa) Announces Schedule for Southeastern Medical Spa Program, Networking Reception and Staff Training

The June 9th program has finalized a schedule of in-depth presentations on staff training, revenue generation, marketing and PR in the medical spa industry. There will be a primary focus on the legal and regulatory issues for Georgia, South Carolina, North Carolina, and Florida.

Chicago, IL ([PRWEB](#)) May 30, 2014 -- The American Med Spa Association (AmSpa) has released the schedule for the comprehensive medical spa program in Atlanta, Georgia on June 9, 2014. The first of its kind program will have dual tracks so that physicians, medical spa owners/directors and their staff can all attend. It will combine AmSpa's well-known focus on the regulatory and legal issues surrounding the medical and aesthetic industry in the Southeast, as well as successful business, marketing practices and a parallel staff training program.

[Steve Wilder](#) of Sorenson & Associates will be presenting on OSHA compliance within a medical spa setting. Per Steve, "It only takes one OSHA visit to shut down your medical spa. Most med spas aren't aware of all the things they need, in order to be compliant."

[Rebecca Weston](#) and John Treadwell will conduct hands-on concierge staff training. The staff training is specifically designed to not only instruct staff on how to professionally perform basic administrative tasks like answering the phone, but also to teach med spa staff the basics of upselling to help the med spa generate more revenue.

According to Alex Thiersch, the Director of AmSpa, "The program features exceptional speakers who are enthusiastic to educate guests on legal and regulatory matters, as well as the business of aesthetics." [Dorothy Cornwell](#) and [Barry Herrin](#) of Smith Moore Leatherwood, AmSpa's legal partner with offices throughout the southeast, is co-hosting the program and will provide detailed legal and regulatory information to all attendees including HIPAA compliance and concerns with social media.

[Marla Brown](#), owner of Youthtopia Medspa and CEO of Sage Medical Spa will first examine the anatomy of a successful medical spa. She will then join, owner of Fabulous Face Presents, and Rebecca Weston on a look at their secrets to success in the medical spa industry.

Renee E. Coover, Associate General Counsel for AmSpa will lead a discussion on the etiquette of firing and how to properly use non-competition, non-solicitation agreements. [Adam DeGraide](#), founder of Crystal Clear Digital Marketing, and D'anne Heckert, publisher of The Atlantan, will continue the discussion on the importance of marketing and generating publicity for your company. Each will provide a presentation which provides steps your medical spa can take to effectively increase your patients and per patient revenue.

Gina Meyer-Shaffer, Director of Marketing and Business Development at AmSpa will continue the workshop providing valuable information driving your brand, visibility and bringing in new clientele by utilizing LinkedIn.

"Communicating the importance of the legal components that exist in the med spa industry is our priority," said Thiersch. "AmSpa strives to provide medical spas with all of the information necessary for their spa to operate



smoothly.” The combined voices of these intelligent professionals will generate a one-of-a-kind workshop that any medical spa in the Southeast region will not want to miss.

The program will take place on June 9, 2014 at the JW Marriott Buckhead Atlanta, starting at 8:00 a.m. Continental breakfast and lunch will be provided, and a two hour networking reception follows the program with hors d’oeuvre and beverages where industry professionals can mingle and exchange information about the industry. If you would like to receive the discount rate at the JW Marriott, please book your rooms by May 30, 2014.

For additional information, go to:

<http://events.r20.constantcontact.com/register/event?oeidk=a07e99jeis08d107094&llr=huu4dvnab> or call (312) 981-0993



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