

# AGENDA


OCTOBER 25-27

VITICUS CENTER  
EASTERN CAMPUS  
LAS VEGAS | NV

# Veterinary **2021** Practice Manager SYMPOSIUM

## DAY 1 | MONDAY, OCTOBER 25 | OPERATIONS



- 7:30 a Transportation to Eastern Campus
- 7:45a Registration
- 8:00a Kick-Off Breakfast with Welcome - **Viticus Group CEO Andrea Davis & Kimberly Keating**
- 9:00a Breakout Session - **Dr. Peter Weinstein & Heather Prendergast**  
• Leadership • Marshmallow Challenge
- 10:00a Diversity, Equality & Inclusion - **Dr. Christina Tran** Sponsored by 
- 10:45a Breakout Session - **Dr. Peter Weinstein & Heather Prendergast**  
• Vision, Mission, Values, and Standard of Care
- 12:30p Working Lunch - **Dr. Peter Weinstein & Heather Prendergast**
- 1:15p Breakout Session - **Dr. Peter Weinstein & Heather Prendergast**  
• Creating Your Recipe for Success: Systems, Processes, Checklists • How Do You Peel a Banana?  
• How do you ... • Measuring Your Success • The REAL Entrepreneurial System  
• Mapping the Client Experience
- 6:15p Cocktail Mixer
- 6:45p Transportation to Hotel

## DAY 2 | TUESDAY, OCTOBER 26 | HUMAN RESOURCES

- 7:30a Transportation to Eastern Campus
- 7:45a Breakfast
- 8:00a Breakout Session - **Heather Prendergast & Michelle Winter**  
• Leadership: Its Impact on Culture • Practice Goals  
• Performance Expectations: Job Descriptions and Employee Manuals • Employee Engagement
- 12:30p Lunch & Group Photo
- Breakout Session - **Heather Prendergast & Michelle Winter**  
• Screening / Interviewing • Successful Onboarding of Team Members • Performance Evaluations  
• Human Resource Challenges • Q&A
- 5:15p Daily Wrap-up - **Kimberly Keating**
- 5:35p Transportation to Hotel | Dinner To Go

## DAY 3 | WEDNESDAY, OCTOBER 27 | MARKETING

- 7:30a Transportation to Eastern Campus
- 7:45a Breakfast
- 8:15a Breakout Session - **Eric Garcia & Louise Dunn**  
• Developing & Enhancing Your Brand • Internal Marketing Strategies
- 11:30a Working Lunch with Panel Discussion - **Eric Garcia, Louise Dunn, Dr. Peter Weinstein & Heather Prendergast**  
• Ask the Experts
- 12:30p Breakout Session - **Eric Garcia & Louise Dunn**  
• Attracting Clients in the Digital Space • Driving Client Engagement and Loyalty with Digital Media  
• Key Metrics: Measuring the Performance of Digital Marketing Campaigns • Q&A
- 5:30p Final Wrap-up. Speaker, sponsor, attendee thank you - **Kimberly Keating**
- 5:35p Transportation to Airport & Hotel | Dinner To Go

Schedule subject to change

5810 S EASTERN AVENUE | LAS VEGAS, NV 89120 | 866.800.7326 | VITICUSGROUP.ORG



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