

Day 1: Strategic objectives & KPI's		Day 2: Profitability		Day 3: Strategic marketing		Day 4: HR issues	
Weds 22nd March		Thurs 23rd March		Weds 10th May		Thurs 11th May	

9.30	Registration		R & R time	9.00	Round the table catch up since the last meeting	9.00	Recruitment & Attraction Where are all the candidates?
10.00	Welcome, introductions and aspirations for course Brian Faulkner	10.00	Maximising turnover in the consultation room; 3 P's Brian Faulkner	10.00	Marketing objectives, strategic and tactical options Brian Faulkner	10.00	On-boarding and staff Inductions
11.00	Coffee	11.00	Coffee	11.00	Coffee	11.00	Coffee
11.30	The proactive pursuit of 4 outcomes: Leadership, culture and motivation Brian Faulkner	11.30	SPVS Profitability survey Nick Stuart	11.30	Online tracking and mentoring systems Mark Johnston	11.30	People Management Part 1
1.00	Lunch	1.00	Lunch	1.00	Lunch	1.00	Lunch
1.45	Vet Viewer then discussion about what do you measure and why. Peter Brown and Alex Arpino	1.45	Maximising profit Nick Stuart	1.45	Analysing your online presence Andrew Rastall	1.45	People Management Part 2
3.00	Coffee	3.00	Coffee	3.00	Coffee	3.00	Coffee
3.30	Dashboard systems Discussion	3.30	Discussion	3.30	Discussion	3.30	The 3 year wobble and other confidence issues and discussion about mentoring
5.00	Finish	5.00	Finish	5.00	Finish	5.00	Finish