



# Lectures

**Friday, May 17th**

**Lectures 10:00 – 10:45**



## **IF YOU'RE NOT DENTAL YOU'RE MENTAL! – J. Acosta**

In this entertaining talk, hypnodontist Juan Acosta shares stories and the inside secrets he learned from working with dentists and their patients as a hypnotherapist, and the reasons why dental hypnosis is an awesome niche.

Attendees will receive tools and motivation to work with dental professionals and their patients.

## **ESSENTIAL INGREDIENTS OF A LUCRATIVE STOP SMOKING HYPNOSIS PRACTICE – B. Eimer**

This class will provide the knowledge that a practicing hypnotherapist needs to understand how the psychology of habit formation and addictions can inform the effective use of hypnosis for smoking cessation. Smoking cessation is a “bread and butter” area for the practicing hypnotherapist. By attending this lecture, you will learn how to make your hypnotherapy practice stand out above the rest because you will learn a protocol that gives clients everything they need to stop smoking in one visit. Bruce has been using this protocol since 1998 and has helped thousands of people stop smoking permanently. He has co-authored a book about this protocol as well. Given time, this talk will cover the initial phone consultation, the intake interview, waking state reframing, the hypnosis pre-talk, choice of induction, tying trance state suggestions to waking suggestions, teaching instant stress reduction strategies for the “ex-smoker” and the “non-smoker”, post-hypnotic suggestions and post-hypnotic imprinting, how to offer and do follow-up sessions, and marketing this specialty.

Attendees will learn how to help most clients stop smoking in a single visit. While hypnosis is an empirically validated treatment tool for habit modification, its efficacy is dependent on multiple factors. This talk will overview what these factors are and how they interact. Attendees will learn concrete guidelines for utilizing these factors when employing hypnosis to help patients stop smoking. The essential ingredients of a single session smoking cessation program will be described.

## **RE-INVENT YOURSELF – L. Williamson**

If you have become certified in this incredible field and are yet to manifest the clients you want, the practice you dreamed of or the financial security you deserve, then it is time to Re-Invent Yourself! (Hint: This is especially true if you find yourself unable to admit that you are a hypnotist or talk to strangers about the power of this field)! It may sound daunting, but Re-Invention is really not that hard. Not because I say so, but because you have done it before. Probably many times. So you definitely have the power to do this for yourself! Think about it! If you ever got married, you reinvented yourself from a single person to a spouse! If you ever stopped smoking you reinvented yourself into a nonsmoker! If you ever had a child, you reinvented yourself into a parent! You are presented with the road map for your successful career Re-Invention in this talk including practical tips, mind-body techniques, hypnotic suggestions, EFT and NLP processes to assure you can step into this identity that already belongs to you! A handout to keep you on track is included for each participant! Imagine That!! This presentation is not about creating an alternate or different you, it's about expanding and recreating who you are already!

**Lectures 11:00 – 11:45**

## **STRATEGIES AND TECHNIQUES FOR WORKING WITH THE SENIOR POPULATION – M. Vallei**

Working with Seniors is a positive, exciting experience, a great way to increase a practice, and a way to help improve the lives of an often forgotten or under-appreciated group of human beings. The Senior population presents both issues that are particular to this population as well as issues that affect all people. Understanding this population and these issues provide a sound base for helping Senior clients achieve positive results.

This lecture covers not only what the issues are and the perspectives toward them by Seniors. But also it covers specific hypnosis techniques necessary for the Practitioner to help the clients achieve the maximum benefit of Hypnosis.

Attendees will learn new, specific approaches as they apply to Seniors from the beginning of the Hypnosis session to the end. This includes what to do and what not to do in the Hypnosis sessions.

In addition, the lecture covers effective ways to build referral networks from other professionals who work with Seniors and how to build resources to enhance the clients lives. Knowing how to work with families and caregivers also will be discussed. All of this leads to ways in which practitioners can also increase one's practice. This information is based on over eleven years experience in working with the Senior population and with numerous organizations and other providers of services to Seniors. Through learning new techniques and approaches specifically developed for Seniors, attendees will gain an understanding and a better ability to help their Senior clients live happier, healthier lives and, in so doing, they also will be able to increase their practices by marketing in unique ways to the Senior population.

## **ESSENTIAL NLP TECHNIQUES FOR HYPNOSIS – *S.M. Andrews***

What's all this talk about NLP? NLP (Neuro-Linguistic Programming) offers two main advantages to the hypnotist. First, it enables you to establish strong rapport with your client. Studies have shown that therapist/client rapport is one of the most reliable indicators for a successful outcome. The second advantage that NLP offers the hypnotist is a suite of tools that dramatically speed up change work. Blast a phobia in just a few minutes. Erase trauma fast and obtain forgiveness in half the usual amount of time. NLP Master Practitioner Sean Michael Andrews will show NLP techniques that every hypnotist should know.

### **PASSPORT TO MISSION CONTROL – *C. Elman***

This presentation will center on taking clients to the 'Control Room' of their minds which is an effective way to accomplish change. Learn through interactive discussion different strategies for approaching Mission Control, metaphors and structures to fit your client and the remote control. These techniques are effective in both pain management and emotional shifts, PTSD and more. Learn to install an express elevator in clients to use together or in their own self-hypnosis. Help your clients gain control of their own changes and their lives.

Control Room techniques can vary in depth of trance, in whether the hypnotist guides the client or leads them in and lets them discover and clear out or adjust issues on their own. Through imagination you can help your client go "where no man has gone before". The Control room is a powerful hypnotherapy tool and attendees will benefit increased effectiveness with their clients.

**Lecture 2:00 – 2:45**

### **DEMONSTRATIONS OF THE SUBCONSCIOUS MIND – *C. Blacconiere***

Learn tools that can be used for demonstrating how the subconscious mind works, and can impress classes, clients and used in presentations. We will have fun experiencing the demonstrations and power point in this presentation.

You will learn simple, easy to use techniques to improve results with clients, classes, etc.

### **THE SYNESTHESIA SPLITTER – *S. Carson***

Every client has a "tipping point" a trigger, a threshold moment where they go from being OK to losing control and being totally in the problem. Having the ability to find this "tipping point" is key to change work and knowing what to do when you find it is priceless! The Synesthesia Splitter is a technique that unhooks the trigger from the negative response and places the client back in control. This technique ( from John Overdurf's work) is an elegant way to effect change and has flexibility built into it so practitioners can bring their own unique style and methods to it.

Learn a new pattern to add to your changework toolbox!

### **HILLBILLY HYPNOSIS – *A. Emrich***

Sometimes we hypnotists can get a bit too heavy and serious about the work we do. This presentation is a brief look at a client interaction with a humorous twist. And it still includes the things a hypnotist needs to know and do in order to be successful.

Learn about such things as:

1. Whut hypnosis is and whut it aint.
3. Who cain't be hypnosed?
5. Whut ain't gonna happen?
6. How you gonna git em in?
8. How you gonna git em out?

This is a fun but serious look at hypnosis through the eyes of The Hillbilly Hypnotist - covers a complete client interaction.

**Lecture 3:00 – 3:45**

### **HYPNOSIS FROM AN EPISTEMOLOGICAL POINT OF VIEW – *D. & J. Chong***

We believe that the answer to the question: "What is Hypnosis?", is still an open question. Anyone can step up and offer their definition of it; and in doing so be an expert on the subject. We are not here to remove the robe of being an expert from anyone in Hypnosis. What we seek to do is offer an insight as to what we think it is from an Epistemological point of view.

The attendee will be able to understand what has to happen for all the phenomena of Hypnosis, from the most simple to the most incredibly complex, to happen under the direction of the hypnotist; and to understand how it comes about when they do not happen. Whatever is the definition of Hypnosis, it has to be able to explicate the phenomena of stage Hypnosis and the phenomena of Clinical Hypnosis.

This presentation proposes to do exactly this.

Those who have had the privilege to witness the top stage hypnotists evince these phenomena were left to marvel at what they witnessed but they remain bereft of the knowledge as to what has to happen for the phenomena to be possible.



### **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 them themselves, to become calmer, more focused, and to sleep better.

### **METAPHORIC REPRESENTATIONAL SHIFTING – *R. Green***

Often we are confronted by the Client who cannot put into words the issues. By shifting into their own personal representational system - we can help move them from where they are to where they want to be. This moves beyond the current NLP constructs and moves you directly in alignment with them. Often they are amazed to discover how far they have come. As a bonus - you are creating a series of powerful testimonials to your work. Come see how! You will quickly learn to help your client make rapid changes through a few simple techniques that can be seamlessly added to any session.

#### **Lecture 4:00 – 4:45**

### **HYPNOSIS: THE EPITOME OF INTEGRATIVE MEDICINE – *E. Rosen & P. Scott***

The field of the healing arts very much has moved to integrating the benefits of health psychology, the role of collaboration in the medical doctor-patient relationship, and medicine that includes the power of mind-body-spirit into care. Hypnosis is quickly becoming an indispensable complimentary and integrative service for vast areas of medicine, dentistry, oncology, psychiatry, rehabilitation, surgery and more. This lecture explores how to enhance your practice working with medical psychology issues with clients and patients to take your hypnosis practice to new levels of expertise and expand your network of service. This lecture is valuable for licensed and non-licensed/certified practitioners of hypnosis to learn new strategies for expanding these services into your practice and tips for preserving scope of practice while networking with conventional medical providers. It will give you a great foundation for continuing with IMDHA Certification in Medical Hypnotherapy. You will learn elements of health psychology valuable toward the contribution of clinical hypnosis applied to medical concerns to expand your practice. Attendees will receive a workbook.

### **WHAT HAPPENS AFTER THE CLIENT SESSION? – *L. Bennett***

Add actions to make your sessions more effective. The work a client does outside of a session is just as important as to what they do within the session. Just quick and easy is not as effective as realistically overcoming challenges. Imagining success is useful - however, if there is a lack of action it's just imagining a pretty picture.

Add to your clients Self- hypnosis practice to enhance their growth. "Four Steps to Success" is a new spin on Positive Psychology. In this talk you will learn how adding actions make your sessions more effective.

### **CONSIDERING THE WAYS IN WHICH A HYPNOTIST CAN DEFEAT HIMSELF – *H.L. Elman***

Budding hypnotists are all taught that they will fail to induce trance if they approach the client with little or no self-confidence. Quite true, but is that the only way they can fail? If we examine the ways we can fail, might we be better armed to prevent such failures? What happens if you use a "Stage Presence" voice in the office, or the gentler clinical voice on stage? These all seem quite simple, but over a dozen failure modes was listed by a single hypnotist in about seven minutes. How many do YOU recognize? How many do YOU guard against?

These individual items have almost all been included in DEHI Certification Courses, but usually as separate subjects; this will be the first time they are all combined into a unified whole for instructional purposes..

#### **Lecture 5:00 – 5:45**

### **OPIOID EPIDEMIC: THE HYPNOTIC SOLUTION – *F. Mau***

We are neurologically hardwired to numb pain. But culturally, we've come to rely on chemistry rather than neurology for pain alleviation. If we weave the rich, but fragmented, research-backed evidence for non-chemical pain relief into a simple, elegant standard-of-care that's simple for caregivers to implement, it would change our world.

In a culture searching for a cure for chemically-reliant pain relief, the biggest idea is a cultural mind-shift—for all of us to understand pain and relief differently. Heading off addiction is only a side effect of changing the way we experience physical pain and realize better relief.

Pain relief medications provide tremendous benefits for patients in clinical care. However, the huge societal problems we face with opioid addiction, as well as other considerations including drug contraindications and allergic reactions, demonstrate the obvious need for pain relief without drugs. This can be especially important for older patients who may be taking several medications. It is a delicate balance to avoid creating addictions, while at the same time providing real relief for people suffering physical pain. Empirical neuroimaging support for relaxation-based relief processes is extremely strong. In response to the opioid crisis in 2017 the American College of Physicians issued new empirical-based clinical recommendations strongly recommending these types of processes to treat

pain. Competent professional use of these techniques in clinical settings requires a solid understanding of how these processes operate, and the development of the skill necessary for real-world use with clients and patients in clinical practice.

### **RELEASING ANGER WITHOUT KILLING ANYONE! – R. Louise**

Understand the benefits and underlying dynamics of anger and how you can use it to help yourself and others, improving both your communication and your life! Learn how to shift your underlying assumptions and judgments quickly to watch anger melt away. Learn how to use anger as motivation for much needed self-understanding, healing, change and improvement. Learn how to screw up negative repeating patterns! Learn effective confrontational language patterns, and how to stop conversations from spiraling downwards! Multiple techniques, positive countermeasures, and visualizations that work will be offered in this extraordinary information-packed lecture. In short, you will learn how to turn your anger and your adversaries into your friend that can bless every aspect of your life. And you will immediately be able to apply it with your clients.

Learn to make anger work FOR your greater self-awareness, growth, and personal improvement, and simple ways to make a shift. Roxanne is the author of *Releasing Anger Without Killing Anyone!*, a 154 page manual.

### **MEDICAL IMPROV: A Hypnotherapy-Related Tool For Recognizing And Healing The Health Consequence Of Traumatic Childhood – W. Rocki**

The epidemic of chronic diseases (mental and somatic) cannot be resolved without finding and addressing their root causes. Medical research has revealed that Adverse Childhood Experience (ACE) may be responsible for negative health outcomes in 65% of adults. That message has not received publicity and has not been addressed in medical practice. Most of the ACE survivors are unaware that of their ACE negative beliefs which hidden in the subconscious, influence their thinking and motivate their decisions. There are no individual effective behavioral techniques or medications to treat the ACE-related condition. The common “talk therapy” applied to ACE carries of deepening emotional trauma.

Since the ACE-related issues reside in the subconscious mind, they are a natural match for the hypnotherapy techniques like Parts Therapy, Time Regression, and others.

This presentation points to the Medical Improv, a close relative of hypnotherapy and NLP, as an effective tool to recognize ACE and heal its consequences. The “Improv” is the short term for theatrical improvisation, known more commonly as the “comedy improv” which is the same because when we are authentic and engaging we are also funny.

For years, medical improv has been recognized as a technique that facilitates communication and relationship between patients and their caregivers and the same among healthcare personnel. Based on the “Yes...and” routine, improv helps patients to explore the root causes of their illness and expand mental resources of their resilience and self-healing awareness. Variations of improv are used by hypnotherapists when they don’t follow the script.

In my healing practice, I use both hypnotherapy and improv. I recognize similarities and believe that the awareness of medical improv may enrich hypnotherapy in working with patients and as self-healing care for hypnotherapists themselves.

**Saturday, May 18th**

**Lecture 10:00 – 10:45**

### **ALL NEW NLP TECHNIQUE USING NEURO BIOLOGY – W. Horton**

An all new NLP technique that is based in Neuro-biology. This techniques works at the deepest levels and helps change last. This is a breakthrough technique based in science – and current research into Neuro Plasticity. A sure fire technique that’s new!

### **EVIDENCE BASED WEIGHT LOSS APPROACHES – S. Granger**

The weight loss industry is big business, and can be the bread and butter of any hypnosis practice. Often we are asked though “Does it work?” During this fast paced presentation you will learn the key research behind hypnosis for weight loss, how you can use new and existing research to build your own weight loss programmes, and how to begin your own research study. You’ll also learn the key approaches that make a weight loss programme successful for you and your client This is the class that will give you the confidence to take your hypnosis skill set up to the next level!

### **THREE CONCEPTS FROM A COURSE IN MIRACLES – F. Souza-Campos**

In this talk we will address three concepts central to “A Course in Miracles” that have a direct relevance to all healing. Understanding the concepts of attack and forgiveness, thought systems, and special relations, will transform not only your professional practice but your own life as well.

You will gain an understanding of a mindset that will probably stir up some emotions, but will lead to some personal healing. This healing will definitely have a positive impact in your professional practice.



## Lecture 11:00 – 11:45

### **BRIDGING THE GAP FROM FULL TIME JOB TO FULL TIME PRACTICE – *N. Gerey***

I know how hard it is to take the leap from an average full-time job to open your own clinic or practice. What if there were a bridge to help you navigate through that ravine?

What if you could start working with people without a serious investment, while you keep your full time job. That would be a brilliant start, wouldn't it be? In this talk we will cover basic information on how to start working with clients without the risk of losing income.

If you want to start your career or add a new, really rewarding and motivating modality to your existing practice, what better than a technique that has been perfected over the past 40 years, has international recognition, easy to do, has full support from its creator, rewarding, respected, safe, and can be done any time, from anywhere.

### **ETHICS AND OBLIGATIONS TO LIFELONG LEARNING – *M. Babineaux***

Instead of focusing on what not to do, focus on what you can do to remain compliant with your ethical obligations to the group and your client. Learn the reasoning behind a code of ethics in the first place and some of the pitfalls others have encountered. Learn that voluntary ethical behavior is a personal commitment as well as a professional requirement especially in the unregulated profession of Hypnosis. This presentation is neither designed nor intended as legal advice. Any and all suggestions should be vetted by your own legal and financial advisors.

### **ORGAN LANGUAGE – *K. Neill***

What you say becomes where you hurt and how you suffer. Learn how hypnotherapy can help to get rid of warts, allergies, and pain. Participants will learn some skills in alleviating suffering.

## Lecture 2:00 – 2:45

### **INS AND OUTS OF WORKING ONLINE – *K. Hand & M. Watson***

This session is a lively discussion of working online in hypnosis. An overview of the topic, Michael will share his experiences of running online client session for over a decade. We'll cover the software choices, costs, techniques and interventions, considerations and challenges, and answer all your questions. It's the perfect introduction for those who are considering the possibility of working remotely and want to know more about how to do it safely and effectively.

### **INDUCTION AND INTENT – *D. Cleary***

This presentation benefits novice to expert by demonstrating the incredible effectiveness of intent. Clarify awareness that induction begins prior to the session. Learn to shift "resistance" to advantage and influence client expectation to achieve powerful results. By utilizing the energies of the client we naturally develop an aura of healing, causing clear understanding of the success of the session. The simplicity of these techniques enables participants to immediately create greater success for themselves and their clients. Recognizing our Flex-Ability to enter the world of the client changes the relationship we share and fosters transformation. This is classic Cleary. Whether you are new to hypnosis or an old pro, you come away with new insights to expand your practice and your life.

### **GOAL ACHIEVEMENT USING YOUR UCM AND YOUR TIMELINE – *A. Emrich***

Here is a chance to experience linking hypnosis and using your timeline to accomplish a major life goal. We will explore the impact of confidence and attitude on reaching your desired outcome. The importance of using your Dominant Thought will be explored as well as how to use your timeline to insert your goal into your future. There will be 2 group demonstrations - one for setting your goal and one for using your timeline. We all use and have used processes for achieving our goals, for learning, and for creating success in our lives. This lecture reveals foundational material that has reliably enabled us to be, do, and have what we want. By making elements of how we have been successful more visible we can fine-tune our personal way so it will work better in the future.

In addition to actually using this process in the lecture, you can experience the power of linking some of our hypnotic processes that work well separately, and work even better when linked with complimentary processes.

## Lecture 3:00 – 3:45

### **REFRAMING: HYPNOTHERAPY TECHNIQUES BASED ON RESEARCH – *R. Nongard***

There are over 12,000 peer-reviewed journals showing hypnosis is a first-line intervention to make emotional, medical, and behavioral change. In this talk, you will learn the key strategy that works best for most and leave with an actionable strategy you can incorporate into your next session.

### **AFFIRMING THE GOAL TECHNIQUE – *K. Hand***

Discover and experience a wonderful all-purpose technique that can be used as an induction, a metaphor, an affirmation or an entire session. Cut thru resistance by having your client design the session and participate in the induction? Imagine how easy it is to help analytical resistors (and others) when you naturally change their focus. As they concentrate on their part of the technique, you'll

be guiding them to the deepest level of trance needed for their desired change. Participants will see a demo and experience this goal affirming technique that they can apply immediately for themselves and take home to use with clients. Handouts will be provided for immediate use.

## **SOCRATIC QUESTIONING IN HYPNOSIS – *S. Gilbert***

Are you ready to take your new client interviews to the next level? Do you want to have a twist on the way you use verbal responses in a session? Socratic questioning is a form of disciplined questioning that can be used to pursue thought in many directions and for many purposes, including: to explore complex ideas, to get to the truth of things, to open up issues and problems, to uncover assumptions, to analyze concepts, to distinguish what we know from what we do not know, to follow out logical consequences of thought or to control discussions. This is a great technique for your analytical, left brain dominant clients. Learn to use this form of questioning in your new client interview and during hypnosis!

**Lecture 4:00 – 4:45**

## **QUICK INDUCTIONS – *A. Kun***

Join Attila as he demonstrates and shares his One Second Inductions. This class will also cover Gil Boyne's Rapid Inductions Techniques. This is a must-attend class for anyone wishing to add tools to their hypnotic toolbox.

## **ESSENTIALS TO PUT INSOMNIA TO REST – *T. Adams***

This lecture teaches 3 key hypnotic elements to reverse sleepless cycles and create restorative patterns in the mind and body. Whether a client has trouble getting to sleep or staying asleep these practical techniques will make restful sleep more sustained and permanent for your clients. And clients who sleep well, tell their friends, family, and doctors, for a steady referral-driven practice.

## **THE HYPNOTIC LEGO SCRIPT – *S. Carson***

Hypnotists might ask "what script should I use in the session"? But in fact, every minute of every client session forms part of a larger hypnotic script, within which are specific pieces that set 'frames' and expectations for the change-work to come, transition from one section of the session to another, allow unconscious integration of changes that have taken place, create conscious commitment to follow through and many other purposes.

Within this fast paced and fun lecture, you will learn a foolproof system to construct an entire session 'script' using your client's values and habitual language patterns and gain new insights into session construction, with a complete toolkit to build an optimal session for any client.

**Lecture 5:00 – 5:45**

## **THE ROLE OF HYPNOTHERAPISTS AS STRESS MANAGEMENT CONSULTANTS – *N. Auerbach***

Stress Management represents a burgeoning opportunity for the cinch hypnotherapist in corporate America, health care, education, and other fields. More and more enlightened employees are beginning to recognize that stress management programs will pay handsome dividends for their companies. They are offering them to their employees as a vehicle to cope with increased employee absenteeism, declining productivity, escalating error rates, and rapidly increasing health care costs. Find out how you can utilize your hypnotherapy skills in this programs without stepping on the legal toes of other health care professionals. In this talk you will learn how to design a stress management program so you can get in on the ground floors of this growing field.

## **FIVE KEYS TO FILL YOUR HYPNOTHERAPY PRACTICE – *K. Cateano***

Are you struggling to find clients and lacking consistent income in your Hypnotherapy practice? Not long ago I was in the same situation. Then I discovered that designing your business the RIGHT way is the key to building a sustainable income that you can count on. And it's also the secret to creating offers that your clients are hungry and waiting for.

If you're READY to get clients and increase your revenue...I invite you to join me for my FREE presentation where I'll show you how to:

- Do the OPPOSITE of what most business coaches tell you to do, for faster results.
- Unravel the REAL reason why you're struggling to get clients.
- Get clear on EXACTLY what you need to include in your programs so that they'll be in high demand.
- Get clients WITHOUT paying any money for ads.
- Design the RIGHT business model to ensure you never have to hunt for clients again.

## **AN INTRODUCTION TO HYPNO YOGA THERAPIES™ – *A. Caputo***

It has been said that perception is not reality, but rather a projection from within; that we exist from within our brains and project outwards. The body truly is a vehicle by which we learn to share our experiences, and it is also a storage dump where unhealthy thoughts, emotions, and beliefs that if left unattended can become stuck and cause Dis-Ease.

We have long known of the body-mind connection in the Yoga world. This talk will give you a brief overview of LifeForce Yoga® created by Amy Weintraub and include an experiential exercise you will learn here and be able to take home to use with your clients, and then introduce you to Hypno Yoga Therapies™, where yoga and hypnosis meet.

**Sunday, May 19th**

**Lecture 9:00 – 9:45**

**MORNING SERVICE – G. Beardsley**

**Lecture 10:00 – 10:45**

**KNOW PANE – NO PAIN – M. Babineaux**

Learn how to convert a painful experience into a productively pleasant experience by re-framing the response with a modified form of color therapy.

Here is your “window” of opportunity to use color therapy to redefine “pain” into “pane” with the use of rhyme and visual anchoring to help you and your clients deal with both chronic and acute pain situations. A review of the traditional approaches to pain responses is included in this presentation.

**GETTING PUBLISHED – C.R. Hunter**

Writing articles and/or books that are published benefits you, the readers, and the profession – and it is a win/win/win! Well written articles that are published in mainstream newspapers and magazines provide free advertising for your practice, and help to build credibility for our profession. Well written articles published in hypnosis journals build credibility for you as a professional; and well written hypnosis books are also a triple-win. Roy will provide tips to increase your probability of getting published.

Books and articles about hypnosis and hypnotherapy helps to build bridges of credibility between the hypnotherapy profession and mainstream healthcare, as well as with the general public. Learn how to get published, and why it is a triple-win.

**HYPNOTICALLY COACHING THE THREE BRAINS – J. Marion**

Do you have more than 1 brain? It might surprise you to learn that you have at least 3 brains. Each brain is responsible for specific emotional and physical activities. In this lecture we will explore the 3 brains, the role they play in problem formation and how they interact to create solutions. You will discover how you can hypnotically open the lines of communication between each brain and which lines are essential to creating lasting change.

This is an easy and playful approach to conversational hypnosis that can elicit deep hypnotic phenomena while helping the client to understand themselves on a deeper level.

Attendees will discover what to do when they are feeling stuck in a session, and what to do if a client's change doesn't seem to stick.

**Lectures 11:00 – 11:45**

**A KEY IN HYPNOTHERAPY – N. Wackernagel**

Sometimes a hypnotherapist has clients which are a challenge. It seems sometimes 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 pretalk and finally in the hypnosis session?

A key which they can use in hypnosis with kids and adults.”

**EPIGENETICS & HYPNOSIS: HYPNOGENES**

**The Hypnotic Prevention/Promotion Of Predisposition Gene Expression – A. DeMarco**

We need not be slaves to our DNA. Hypnosis can regulate the actions of genes thereby preventing hereditary pre-disposition to various diseases from activating, and also promoting activation of ‘good genes’. Epigenetics is the field of study that assesses the mechanisms by which environmental information interfaces with the genome and controls genetic activity. Hypnotists are on the ‘cutting edge’ of gene regulation! Humans can prevent the pre-disposition gene from turning on or off. Genes function in accordance with our ‘perceptions, beliefs and life’s living’. The outer and inner environments are extremely powerful I truly mean the physical and psychological environments that occur in our outside world that affect our inner world. Although thoughts are naturally inside of our bodies, the outer environment which includes all of life’s intentional and unintentional happenings from the beginning of time to the present and future, and as far as hypnosis and self-help is concerned, intentional hetero and auto-programming. There is a cascade effect that goes from outer to inner. The outer environment (outside of the body) and our perception of it, influences our thoughts, emotions and responses. Our thoughts/emotions/responses then kick off certain biochemical responses. These biochemical responses take place inside of certain cells, which then send messages to other cells (a phenomenon known as cross-talk), so there is an intra-cellular environment filled with chemical messengers that then work their way into the cells through channels on the cell membranes. Once inside the cell, these messengers kick off a cascade of events within the cell. Hypnosis provides the mechanism to regulate the original pre-disposition gene activity thereby regulating the cell responses. This is truly a formidable power in that we can change our destiny through changing our perceptions and subconscious programming. Hypnotists are on the cutting edge of this new biological understanding of our body functions as more or less dictated by our environment. Our perception changes that dictation.

Participants shall learn:

- A practical knowledge of how predisposition works
- A practical knowledge of how genes work
- Methods to switch gene predisposition ‘on and off’
- Identification of ‘real and imaginary’ genes for great health
- Healing Affirmations
- Promote excellent health
- Immune System Enhancement

## **REMOVE FEAR AND CHANGE OCCURS – S. Stork**

Kweethai Neill bills herself as the Chief Catalyst for Change. Her iChange Process is script-less and occurs mostly in open-eye trance. The process is also non-sequential, but her archivist has teased out some of the critical elements that make it so successful. This is hypnotherapy with a strong emphasis on Therapy. The actual skills should be familiar to any hypnotherapist. What makes this approach so unique and effective is that it relies more heavily on the interaction with the client than on the application of any particular strategy.

Kweethai generally talks about aspects of her work and delivers powerful demonstrations. I, in contrast, talk about what students should attend to as they watch those demonstrations (which comes from my background as a qualitative researcher and teacher educator).

This free-style approach to hypnotherapy; once a few key concepts are mastered; can be creatively applied to virtually any issue a client presents.

### **Lecture 2:00 – 2:45**

## **ABOVE MY PAY GRADE – P. Blum**

What types of issues that people present are you afraid to take on? Learn from Peter's 30+ years and over 12,000 clients some of the more unusual and challenging situations that may show up in potential hypnosis clients, and how to decide what you can and cannot help. Brief case histories will be shared and some of the creative solutions and approaches that were applied.

Participants will be encouraged to consider stretching beyond their "comfort zone".

## **DIVERSION TO PAIN DISTRACTION – L. Prinz**

Managing Chronic Pain is Modern Medicine's #1 unsolved dilemma. As Hypnotists and Counselors, we know Hypnotherapy is a safe and effective "go to protocol" for chronic pain issues without a chance of overdose.

Knowing which specific Pain Relief techniques are the best to use, is like holding the Keys to the Pain Relief Kingdom. Assist your clients living with all manifestations of pain to successfully turn it down while turning up the awareness of comfort.

This talk will cover some of in-the-back-pocket and ready-to-go, hypnosis protocols to immediately reduce the perception of ongoing pain.

## **REMOVING EMOTIONAL CONNECTIONS THAT HOLD NO VALUE – P. Coleman**

Hypnosis has a wide range of possibilities in behavioral modification. Learning trance will bring you immanence among your peers. It's more important for the client to know they're in hypnosis than the hypnotist.

Patrick, a second-generation hypnotherapist lectures on how to re-educate, alter and amend old ideas utilizing demonstrate able results.

### **Lectures 3:00 – 3:45**

## **MIND OVER MENOPAUSE – H. Breward**

Helen's pioneering Menopause Relief Programme helps ladies control their hot flushes. You will learn basic background information about the menopause, the role of estrogen & progesterone, symptoms, common triggers and gain insight on how you can help your menopausal clients. A great opportunity for what is becoming a new market in hypnotherapy. The aim of the presentation is to provide:

- Background information - Why I work with menopause, research, results of my trial programme & press.
- General description of menopause symptoms
- Role of the main hormones & their effects, Estrogen dominance
- What a hot flush feels like & Common Triggers
- Case studies
- How you can help your clients

In essence, it is a mini workshop.

Currently, there are few therapists working in this area of specialism with even fewer presenting at conferences and training others in their own programme. With an estimated 700 million women currently going through menopause, this is a huge potential market in hypnosis. That figure is predicted to rise to over 1 billion in the next 7 years, so being prepared with knowledge and ideas on how to help can only be a huge bonus for individual therapist and the industry.

## **STAGE TECHNIQUES FOR OFFICE & PRESENTATIONS – A. Scharlau**

Techniques and demonstrations used in stage hypnosis can easily be used as valuable tools to relax and engage individual clients and groups. It's the chance to demystify the process, build trust and confidence, and let everyone relax while becoming informed and comfortable with hypnosis. I'll show you simple techniques that I use for both children and adults that you can add to your practice immediately. Attendees will be able to immediately and confidently add engaging stage techniques for their individual clients and in group presentations.



## IBS AND HYPNOSIS – *R. Cantrell*

IBS (irritable bowel syndrome) affects up to 20% of the general population and approximately one out of three adult women. Symptoms are on the rise in the teenage population. After almost 30 yrs of research and treatment, hypnosis remains the most successful treatment approaches for chronic IBS. The response rate to treatment is 80+% in most published studies to date. Conventional medicine, however, has only been able to help 25% of sufferers.

Although IBS is not life threatening it is life changing. Hypnotherapy often helps individuals who have failed to get help from other methods. Using this gut specific protocol, the symptoms do not return when the session ends. This therapy program has consistently produced the highest success rates in the world since 1996. Come learn regarding methods that will produce symptom reversal in IBS clients.



# Workshops

**Saturday, May 18<sup>th</sup>**

**WORKSHOP 10:00 – 11:45**



## HYPNODONTICS

### 3 Techniques For Dental Issues – *J. Acosta*

This interactive workshop addresses the question “what technique do I use for what?” and gives attendees the tools to confidently work with dentists and their patients.

Participants will learn and/or practice at least 2 dental-appropriate inductions and 3 techniques used for dealing with pain, anxiety, fear, teeth grinding (bruxism,) and overactive gag reflex and other unconscious behaviors.

Participants will leave with tools, confidence, and motivation to work with dental professionals and their patients.

Juan has worked in multiple dental offices, with several thousand dental patients and hundreds of dental professionals. He teaches simple and effective techniques to audiences of dental and hypnosis professionals alike and advocate for the importance of working together and the logistics of how to do it.

## FIBROMYALGIA AND HYPNOSIS – *R. Cantrell*

Learn how to use hypnosis for those suffering from fibromyalgia.

Learn to design hypnosis sessions that are more powerful and effective for every client by customizing them to fit each specific individual.

## INSTANT AND RAPID HYPNOSIS – *S. M. Andrews*

Rapid and instant inductions give a hypnotist the flexibility to hypnotize more people, the confidence to be more effective, and the ability to draw more clients into the practice. Client safety is the most important consideration and simple rules to ensure the comfort and safety of the subject will be emphasized in this workshop. Ericksonian confusion techniques as well as shock inductions will be demonstrated.

Learn how to hypnotize difficult subjects and use these same techniques to build your business.

## GETTING CONFIDENT AS A HYPNOTIST – *N. Wackernagel*

Confidence is one of the most important thing you need as a hypnotist and hypnotherapist. A lot of hypnotists worldwide are struggling with that. What is important to know? Why it is important to be confident? How you can get confident? Are there any shortcuts?

You will learn tips and tricks for gaining more confidence as a hypnotherapist – hypnotist.

**WORKSHOP 12:30 – 3:45**

## HOW TO REVERSE A CANCER – *D. & J. Chong*

*(special pricing applies – 3 hr workshop)*

Science allows a person to have any theory he has thought out and its conclusion. However science requires that there must be a test whose results verify and confirm the conclusion. It then requires a 2<sup>nd</sup> center somewhere else in the world to do the same test and this test must yield the results that verify and confirm the conclusion of the theory.

The 1<sup>st</sup> centre with the test results is in Oakville, Ontario. The 2<sup>nd</sup> is in Brisbane Australia under Alan Patching. By coincidence our 1<sup>st</sup> cancer inversion was a pancreatic cancer in 1999; Alan’s was also a pancreatic cancer.

In 2012, Alan was to send us a 24 page document verifying his two cancer inversion. By what he sent us, we now have the scientific basis and witness to write the book. *How to Reverse a Cancer*. We have had to wait 13 years to do so. This has been a horrendous test of patience with grace and humility.