

Continuing Education Event:

Tools for Growth: Business Strategies for Successful Practice

A One Day Workshop, Saturday, November 17, 2007

UAA's Rasmuson Hall, Room 101

*(4 Continuing Education Credits)

Presented by:



David W. Ballard, PsyD, MBA

Assistant Executive Director

Corporate Relations and Business Strategy

American Psychological Association

Sponsored by Alaska Psychological Association and the University of Alaska Anchorage Psychology Department- AK-PA is approved by the American Psychological Association to offer continuing education programs for psychologists. AK-PA maintains responsibility for the program.*four (4) continuing education credits will be available to participants who attend the entire workshop.

Workshop Summary

10:00 – 12:00

Effective and Ethical Marketing Strategies for Psychologists

This program is designed to provide established practitioners, early career psychologists, and practice-oriented graduate students with practical, concrete skills to reach potential clients and connect with referral sources. Participants will learn how to use basic marketing principles and techniques to build relationships, communicate relevant information that can facilitate effective healthcare decision-making, make the best use of resources, and remain viable in the evolving marketplace. Special attention will be given to low-cost marketing techniques, the process of conducting internal and external environmental analyses, and effective yet ethically and professionally appropriate marketing strategies.

Learning Objectives:

Participants will...

- consider the legal and ethical aspects of marketing a psychology practice
- review the process of conducting internal and external environmental analyses
- understand the core components of a marketing plan
- review basic marketing tips and learn low-cost marketing approaches

1:30 – 3:30

Helping Employers Create Healthy, High-Performing Organizations

The interface of psychology and business provides a variety of opportunities for psychologists to serve as change agents in promoting the optimal functioning of individuals, organizations and communities, while at the same time advancing our own profession. This session will provide a basic overview of opportunities for psychologists to work with organizations, the competencies necessary, and strategies for connecting with potential clients. Special attention will be given to creative thinking about practice opportunities and resources available to help participants add organizational work to their menu of services. APA's Psychologically Healthy Workplace Program will serve as a framework for examining the key characteristics of a healthy workplace, reviewing ways that psychologists can use the model in their work with organizations, and discussing how to raise public awareness about the value of psychology through outreach to the employer community.

Learning Objectives:

Participants will...

- discuss ways that psychologists can apply their expertise in human behavior and behavior change to improve the functioning of both employees and organizations
- review the competencies necessary to deliver high-quality psychological services to organizations in an effective and ethical manner
- understand the link between healthy workplace practices, employee health and well-being, and organizational performance

About the Speaker

Dr. Ballard currently serves as Assistant Executive Director for Corporate Relations and Business Strategy for the American Psychological Association (APA). In this capacity, Dr. Ballard designs and directs efforts related to health and well-being in the workplace, educates the business community about the value of psychological services, works to enhance psychology's position in the marketplace, and provides research and development and strategic consultation to help psychologists build, manage, market, and diversify their practices.

Workshop, Annual Meeting and Banquet Schedule

At UAA...

- 9:30** **Registration and coffee**
10:00 **Workshop part I**
12:00 **Alaska Psychological Association, Annual Business Meeting – Lunch will be provided**
1:30 **Workshop part II**

At the Anchorage Museum at Rasmuson Center...

- 7:00** **Awards Banquet**

Awards Banquet:

AK-PA Awards Banquet

The 2007 Psychologically Healthy Workplace Award

Contributions to Professional Psychology in Alaska Awards

Saturday, November 17, 2007

Anchorage Museum at Rasmuson Center

7 – 10 pm

\$30 per guest

Buffet Dinner * No-host Bar * Free Parking

****For catering purposes, please let Katrina (katrina@alaskapacific.edu) know by this Friday (Nov 9th) if you are intending to attend the banquet****



Alaska Psychological Association
Annual Meeting and Awards Banquet
Saturday, November 17, 2007

Fees and Registration

Continuing Education: Tools for Growth: Business Strategies for Successful Practice plus AK-PA Annual Lunch Meeting (10am to 3:30 pm, UAA's Rasmuson Hall, Room 101)

_____ \$100 AK-PA Members

_____ \$125 Non-AKPA Members

_____ \$25 Students

Awards Banquet: Dinner & Awards Saturday evening - Anchorage Museum at Rasmuson Center
Marx Brother's Catering! (7pm to 10pm)
Buffet Dinner * No-host Bar * Free Parking

Number of tickets: _____ at \$30.00 each

Totals:

Workshop: _____

Banquet: _____

Grand Total: _____

Name: _____

Mailing address: _____

Contact phone and Email address: _____

Payment:

_____ Check (Made out to **AK-PA**)

_____ Credit Card (Visa or Mastercard only)

Card Number and Expiration Date: _____

Signature: _____

Please mail this form and payment to:

AK-PA

P.O. Box 241292

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