

Dear friend and colleague,

It's exciting and a 'joy' to be hosting this year's event in Orlando! The conference theme, *The Joy of Positive Change*, is a telltale sign of the improvements you can expect to find at this year's event. The positive changes include improvements to the Conference lecture and workshop format, special tracks to refine and target practical courses for new practitioners, and tailor topics to deepen the expertise of established professional practitioners.

Our new venue, the Holiday Inn Airport Orlando, offers higher quality accommodations and facilities, more economical and varied transportation options, more convenient timing, with a fresh conference format. All these great changes make in-person participation in the 2020 Conference even more valuable than ever for all our members.

This year we've chosen 57 exceptionally gifted and highly acclaimed educators to bring you a versatile and well-rounded combination of extraordinary presentations to fit your experience level, interests and wallet. Collectively you have a choice of participating in nearly 100 award-winning courses, lectures and workshops. Some presentations, uniquely connected to our conference, are not offered in any other venue; so I encourage you to seize the opportunity to select from your skill set 'wish list' and train with the pros! As if that is not enough reason to entice you to attend – included with full conference registration is a selection of six FREE workshops from which to choose.

Orlando is arguably one of the most magical and fun-filled cities to visit. It's true: Orlando is a magical place. And it's not just because it's home to Cinderella's castle at Walt Disney World. There's an incredible mix of fun things to do in this great city that make it an ideal conference location. Plan an extended stay, to check out the fun of Orlando (and nearby) activities. It has something for folks of all ages.

When you attend Hypno Expo you have the opportunity to exchange ideas with colleagues from all over the world. Imagine what areas can be enhanced using the latest developments in social networking and marketing, teaching and practice building. Imagine obtaining timely information on legislative affairs and cutting edge research. Imagine an environment filled with opportunities for favorable networking, collaboration, demonstration and technique. The possibilities are endless as you embark on an educational adventure as limitless as your imagination in a city built on dreams and imagination.

Hypno Expo goes from strength to strength; and 2020 promises to be no exception, offering an array of expert speakers to inspire and motivate. Within these pages you'll find numerous workshops, lectures and courses from which to choose. The presentations are sure to *tantalize* your educational taste buds, *inspire* your professional development and *embrace* your desire for learning...all while experiencing *a relaxing and enjoyable stay* in the beautiful Sunshine State.

While browsing this catalog, I wonder how many topics will catch your attention or pique your curiosity. There's a real possibility that each page will contain something of interest to you.

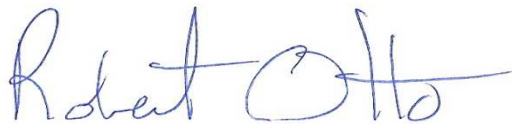
Before choosing, we encourage you to prepare a list of desired speakers, subjects and goals to help you decide which selections best fit your objectives and interests. Then, to get the most out of your conference experience, prioritize your choices.

Our goal in offering this conference is our commitment to assist you with ongoing personal and professional development. Dollar for dollar, the conference will prove to be one of the best values for your educational investment.

You can't expect to meet the challenges of today with yesterday's tools and expect to be in business tomorrow. Consider taking a weekend out of your busy life to invest in yourself and breathe in new ideas and inspirations.

I look forward to welcoming you in Orlando at the Holiday Inn Airport Orlando; in April when the weather is magnificently perfect, the sunrises are breathtakingly beautiful and the camaraderie is incredibly inspiring.

I'll see you there!

A handwritten signature in blue ink that reads "Robert Otto". The signature is written in a cursive style with a long horizontal flourish extending from the end of the name.

*“Learning is not attained by chance, it must be sought for with ardor and attended to with diligence.” ~ Abigail Adams*