

Lectures

Friday, May 19th

Lectures 10:00 – 10:45

CONVERT THE CALL **A. Wood**

Hypnotists spend too much time on the phone. It's wasted energy. This talk is designed to stop that.

Why waste time and money on advertising only to lose the call? Converting the call can take only minutes when you have a powerful process to follow. This experiential talk is designed to train your brain and build confidence on converting calls. We will also handle related "first contact" issues.

Participants will leave knowing how to answer the phone themselves in a professional and confident manner (or how to train staff to do so for them) in such a way that brings the client into the office in order to make the sale.

GETTING HYPNOSIS INTO YOUR LOCAL SCHOOLS **S. Granger**

In this presentation you will learn:

- How you can help students with exam stress this academic year with your hypnosis skill set.
- The 3 most effective ways to get your foot in the door with the right school contracts to secure your own school contracts.
- Why schools represent a huge opportunity for hypnotists.
- How to become the hypnotist of choice and be an integral part of the school support team.
- The 5 key guidelines to my proven exam stress programme.
- How to approach and market to your local schools with your own 'exam performance' offer.

MINDFULNESS MEDITATION: DISCOVERING YOUR STILL POINT **K. Ring**

This work is ancient, yet science led by one of my teachers Dr. Richard David-

son at the University of Wisconsin collaborating with the Dalai Lama sheds new light on the topic.

In this talk you will learn to still the mind using the power of special breath and sensation techniques. Anyone can learn to control the mind. Key simple techniques of watching the breath in a unique manner can change your attitude and empower your focus. This technique can be a powerful tool to helping your clients to calm themselves at will and get them into deep receptivity for hypnosis session. The breath is your ally, the near-est energy bridging body and spirit.

Attendees will not only experience deepening techniques of relaxation and mindfulness, they will rediscover a deeper connection to their inner dynamic power.

Lectures 11:00 – 11:45

HYPNOTIC DREAM DIALOGUE **L. Bennett**

Clients often present with dream challenges in sessions. They may have troubling dreams, reoccurring dreams or dreams they just want you to interpret. Using Dream Dialogue we can help the client find their own answers and assist in creating more powerful dreams.

This talk will include ways to explore healing through dreams and facilitate more powerful dreams with your clients!

TAMING CHRONIC PAIN **B. Eimer**

Trying to kill chronic pain can make it more persistent and vicious. An alternative is to make friends with persistent pain and tame it, as you would tame a wild animal to make it your friend. As Antoine de Saint-Exupery said in "The Little Prince", when you tame something you are responsible for it. And the first step in gaining better control over persistent pain, is to accept responsibility for what you do about it. This presentation will present the rationale and five steps of the AWARE Hypnotherapy Program for taming and managing Chronic Pain: Accept, Watch, Adjust, Review, and Empower. Each step in the process will be explained with case examples. The AWARE formula is the backbone of the "Taming Your Pain" self-help program that the presenter developed to help chronic pain patients effectively manage their pain without drugs.

Most therapists and physicians do not adequately understand chronic pain or their patients who suffer from it. As a result, persistent pain is vastly under treated and patients who suffer from it are often led to believe that their viable options are limited to narcotic analgesics or surgery. Hypnosis is a mind-body therapy that is considered by the American Psychological Association to be an empirically validated evidence based treatment for chronic pain. Therefore, it is imperative that professional hypnotherapists develop a better understanding of what it is like to live with persistent pain, and acquire an effective framework for planning how to employ hypnosis to help their clients achieve realistic pain relief.

As a result of attending this talk, attendees will learn the reasons why what you do about your chronic pain is more important than what health care professionals do to you, or for you.

HIDDEN SUBCONSCIOUS SECRETS REVEALED **K. Hand-Harper**

They say a picture is worth a thousand words. Discover a fun and experiential way to reveal true wants, needs and desires hidden in the subconscious mind. Get to know yourself better while discovering a quick and easy way to introduce the magic of the mind to clients, groups or friends. Walk away with everything you'll need to present this experiential talk immediately for schools, clubs, chambers or any group interested in connecting with the subconscious mind.

The exercise also allows for a peek into the use of metaphor to help a client discover their strengths for lasting change.

Attendees will have fun AND go home with all the tools needed to conduct this introduction to the subconscious mind for business-building purposes or for friends, family or self improvement.

Lecture 2:00 – 2:45

CAN WE TALK? **C. Allyson**

As Therapists we help our clients navigate life's difficult transitions. Caring for our elderly parents, and also how to help our children help us in the same ways when it's our turn to receive care are two of the most important transitions we may ever experience. Record numbers of people are in the midst of struggling

with these life and death issues and don't know how to communicate about it with their families. Families need to communicate well and understand each other in such stressful times. To be unable to do so is often the reason family relationships are destroyed.

The ability to communicate what we know, to carry out our loved one's choices, about life and death matters, is crucial to the family being able to function successfully (otherwise the relationships may be destroyed), in times of crisis.

Learn some of the key elements necessary for successful family communication about these matters. Attendees will leave with information about: How to have these conversations; The kinds of questions to ask and answer; Suggested support resources; Lessons learned from my own journey caring for my mother before her death.

RAPID AND INSTANT INDUCTIONS

S. Stockwell-Nicholas

This highly experiential play-talk assures you that **YOU CAN DO IT FAST!** Includes as many rapid inductions as time and practice will allow. Learn by doing and you will make time to do the "work" that trance empowers. Shelley is the author of 17 books including "Stockwell's Hypnosis Dictionary Script Book" and "Hypnosis Smile on Your Face and Money In Your Pocket."

HOW TO MAKE STAGE FRIGHT YOUR FRIEND

N. Pallesen

Potential clients call hypnotists every day to overcome performance anxiety in public speaking, sports, and musical performance. And believe it or not, even some hypnotists deal with a little stage fright when they give a presentation or do a stage show. Hear perspectives on performance anxiety learned 'in the trenches' by an internationally performing, award-winning opera singer who regularly sings for crowds of thousands and who works primarily with performers in his hypnosis practice. You'll learn how the latest research in neuroscience and emotion can help you and your clients shift perspectives on stage fright, as well as practical techniques that you and your clients can use to have **FUN** and nail that next presentation or performance!

Attendees will learn to help both

themselves and their clients overcome stage fright /performance anxiety, whether it be for performers, athletes or public speaking and presenting.

Lecture 3:00 – 3:45

TAME YOUR TIME TRAVELING CONSCIOUS MIND

A. Emrich

While the unconscious mind is always in the precious present moment (it has lots of jobs to do running our body), our conscious mind is an accomplished time traveler. It can zip from past to future and back again in the blink of an eye. But often it picks up negative emotions that want to hitch a ride back to the precious present moment (and really mess it up!). Here is a chance to understand the processes being used by the conscious mind and discover a way to bring it back under our Executive control.

Many people are traumatized by emotions from the past or the future that belong right there where they were found - rather than being allowed to contaminate our precious present moment, and here are some ways to prevent that from happening.

The information in this presentation takes advantage of many things that we have learned from the practice of hypnosis about how our Conscious Mind and our Unconscious Mind seem to work - differently - and possibly productively - together.

AGE REGRESSION: FIND THE ROOT CAUSE OF ANY COMPLEX ISSUE

D. Papadakis

We live in a fast-paced world. Once, bulky computers took hours to process information and produce results. Today, computers and other electronic devices are compact and deliver results in seconds. Like technology, therapy has also evolved to resolve issues (emotional, psychological, and behavioural) and produce results in a much shorter time frame. Regression Therapy is the process of guiding clients to the source of their issues or unwanted feelings and behaviors. By removing the emotional charges and impressions of the original events, participants will be able to clear their life issues and stop the unwanted behavior all at once. Learning this effective, ground-breaking

process will give you greater confidence in your work and give you everything you need in order to safely and effectively use regression therapy with their clients.

Participants will learn the significance of deep-rooted emotional problems and will become competent in a clear, effective technique for clearing them permanently.

Participants will observe Demonstrations and Engage in Powerful Class Presentations to:

- Learn to trace the root cause of ANY complex issue within a matter of minutes.
- Apply this knowledge of root causes to effective and targeted therapy.
- Become proficient at resolving client issues easily and quickly.
- Understand how to work with resistant clients.
- Become proficient in a variety of key modalities for regression therapy.
- Learn which appropriate techniques to use in order to transform past negative impressions to positively change the future.

THREE BASIC SELF HYPNOSIS EXERCISES

D. Pelles

I will introduce **THE ZONE**, **POWER SELF**, and **BEING**, short self-hypnosis/meditation exercises inspired by the Three Basic Exercises of **QUANTUM FOCUSING**. (**QUANTUM FOCUSING**, now known as **HOPE COACHING**, is a highly effective blending of hypnotic healing, meditation, spiritual practice, and creative stress management, developed over more than 30 years from the experiences and practices of Michael Ellner, Richard Jamison, and Alan Barsky, as a powerful way to help people feel better, get more out of life, resolve their problems, and achieve their goals.)

I will guide participants through each of these exercises and we will discuss them in the context of hypnotherapy and self-cultivation.

Attendees will be able to teach these exercises to their clients and utilize those exercises themselves to become calmer, more focused, and to sleep better.



Lecture 4:00 – 4:45

REWIRE YOUR BRAIN WITH MINDFUL EFT B. Zottmann

Mindful Focused Transformations Therapy changes at a deep, unconscious, cellular level.

Modern science shows us that tapping has some pretty spectacular effects. We now have proof that tapping

- Destroys the neurological connections in the mind and body.
- Restructures the brain.
- Rewires neural pathways.
- Causes the brain to recode itself.
- Changes the emotional attachments we have within us.

I will demonstrate "Mindful EFT" (Emotionally Focused Transformations) a form of psychological acupressure combined with Mindful techniques. EFT is based on the same energy meridians used in traditional acupuncture to treat physical and emotional ailments for over five thousand years, but without the invasiveness of needles. Instead, simple tapping with the fingertips is used to input kinetic energy onto specific meridians. Mindful EFT works and in combination with Mindfulness interventions most powerful.

CHAINING ANCHORS C. Locher

Learn a technique that helps clients move more quickly and completely through the stages of change to reach their desired goal.

What keeps many people stuck, repeatedly getting just so far down the path toward their desired change? Most people think of change as an either/or dichotomy, but the reality is change is a process, not an event. This chaining anchors process is quick, fun, and easy to do and very powerfully creates a subconscious understanding, expectation and pathway to complete the stages of change required to take a client all the way through to their desired state. In this class you will receive a hand-out, instruction and everything you need to successfully take your clients through this experience. This is a great NLP technique for first sessions, to prepare the mind for the rest of the work. Demonstrations will be done in the talk.

ADVENTURES IN A PRACTICE – MANY AGES, IN-PERSON & BY PHONE M. Vallei

One really can develop a thriving, sustainable practice that covers many locations and works with many different types of clients while still being able to travel or fulfill additional interests, or even just be at home instead of in an office, or do both. Build a client base in many places with the aid of current client referrals and with the phone or Skype. Become value-added to your clients. Build trust and loyalty among your clients in a special way. Through this lecture you will learn both the practical information and the artful nuances needed to make this work. Whether you want a multi-state practice or a single location practice you can learn how to expand your practice and how to make the phone and Skype work for you.

This lecture provides a look at a unique way to practice---in multi-states, with multi-ages, in multi-ways including: in person, by phone or by Skype. Attendees will gain practical information about how to make this type of practice work; how to expand knowledge about how to work with many different ages; what consideration are needed to examine and complete in order to work in different states; how to grow the nuanced skills needed to work by phone and Skype; how to make your practice fit your lifestyle; and how doing so builds trust and loyalty which are cornerstones of a sustainable practice and a practice that truly best serves the clients.

Attendees will gain new approaches and creative ways to build or expand their practice and learn how to broaden the range and depth of knowledge needed to work with a wide variety of client ages and issues.

Lecture 5:00 – 5:45

HEALING EMOTIONS WITH ESSENTIAL OILS S. Lutzke

Essential oils have been around for thousands of years. Millions of people have used essential oils and have experienced their healing properties while using them every day.

Dr. Hill has researched essential oils and their healing effects on emotion as well as body.

Learn how essential oils assist in healing the physical body, healing the heart,

releasing limited beliefs, increase spiritual awareness/connection and inspire the fulfillment of our life's purpose.

CLINICAL PSYCHOPHARMACOLOGY FOR HYPNOTHERAPISTS E. Rosen

Neuroscience and medication management play a seminal role in people's lives today: In particular for those with mental health concerns. So much so that many people may be prescribed medications by their family doctors, psychiatrists, PA's and ARNPs, let alone medical specialists for such concerns as anxiety, depression, trauma, sleep disturbance, pain, and thought disorders. Let's not forget over the counter supplements and herbal homeopathics let alone illicit drugs. It is imperative to have a working knowledge of these various agents as they can affect our clinical hypnotherapy work with clients and patients, some for the betterment and at times undermining to trance work. This talk provides a crash course in understanding how these medications, supplements, and illicit drugs affect hypnosis.

Participants will gain a working knowledge of the myths associated with some medications, science and value of medications for mental health purposes, and impact on clinical hypnotherapy. Case examples will be discussed to illustrate key points.

This talk does not assign any prescription privileges and is meant for informative value.

INSTANT MOTIVATION FOR GOALS P. Singleton

How often have you had clients come to you with a goal they've had no success with achieving? It's often one of the more common reasons people come to see hypnotherapists.

In this talk you will learn a very effective means of getting anyone congruent and then highly motivated to achieve any worthwhile goal they may have. This is something that is fun for you and the client, and it has a very high rate of success with all kinds of goals.

It's based on some of what you already know as a hypnotherapist, but adds new information and methodology that you can easily incorporate into your hypnotherapy practice for optimum results.

Saturday, May 20th

Lecture 10:00 – 10:45

UNDERSTANDING ADDICTION S. Sandland

Have you considered helping people dealing with chemical dependency? Have you heard that the 12 step program makes people feel powerless? Would you like to know the down to earth perspective of a hypnotist who's been working in both in-patient and out-patient addiction programs for almost a decade? Come find out what you can do to help while still staying within our scope of practice.

PRIMING THE UNCONSCIOUS MIND M. Tiers

In this lecture you will learn how to use the research from embodied cognition to influence unconscious processing. You will learn strategic ways to prime your environment as well as set up conscious/unconscious dissociation for multi-level communication. Participants will learn how to work within the unconscious biases and filters as well as build on embodied cognition for a more congruent change.

THE INFINITY PATTERN: THE SECRET TO MAKING CHANGE THAT LASTS M. Watson

The challenge for hypnotists is producing change that STICKS. This program will show you the key to making your work last. No need to re-invent the wheel. This pattern is the perfect complement to any approach you've been using all along. We'll show you how to use it at the end of your session to round out the work and make the change last. Live discussion and demonstration plus the helpful handouts will give you everything you need to put this pattern to work right away. Don't waste your work - these results are lasting.

"Every year you are doing better and better in every way possible."

Ana Arjona, MEXICO

Lecture 11:00 – 11:45

KILLER INDUCTIONS IN A CLINICAL PRACTICE S. Michael Andrews

Do you want to wow the crowd and attract LOTS of clients? Maybe you just want to show off at a family gathering or high school reunion. Learn the building blocks for performing amazing demonstrational inductions and suggestibility tests. Sean also shares all his secrets for how he ALWAYS chooses the best hypnotic subjects so that success is virtually assured! You will learn:

- The magic 58-second pre-brief that prepares your subject for trance
- How to induce instant hypnosis
- The cool induction that even works with poor subjects
- How to identify someone who will go into trance easily

Now you will be prepared for when they say, "You're a hypnotist? Show me something!"

HYPNOSIS AND HOSPICE R. Hunter

Roy spent seven years working part time for the Franciscan Hospice, using hypnotherapy and meditation with terminal patients. He will share techniques that helped many hospice patients enhance their quality of life during their final weeks of life. Each patient rated his or her physical and emotional pain on the One to Ten pain scale both before and after each session. Although results varied with different patients, most enjoyed some results while some patients enjoyed significant results. Roy will share several case summaries.

Working with Hospice patients helps to build bridges of credibility between the hypnotherapy profession and mainstream healthcare. Learn how to use hypnosis to enhance the quality of life for terminal patients.

I AM A HYPNOTIST – NOW WHAT? C. Blacconiere

Most of you have taken training and are practicing some hypnosis. A lot of new hypnotists don't know where to really start to build a business or what area they would like to work. The field of hyp-

nosis is quite unique. Once you learn how the mind works and how to influence it, you can work in almost any field.

Lecture 2:00 – 2:45

THE MYTHS OF INDUCTION – BEYOND THE ORDINARY D. Cleary

When does the induction begin and/or, end? How can an issue be recognized and resolved and most important: what is the role of the practitioner? Dan explores these and other topics while drawing upon your experiences, just as with clients, to make this program unique. The class is an hour of learning the... unlimited.

- Recognize Trance States
- Utilize Natural Trance.
- Connect More Effectively.

When you UN-LEARN induction, you step beyond the ordinary.

CREATING AN EMOTIONAL DIVORCE S. Gilbert

This technique combines hypnotherapy and the Gestalt Empty Chair technique. The relationship may be over, but if your client's subconscious hasn't let it go, they cannot move forward. This technique creates the emotional separation and healing needed for your client to take their power back and create a new life for themselves. This technique can also be used to help a client release the hold any old circumstances or even substances may have over their lives.

This technique helps clients to create immediate change in their lives. Attendees will be able to better support their clients who need to change the control and power that an old relationship (or substance) has over their life.

LIGHTEN UP AND LAUGH IT OFF D. Lane

This talk is a brief introduction to a group program I offer. It is a 6 week program to assist groups in shedding excess weight and regain a healthy attitude towards food, utilizing laughter, hypnosis and journaling. Participants are encouraged to begin a love affair with food, rather than battling it. There is the opportunity to laugh and to participate in trance writing as well.

Group sessions are a great way to get new individual clients; this program naturally allows that to occur. There will be activities (hypnosis followed by writing and laughter exercises) to experience together as opposed to just a lecture.

Lecture 3:00 – 3:45

ETHICS AND PROFESSIONALISM M. Babineaux

This talk is an overview of business structure, Codes of Professional Conduct, Codes of Ethics and a discussion of behavior expected of the hypnosis practitioner in regard to the public and colleagues. Sample forms in regard disclosure and release will be provided as well as a Council of Professional Hypnosis Organizations update as to legislation and cases of interest to the hypnosis community.

Learn the importance of knowing and respecting your scope of practice. This presentation is general in nature and not intended to be legal advice. Any question as to the legality and licensing of your practice should be directed to licensed legal and accounting professionals in your particular province or state.

CRITICAL PRE-TALK K. Neill

You have 30 seconds to make a first impression. How do you make the crucial conversation that follows that impression a success? How do you evoke trust in a short conversation, to convince someone to choose YOU as their hypnotherapist? Instead of selling, create an opportunity for each person you meet to engage your services.

Participants will learn a few tips to market their hypnotherapy practice; including how to immediately present themselves with credibility and competence. A crucial conversation refers to talking when the stakes are high. Effective communication serves well in hypnotherapy, but the real high stakes are converting interested persons into clients.

PTSD IS NOT WHAT MOST PEOPLE THINK W. Horton

Why every hypnotist and NLP'er needs to know how to handle PTSD

- Signs and symptoms of PTSD

- How to Help
- What to avoid
- WHY PTSD info is needed to do Weight loss
- Techniques that work
- The VA protocol
- Why Hypnosis and NLP should be the #1 choice for help

PTSD is much more prevalent than the public realizes. One only thinks of Combat Veterans when in fact PTSD can be caused by:

- Car Wrecks
- Divorce
- Accidents
- Death of a loved one
- Job Loss
- Financial Loss
- Crime
- WITNESSING ANY OF THE ABOVE

Lecture 4:00 – 4:45

WHEN YOU GET TO THE BRIDGE, CROSS IT S. Stork

Have you ever guided a client to a highly emotional abreaction and are stumped at what to do next? Many hypnotherapists arrive at this emotional bridge, but are scared to cross it. Here is how you cross and what to do on the other side. Recognize the emotional bridge within a session, and allow the client's subconscious to take the session where it needs to go.

HYPNOSIS FOR HOT FLASHES AND MENOPAUSE F. Souza Campos

This talk will address the alleviation of menopause symptoms and discomfort through hypnotherapy. It has been our experience that understanding a problem both from an organic and from a spiritual perspective enables hypnotherapists to craft more specific, thus more effective, hypnotic suggestions, ultimately benefiting their clients. Accordingly, in this talk we will cover the basic physiology of hot flashes and menopause as well as the complex spiritual implications of the process for the client. We believe this talk will help experienced hypnotherapists provide more effective services to their clients who may be experiencing discomfort associated with menopause.

This talk is a brief review of the

physiology of hot flashes and menopause explained in hypnotherapeutic terms. No prior knowledge of physiology needed. We will, however, assume that attendees understand the basics of hypnotism and hypnotic suggestions.

WHAT DO YOU MEAN 'LIFE BETWEEN LIVES'? M. Johnson

Life Between Lives Spiritual Regression is new to many people, though it offers profound healing for those who experience these sessions. Dr. Michael Newton spent over 30 years researching this fascinating area by facilitating over 7000 LBL sessions. Discover more about this process and the benefits to those who decide to schedule one of these amazing sessions with a qualified hypnotherapist.

Lecture 5:00 – 5:45

THE CONCEPT OF MINDFULNESS IN A HYPNOSIS PRACTICE B. Zottmann

You can improve your life with mindfulness. Mindfulness means paying attention in a particular way; on purpose, in the present moment, and non-judgmentally.

Studies have shown that practicing mindfulness, even for just a few weeks, can bring a variety of physical, psychological, and social benefits. This talk covers the concept of mindfulness and how you can implement it in your practice. Not only will your weight loss clients have benefits with the practice of "mindful eating", it will be demonstrated.

FUSIFORM SWISH S. Carson

In this 45 minute workshop Shawn Carson will introduce an innovative change pattern that automatically triggers the client's inner resourcefulness by activating the Fusiform Gyrus, the part of the brain pivotal in recognition and synesthesia as well as being linked to dopamine release. This version of the Swish creates powerful positive shifts in clients that can last a lifetime.

In this training you will learn:

- How to build up a resource image so compelling the client cannot help be drawn into it.
- How to utilize your client's physiology to help create change.

- The neuroscientific basis for the pattern so that you can feel confident as you help your client rewire their brain.
- How to install the states and identity that is most useful for the client in their specific context. This installation is as easy as swiping images on your smart phone.
- And much more.

Shawn uses this pattern frequently to help clients step into their own inner greatness. This the first time he will be presenting it in a conference setting.

Along with having an experience of this life changing pattern, attendees will be able to begin using it with their clients immediately. This adaptation of the NLP Swish pattern combines neurology, psychology, and technology to create instant state shifts and change. Please bring your smart phone or tablet to class.

ELIMINATE SUBCONSCIOUS PROGRAMMING WITH THE HEART WISDOM PROCESS

P. Wong

Learn a powerful ancient Eastern process to eradicate deep subconscious programming, responsible for suffering and sabotage in health, relationships, finances, careers, and personal growth. This eternal healing process teaches us how to use the heart to transform unconscious conditioning into wisdom to learn key life lessons. When we process through the heart, we naturally heal and also gain deep insights and intuition for solving complex life problems.

Sunday, May 21st

Lecture 9:00 – 9:45

MORNING SERVICE

Lecture 10:00 – 10:45

THE CIA PATTERN

S. Carson

Have you ever wished you could create like Thomas Edison, have the business acumen of Steve Jobs, the compassion of Mother Teresa or the insight of Milton Erickson? Or maybe the determination of an Olympic athlete, the flair of a renowned designer, or the strategic ability

of a chess Grand Master. Have you ever wondered what it might be like to sit down and chat with Elizabeth I, seek advice from Abraham Lincoln or ask for guidance from Nelson Mandela?

Within this experiential workshop you will learn the hypnotic pattern used by many of the world most successful people. Based on Napoleon Hill's Invisible Counselor Visualization exercise, the CIA pattern will show you how to tap into the power of your unconscious mind and draw from it infinite amounts of wisdom, inspiration and success.

Within this workshop you will:

- Learn how to create your own 'Dream Team' of advisers.
- Establish an inner meeting space or aleph point.
- Understand the neuro-scientific principles which drive this change.
- Apply this pattern to your personalized goals.

The CIA pattern will show you how to tap into the power of your unconscious mind and draw from it infinite amounts of wisdom, inspiration and success. This will be a fun-filled, experiential workshop.

MEDICAL HYPNOTHERAPY FOR PREVENTION, TREATMENT & RECOVERY

R. Nongard

The best way to create a thriving practice with referrals from physicians is to offer very specific services for prevention, treatment and recovery that actually work. And of course, hypnosis in each of these three areas have different techniques that should be used.

In this class Richard will both describe and demonstrate these techniques; and share scripts so that participants can replicate these strategies.

PLAYING FOR CHANGE: WORKING WITH KIDS AND TEENS

M. Tiers

In this hour you will learn a bunch of fun kid friendly techniques and hypnotic conviners designed to bring even the most resistant teens on board. You will learn hypnotic phenomenon that can even bring out the kid in your adult clients. Learn how easy it can be to serve the most underrepresented group out there.

Lectures 11:00 – 11:45

...JUST GIVE ME A MOMENT

M. Babineaux

Tips and strategies to be present in and pleasant with the present moment in life. Explore the use of mind games, somatic response, humor, mantra, sensual triggers and anchors and other methods to help you and your clients gain and maintain control of life one moment at a time. Learn to transform a reaction into a calm and confident response.

Develop the awareness that the most powerful and productive mindset for success in any area of life is control of the present moment. The most important moment in life is the moment you are living now because it is the only moment in your entire life that you can control. Although you may not control what happens, you have control of your response to it. That is what makes life graceful. That is what makes hypnosis useful.

CONDUCTING GROUP SESSIONS

A. King

If you're not conducting Group Sessions, you are limiting your income and missing a wonderful opportunity for more clients and product sales. This talk provides a wealth of information about arranging and working with all types of groups including: private in-office groups, open-to-the-public groups, and client-arranged groups. Anne will give you tips on out-of-town groups, ways to target small businesses and large corporations, and reasons to offer group sessions as a public service. Pointers are included for advertising, retail sales, and referrals.

Participants will learn:

- Three reasons to conduct group sessions.
- Five things to consider about your "space".
- Two ways to bring in additional income from groups.
- Important pointers on registration and payment.
- How to structure time.
- Advice on interacting with participants.
- Tips regarding the hypnosis session.

"What a great Conference! - I had a wonderful time, both teaching and learning."
Donald Pelles, MD

THE ULTIMATE HYPNOTIC SALES FUNNEL

J. Linett

Hypnosis is perhaps the most empowering form of personal change, and we as hypnotists need a mind-shift on how to grow and improve our businesses.

Don't sell hypnosis, don't even sell the results, instead, sell the next step.

Join Jason for this brief, inspirational presentation which will introduce a mind-set-adjustment that is guaranteed to make you think bigger about hypnosis and discover more profitable no-cost to low-cost strategies to make your phone ring and your bank account grow.

These methods are designed to provide even more value to your hypnosis clients, so the success is shared with your clients as they receive an even more valuable experience!

Participants of this lecture will receive access to a private digital library of videos and PDF resources for use in their own businesses.

The most important benefit of this program is inspiring the modern-day hypnotist to think bigger about their hypnosis business and provide more value to their clients.

Lecture 2:00 – 2:45

THE BIGGEST MISTAKES MADE IN MARKETING YOUR PRACTICE

P. Holder

I promise to provide you with more knowledge and power, on the topics below, than you've ever experienced in less than an hour before, or that you'll ever experience in the future, in less than an hour! This lecture is packed solid with valuable sales and marketing knowledge and as we know... Knowledge is power! Follow the simple guidelines taught at this event and you'll find it easy to create a successful practice and generate a great income! These are the simple yet essential elements of practical, effective sales and marketing.

Here's What You'll Benefit From!!

- Learn How To Establish Value: How great you are - is nowhere near as powerful to the purchaser as, What's In It For Them!
- Keep it simple: TMI can backfire!
- Your Sales Mindset: Learn how to help them acquire something of value that they now need, instead of selling them something.
- Learn How To Let Go Of Guilt About Making Money And The Fear Of Asking For It: Money IS NOT the root of all evil. Money provides FREEDOM.

- Learn How To Get More Out Of Your Advertising And Marketing: Know What your advertising should really inspire. I'll Show You!

- Benefits Of The Assumptive Sale: Roadmap To Closing The Deal

- How To Effectively and Preemptively address possible objections: The more questions asked, the more chance of creating an objection... How to keep the purchaser marching toward the closing.

- Get Them To Say It: If they say it, it must be true, so learn how to get them to say affirmative things about their goals, how you will help them.

- Ask for the sale: The most important element of all is knowing when and how to ask.

NLP AND CBT A PERFECT MATCH

S. Drenner

Participants will be educated on how to integrate CBT techniques with NLP modalities to enhance client change.

This will provide another skill set to enforce client outcome.

MEMORY MATTERS

J. Marion

Uncover the principles that make working with memories highly effective and safe. Discover something new about your own brain while letting go of any uncertainty around working with clients' memories.

In this talk you and Jess (author of "Conversational Regression") will explore the role of memory in hypnotherapy. Some hypnotists swear by the use of regression with clients while others do not. Regardless of what position you take, this class will open up new possibilities when hypnotically working with memory. Not only will you gain a theoretical understanding of how memory impacts hypnosis sessions but you will also discover easy techniques that utilize memory as a tool for transformation whether you use hypnotic regression or not.

In this course you will:

- Discover how memories are formed and consolidated.
- Learn how you can trigger reconsolidation so that your clients can change their own memories.
- Let go of the myths surrounding memory such as the need for an initial sensitizing experience.
- Break free of the fear of implanting false memories.
- Discover the 3Xs when formal regression work is indicated.
- Build your skills and confidence by learning techniques to help clients let go of the past and move into a better future.

Attendees will gain a deeper insight into how memory functions to effectively and ethically work with memory that helps their clients evolve.

Lectures 3:00 – 3:45

CLOSING MORE SALES: GET CLIENTS TO SAY 'YES'

S. Valentine

Every hypnotist is a salesperson. If we can't 'close the sale', we will starve! For many of us, selling or closing the sale is a difficult task. This talk will show you simple closes that you can use to make more money, you'll practice these closes, and you'll get answers to the most frequent objections you receive. Everyone must sell in order to be successful; learn to do it well and easily.

Attendees will be shown how to close sales. We will discuss fear of 'selling' and overcoming it, and practice closing the sale on fellow attendees.

WHO IS RUNNING YOUR MIND/BODY SYSTEM?

A. Emrich

A number of researchers have discovered powerful processes that enable a person to be much more in charge of their mental and emotional states than we ever thought possible. This talk provides information from the fields of hypnosis, NLP, and behavioral psychology that gives participants a chance to gain insight practice their new awareness.

Participants will leave this presentation empowered to take more control of how they look, feel, and think as a result of experience with the three control knobs that our Mind/Body systems respond to most readily.

This talk will include exploration of how our physiology and our emotional states determine much of the selection process we engage in every second that loads our internal map of external reality into working storage.

A KEY IN HYPNOTHERAPY

N. Wackernagel

Let the wisdom of the tree help you form impactful suggestions.

Sometimes a hypnotherapist has clients which are a challenge. Sometimes it seems there is no way for you to help them. Somehow the client (kid or adult) is blocked and you are having a hard time to get to the point. What is important to consider with this client? What can you do that this person will open up? What is important in the pre-talk and finally in the hypnosis session?