



Lectures



Friday, May 16th

Lectures 10:00 – 10:45

TOP 3 NLP TECHNIQUES FOR NEURO COACHING

W. Horton

Are you tired of feeling stuck and held back by the same old barriers? Have traditional methods like therapy, hypnosis, EFT, and EMDR left you wanting more? It's time to revolutionize the way you approach personal development and success. Neuro-Coaching goes beyond traditional approaches by directly addressing the neurological aspects of your challenges. Led by Dr. Will Horton, the mastermind behind breaking the code of NLP, this program reveals the secrets of neurobiology for achieving your goals. Join us and discover how Neuro-Coaching can transform your life.

NICHE RICHES

M. McCool

Unlock the power of niche marketing to attract your ideal clients and secure a steady income. Gain the ability to attract and work with your ideal clients, creating a more fulfilling and profitable hypnosis practice through the power of niche marketing.

In this talk, I'll be guiding you through a powerful process so that you can really tap into your passion and the one problem you will be excited to solve, expertly.

PUT YOUR BEST FACE FORWARD

S. Mitera

Elevate your on-camera presence by learning impactful techniques, maximizing your Smartphone's potential, and enhancing your visual content with cost-effective strategies.

Step into the spotlight with confidence in this dynamic 45-minute class designed to transform how you show up on camera. Whether you're speaking or posing, discover the subtle cues that captivate your audience and learn practical techniques to make a powerful impact in a short amount of time. You'll also uncover the secrets to using your Smartphone to capture stunning photos and videos of yourself, maximizing your time and resources without breaking the bank.

Join us to explore cost-effective strategies to enhance your on-camera presence using what you already have at your fingertips. This is an interactive, hands-on workshop where participants can immediately apply the techniques by using their phones during the session. You'll walk away with practical experience and supporting documentation to ensure you can confidently utilize these skills long after the class ends.

Lectures 11:00 – 11:45

THE ESDAILE STATE

B. Lemaire

The Esdaile will have no secret for you.. and you will learn how to apply it in your hypnosis practice!

In this lecture, we'll cover the entire aspects of the Esdaile state: historical, neurosciences, clinical applications, indications, practical inductions, etc...

WHY WE NEED TO APPLY HYPNOSIS TO TREAT DEPRESSION

S.M. Fatemi

What happens during hypnosis has great therapeutic implications for treating depression. I have used hypnotherapy to treat depression with wonderful results.

Hypnosis does many things that are immediately relevant to helping individuals with depression.

- Helps people with perspective management and focus.
- Facilitates the acquisition of new skills.
- Encourages people to define themselves as more resourceful than previously realized (enhancing their self-image as a result).
- Makes the transfer of information from one context to another easier and more efficient.
- Establishes helpful subjective associations more intensively.
- Provides learning to be more experiential and meaningful.
- Defines people as active managers of their internal world.

Hypnosis helps people sharpen key perceptual distinctions, create a safe distance from powerful feelings, proceed with new possibilities in deliberate behavioral sequence, rehearse new responses, develop undeveloped personal resources, and detach from a sense of victimhood.

Hypnosis isn't so much about making positive change happen as it is about creating an active learning experience that encourages and allows positive changes to occur. We can use hypnosis to support the amplification of positive affect, hopefulness for the future, increased flexibility in thinking, more consistent skillful social engagement, taking positive actions even when a person doesn't necessarily feel like it, noticing more of what's right, and less of what's wrong, and so much more.

UNLOCKING FERTILITY AND HARNESSING THE SUBCONSCIOUS POWER

D. Mrdak

Attendees will get an educational, informative, interesting, and inspiring lecture that can help them get outstanding results in their work with clients.

We'll discuss:

- How prenatal trauma affects fertility.
- How Stress and Trauma imprints can be transmitted in utero.
- Uncovering and addressing subconscious fears.
- Harnessing subconscious power and reprogramming the mind.

In this talk, we will discuss subconscious mental blocks for conception and pregnancy. We'll discuss the physical and emotional trauma stored in the womb, the transmission of trauma from the womb to the child, and how to create a secondary womb and reprogram the subconscious mind.

Lecture 1:00 – 1:45

THE LONG GOODBYE

B. Austin

That moment...that moment, when one experiences the loss of a loved one or the day-by-day, week-by-week, month-by-month, year-by-year journey of caring for a terminally ill person with a long-term disease. Both are types of grief that cause pain and suffering for the survivors. However, the long goodbye is a process that isn't well understood.

In this talk, we will explore coping strategies to help our clients ease the pain of ambiguous loss.

Participants will better understand the anxiety of the Long Goodbye; and the suffering and anxiety of caring for a terminally ill person that seems to have no end.

SOME ANTICS WITH SEMANTICS

M. Babineaux

Notice and tips to avoid some verbal miscues that can unknowingly subvert or sabotage a session. It may not be that you say the wrong thing, it may be that you say the thing wrong. Sometimes it is the word itself that you have every good intention in its use yet your client has a different response than you expected.

Carefully choose and rehearse the words and verbiage you plan to use, and even more importantly, decide which words not to use, with clients—especially first-time clients. This can take a conscious awareness approach to changing your communication style.

DEALING WITH NARCISSISM

B. Rhodes

Are you a narcissist or helping people dealing with narcissists (good luck answering that)? This class teaches you how to get over yourself and be happy and love other people without being pissed off!

Given the widespread impact of narcissistic abuse 'affecting over a quarter of those I work with' this talk is crucial in offering strategies to release anger, maintain empowerment, tap into strength, and navigate this challenging dynamic effectively.

Attendees will gain the vital skill, of helping themselves and others, of releasing the grip of anger, reclaiming their empowerment, and navigating narcissistic energy with resilience and clarity.

Lecture 2:00 – 2:45

STOP WASTING MY TIME: AVOIDING THE CLIENTS WHO COULD HURT YOUR PRACTICE

J. Onesta

Have you ever walked away from a client session with a sense of unease or regret? In this engaging and dynamic talk, you'll uncover the seven telltale signs of clients who may not be the right fit for your practice. These individuals can be challenging, often leaving you unsatisfied, causing disruptions, or even tarnishing your reputation with negative reviews despite your best efforts. Through real-world examples and practical insights, you'll learn how to identify these potential pitfalls early on. More importantly, you'll discover effective techniques to either steer these clients toward a more successful therapeutic approach or tactfully decline to work with them, protecting your peace of mind and the integrity of your practice. This presentation is a must-attend for every hypnotist who wants to enhance their client relationships and maintain a thriving, positive practice.

This lecture is based on years of experience. This topic is very apropos for new hypnotists or those who have difficulty and perhaps ignore the warning signs they see.

REVERSING THE NEGATIVE SPIRAL: USING HYPNOSIS TO MANAGE DEPRESSION

S. Peacock

Depression is one of the most prevalent mental health disorders, affecting around 1 in 6 adults in the UK. It is also associated with other mental health issues, such as anxiety, stress, loneliness, and long-term health conditions such as chronic pain. We will be looking at what depression is and its impact on people's lives. We will be diving into the evidence base for using hypnosis to manage depression, discussing who benefits from hypnosis and who doesn't. We will uncover strategies to break the cyclical nature of depression and share actionable methods to interrupt negative thought patterns and foster sustainable positive change that you can use with your clients.

Objectives of the presentation:

- To understand depression and its impact on people's lives
- To know who is suitable and who isn't suitable for using hypnosis to manage depression.
- To be able to use 3 strategies to use to reverse the negative spiral of depression.

Attendees will leave feeling confident in their ability to use hypnosis for those with mild/moderate depression.

FEELFULNESS: FEEL A FEELING BY CHOICE

C. Sauciuc

Learn how to gain the ability to consciously choose and cultivate your emotional state, empowering your client to positively transform their personal and professional lives.

Feel a Feeling by Choice – uses specific language tools like evocators, movers, and descriptors as Word Triangles to help you feel an emotion /feeling on purpose before it habitually happens. This method teaches you how to actively create a particular State of Being. Taking mindfulness to greater heights, Feelfulness challenges you to not just be

aware of your thoughts and feelings but to actually choose your thought-feelings and become them. This practice can positively change your mood and even alter your personality traits, thanks to the power of neuroplasticity.

With Feelfulness, slipping into a Flow State, where you're fully immersed and focused, becomes easier and more natural. Why? Because your thoughts and feelings shape your identity, achievements, health, and life's direction. Learning to control those means gaining the ability to change your life circumstances and fulfill your potential. So, the real question is: How do you want to experience the world?

Lecture 3:00 – 3:45

UNMANIFESTED WONDERS OF YOU

W. Rocki

Using science, intuition, and compassionate playfulness, we will explore the mystical potentials of the human psyche, which may explain hypnotherapy's unique ability to induce unlimited healing transformation.

This will be a participatory lecture enhanced by the spirit and principles of medical improvisation.

THE WAREHOUSE OF EMOTIONS: SHOPPING FOR FEELINGS FOR A BETTER LIFE

I. Bernhoft

Discover the power of character strengths and how they can help your clients thrive. Learn about a free survey to identify these strengths and use it as a guide to expand their minds towards positivity. Through hypnosis, clients can explore their own warehouse of emotions where they can shop for the emotions, feelings, and dreams they need or want; to feel whole and achieve their goals with their strengths as a guide. This technique can be integrated into your sessions, right before bringing clients back to a waking state.

Participants will learn to leverage their personal strengths to flourish and achieve success by exploring their warehouse of emotions through hypnosis and shopping for the emotions, emotional strengths, and dreams they need to become whole and reach their goals.

This lecture is not about denying emotions, but rather about directing your mind towards what you want to attract into your life. What receives attention grows and thrives. The goal is not to deny emotions but to consciously choose where to focus your attention, whether on the positive or negative aspects of life. By trying and exploring new ways, you can discover what suits you best. Who knows what hidden strengths and possibilities you might uncover?

EMOTIONAL FITNESS: THE 4 QUADRANTS OF HEALTH

J. Taylor

This talk delves into how emotional fitness shapes every aspect of your life. Emotional fitness is the next frontier in the wellness movement. After decades of over-diagnosis and over-medication, it's time to make a clear distinction between mental health and emotional health. Emotional health, in particular, remains the most under-utilized superpower and one of the most misunderstood aspects of human wellness. While mental health has received widespread attention, emotional fitness holds the key to unlocking

resilience, balance, and fulfillment in ways we've only just begun to explore. This calls for daily reflection across the four key dimensions of health: physical, emotional, spiritual, and mental. It's time to elevate emotional well-being to its rightful place in our wellness journey.

Participants will discover the power of the 80% rule—understanding that emotional well-being is essential for optimizing everything from personal relationships to professional success. Whether it's at home or in the workplace, emotional fitness is the key to thriving in all areas of life.

Lecture 4:00 – 4:45

TRAUMA INFORMED CLINICAL HYPNOTHERAPY

E. Rosen

Build your practice and skill set in helping clients/patients with trauma-informed clinical hypnotherapy. Trauma-informed care is the 'buzzword' in helping those with trauma issues. Be on the cutting edge of helping others!

This talk provides current thoughts and methods with regard to trauma care. A working knowledge of trauma care models, salient research, and application of clinical hypnotherapy techniques is explored and shared. While those in the clinical hypnosis field recognize the value of hypnosis in trauma work, empower your methods and build your practice with knowledge of traumatology!

The use of powerpoint and handouts helps make this presentation dynamic, informative, and entertaining.

HYPNOTHERAPY IN SEXUAL ABUSE: A CASE STUDY

L. Díaz

Sexual abuse from family members is a very common issue. It is important to develop an intervention that promotes effective intervention without re-victimizing the victim. Hypnotherapy is a great intervention to release the victim of this trauma and I want to encourage the hypnotherapist to help clients effectively with systematic intervention.

This presentation is a case study of a young woman who suffered sexual abuse from her father in childhood. She came for hypnosis after a hospitalization for a suicide attempt. I will be presenting the various sessions that I made to help her unblock the emotions and release the issue.

In this presentation, the participants will learn how to deal with this issue step by step and learn how to help the client to release and reframe the issue.

RELATIONSHIPS, SEX, AND METAPHOR... OH MY!

D. Turnball

Who comes first, in your relationships? Do you put others first or is it the other way around? Can you never seem to do the right thing or maybe when it comes to things in the bedroom, things just seem a little distant? Join this immersive talk where you will explore your own relationships to experience how, the metaphorical positions we adopt, impact the whole dynamic of our relationships. By the end of this talk, you will have gained insights into your own relationship dynamics

and you will be given a framework of how you can explore relationship challenges with clients.

This will be a practice interactive class where you will explore your own experience of sex and relationships. The aim of this event is for you to gain insight into the importance of our perspective on sex so that you can help your client in their relationships.

You will experience, firsthand, how the position we take in our relationships both positively and negatively impact our relationships and our sex lives.

Saturday, May 17th

Lecture 10:00 – 10:45

**FORGOTTEN DAVE ELMAN TECHNIQUES
FOR HYPNOTHERAPY
S.M. Andrews**

Prepare to have fun!

Everyone has heard of the Dave Elman Induction. It's been around for over a hundred years, and many consider it the most effective hypnotic induction ever. But Elman had a huge catalog of inductions and techniques that most people have never heard of. Join Dave Elman Hypnosis Institute Supervising Instructor Sean Michael Andrews for a lively, fun survey of mostly forgotten Elman techniques including:

- The Catalyst induction
- Waking Hypnosis
- Migraine Cure
- Elman's stage/group induction (Useful for hypnotherapists who do demonstrations)
- Fractionation
- The Coma deepener
- And much more!

**WHERE THERE'S A WILL, THERE'S A
CHANGE
W. Moyer**

We know that initiating a change begins with a desire. Clients may present this as dissatisfaction with the way things are or a desire for something different, preferably better. But how do we determine whether the client truly wants to make the change? Is he ready to leave behind the familiar in favor of what might be? Has she considered the consequences of making the desired change? This presentation will explore how to determine your client's intentions and help them consider how their lives and relationships will be affected by their decision.

**BEYOND THE SCALPEL:
THE FIRST PAIN-FREE PLASTIC SURGERY
IN THE GERMAN-SPEAKING WORLD –
ACHIEVED WITHOUT ANESTHESIA
N. Wackernagel**

Experience a groundbreaking achievement in the German-speaking world! In this pioneering talk, I will share insights into a facial plastic surgery procedure performed entirely without anesthesia—achieved solely through advanced hypnosis techniques. Together with a former student, we eliminated the perception of pain and created a deeply relaxed and

fear-free experience for the patient. Discover the strategies and tools that made this procedure possible and explore the revolutionary potential of hypnosis in modern medicine. A unique glimpse into the power of hypnosis!

Lecture 11:00 – 11:45

**BUILD AN AWARD-WINNING HYPNOSIS
BUSINESS IN 5 EASY STEPS
S. Granger**

In this fast-paced presentation I'll be sharing the exact blueprint, the do-able steps that scaled up my hypnosis business from a standing start, all whilst helping over 15,000 clients achieve their goals. The more credible you become in your local, national, and international community the more people are drawn to you and the more people you can help with hypnosis! Building and creating an award-winning business helps you, your clients, and the profession! Once people know about YOU and what it is you can do to help you can really begin to step up your hypnosis practice and live your passion. You too can easily reach heights that you hadn't thought possible. This session will give you the roadmap, so you too can be an award-winning hypnosis business!

Attendees will leave with a detailed handout and a step-by-step roadmap to elevate their hypnosis practice immediately following the conference.

**RELEASING FEAR ON THE
CELLULAR LEVEL
D. Papadakis**

Are your clients aware of how past fears are negatively affecting every aspect of their lives? These deep-seated fears are stored at the cellular level within the subconscious mind and can unexpectedly emerge when triggered by current events. Hypnosis is the most rapid and effective method to access and resolve these root causes of fear. In this transformational lecture, you will learn how to assist your clients in releasing long-held childhood fears. We will explore techniques to help your clients identify perceived fears and the associated emotions. You will then learn how to guide them in releasing these emotions, promoting healing, and transforming old associations into healthier perceptions. By working directly with the subconscious mind, you enable your clients to quickly access solutions and transform their issues, effectively breaking the cycle of repeated suffering. This process creates long-lasting, life-transforming results, empowering your clients to reclaim their power and significantly boost their self-esteem and overall well-being. Debbie will provide a step-by-step demonstration and detailed explanation of the process with a volunteer. This talk is essential for hypnotists aiming to expand their practice and facilitate profound transformations for clients struggling with chronic fear.

Attendees will master techniques to help clients release childhood fears and patterns, enabling profound healing and empowering them to create the life they desire.

**HOW TO MAKE YOUR PRACTICE FLOURISH
WITH MENTAL STRENGTH
J. Wackernagel**

Discover how to elevate your practice by integrating hypnosis with mental strength techniques. This talk will explore strategies for using hypnosis to boost confidence, reduce stress,

and enhance focus, helping you and your clients achieve greater success. Learn how to harness the power of the mind to overcome obstacles and create a flourishing practice. Whether you're a seasoned professional or just starting out, this session will provide valuable insights to help your practice thrive.

Lecture 1:00 – 1:45

THE WONDER OF YOU: SCRIPT PLUS EXPERIENCE K. Hand

One thing almost all clients have in common is a desire and need for acceptance. And, the most important acceptance they need is their own. In this encounter, take a few moments to give yourself the acceptance you need with The Wonder of You process. This class is experiential so you can learn it from the inside out and the script will be provided to all attendees.

Once this process is experienced, it can be easily replicated as a stand-alone session or a part of any other technique.

END SELF SABOTAGE NOW A. Bramante

This talk will provide info on developing a growth mindset to overcome the fear of success and master self-sabotage.

Topics discussed include:

- Self Efficacy
- Fear of Success
- Personality Factors
- Fear of Success
- Imposter Syndrome, and mindsets when it comes to money

IMPORTANCE OF VENTING S. Prakash

We pass through and witness many traumatic and toxic relations, abuses, and events. They all get stored in our bodies. These stored energies are responsible for various diseases, issues, and uneasiness. These need to be constantly vented out. Details of various types of traumas and ways of venting will be discussed.

Lecture 2:00 – 2:45

CHANGE YOUR CLIENT'S I.D. P. Scott

Your client's internal dialogue (I.D.) creates who they believe themselves to be, their identity (I.D.). By actively listening to your clients, you can discover how they are creating their current reality. As we identify their limiting self-descriptions and beliefs, we can begin teaching them how to interrupt negative patterns of thinking and replace them with positive, healthy ones.

This seminar will explain how to help your clients literally change their identity to better match their current goals and desires using NLP combined with deeper hypnotic processes and engaging both conscious and unconscious resources. Attendees will learn how to help their clients create a new I.D. that is consistent with their desires and goals.

MEDICAL HYPNOTHERAPY FOR MS E. Clark

Learning to work with chronic diseases, such as multiple sclerosis, is both rewarding and fascinating. Learn the three keys to address with a client with MS.

This presentation will focus on MS in particular; however, the strategies we'll review can be applied to many chronic diseases, especially Parkinson's and chronic back pain.

PERFORMING HYPNOSIS: DON'T BE A CHICKEN! G. Saunders

Drawing on real-life experiences and captivating tales from the stage, Grant will demonstrate how the principles of performance hypnosis can elevate therapeutic outcomes, making sessions more impactful and memorable for clients. Attendees will learn how to craft hypnotic suggestions that resonate deeply, using metaphor, pacing, and storytelling to bypass resistance and evoke lasting change. Whether you are a seasoned therapist or new to hypnosis, this talk will provide you with innovative tools and insights to enhance your practice and connect with clients on a deeper level. Prepare to be inspired, entertained, and equipped with actionable strategies that will empower you to make your therapy sessions not just effective, but truly transformative. This is not just stage hypnosis this is performance hypnosis from impromptu demonstrations to corporate displays.

Lecture 3:00 – 3:45

NEURO-HYPNOSIS 4 U DO YOU HAVE THE NERVE S. Stockwell-Nicholas

Thoughts trigger biological reactions. This hands-on, practical experience lets you play your neurology like a Stradivarius.

Includes Stockwell's vagal nerve instant induction, techniques that up-energy, let you communicate clearly, and ways to digest and eliminate with ease. Based on Dr Shelley's popular book 'Vagal Joy (if you have the nerve) The Art and Science of Neuro-Hypnosis.' So, get ready to feel your best, eliminate stress, and help others to do the same.

DAYDREAMS & DETOURS: BLESSING OF TWISTS, TURNS, AND POTHOLES S. Day

While we may feel a need to have a solid and definitive notion of how our dreams and desires 'should' manifest, the Divine often has other plans (aka Plans B, C, and D). With our limited conscious mind, we are incapable of imagining the magnitude and grace of the Spirit's plans. Rather than attempting to direct the hand of the Divine, by allowing our journey to be one of divine detours, we can experience miracles and grace beyond our human expectations. When we set our intentions with loose parameters, we are destined to have our lives shift in unexpected, magnificent ways.

Participants will gain:

- Actionable steps to help their dream(s) become reality (aka the human steps)

- An understanding of the benefits of releasing limiting details of 'how' the dream is to manifest
- An understanding of surrendering to the grander plans and miracles of Spirit

THE GALLERY: STUCK IN TIME

G. Zak

The Gallery technique is a wonderful way to facilitate change work for practically any issue your clients will see you for. This protocol is regression hypnosis, without having to regress to cause. The Gallery hypnosis utilizes sub-modalities and somatic release to work with parts of the client that come forward in particular circumstances or are the cause of general behaviors that they want to change. Name the issue, and the source of the problem will be found in The Gallery.

This technique can be used in a single session or over the course of a series, depending on the depth of the client's issue and the compounding experiences. With a longer session or with certain clients, you can cover multiple issues in a single session with this one technique. This process is especially great for those sessions in that you want to invite the client to play with their imaginations in a very interactive way.

This process combines multiple techniques in one fluid process for a dynamic hypnotic experience. New and experienced hypnotists alike have found great value in this process.

Are you ready to play? Excellent! I'll meet you in The Gallery!

Lecture 4:00 – 4:45

5 DIGITS OF CHANGE

J. Hanson

We all love music! What if you could change the tune of your client's issue in a fun interactive way? 5 Digits of Change (piano hand) helps clients work towards a solution, step by step, as they use their own fingers to make the trance-formation from issue to solution easy and attainable. This technique also teaches skills for handling future situations. This simple technique utilizes anchoring and hypnosis, for a technique you can stack into any session to leverage lasting results and change the tune your client was playing. All you need are: paper, pen, and your client's hand to get started.

One sentence:

Ready to change your clients tune? 5 Digits of Change (piano hand) is a client centered technique for rapid change. Can be utilized as a stand-alone technique or stacked into a session for long lasting results.

"I am deeply grateful for the chance to gather with my esteemed colleagues at the Hypno Expo. The discussions, insights, and shared experiences were invaluable. A heartfelt thank you to the Hypno Expo Organizing Committee for putting together such a pivotal gathering of minds focused on Mind Magic. Looking forward to many more insightful and exciting programs in the future!"

-Jacqueline LeClaire, Bath, PA

COMBATING PROCRASTINATION

J. Lavelle

Get yourself (or your clients) unstuck! It is stressful having incomplete tasks hanging over your head. Procrastination may have a number of causes, but if you want a pathway to free yourself and achieve your goals, then this class is for you.

INTRO TO IEMT

L. Donnelly

Integral Eye Movement Therapy (IEMT) is not just another therapeutic modality. It's a journey into the very fabric of our psyche. By observing and influencing eye movements, we can tap into the neural pathways that store our most profound emotions and experiences. This isn't merely about alleviating symptoms; it's about confronting the dragons of our past, understanding them, and integrating their lessons into our present.

Sunday, May 18th

Lecture 9:00 – 9:45

WE CAN MAKE A DIFFERENCE

L. Bennett

Living a purpose-driven life = longevity. We can make a difference. Sometimes we are told 'No'; however our passion and why can open doors we hadn't expected.

BEYOND HYPNOSIS: BE THE VIBRATIONAL FORCE OF CHANGE

L. Hunt

In this engaging 45-minute session, you will experience a guided meditation designed to ground yourself through chakra imagery. I will explore the profound power of our voice as a healing tool, demonstrating techniques to strengthen our vocal cords and enhance the believability of our words in hypnosis. Participants will learn how to effectively record and share their sessions, and I will discuss the importance of brain waves and the vibrational qualities of our voice. This class will combine alternative therapies to amplify therapeutic results.

Attendees will gain practical skills to enhance the effectiveness of their sessions, empowering them to create an experience for their clients to change and heal.

- There will be an overview of the brain waves and their impact on hypnosis, healing, and manifesting
- Exploring the vibrational waves of the voice and the healing potential
- Techniques for combining alternative therapies to achieve better outcomes a bell, aromatherapy, meditation chanting

SUBCONSCIOUS FORGIVENESS

J. Kaur

In this talk, we are going to talk about forgiveness. We forgive for our inner peace.

- 7 steps of forgiveness
- Golden rule of forgiveness
- Benefits of forgiveness

- Importance of forgiveness
- Relationship forgiveness (forgiveness is easy in relationships)
- Mythology of subconscious

Lecture 10:00 – 10:45

REFRAMING FROM THE INSIDE OUT

M. Watson

Based upon the seminal work of Virginia Satir and further developed by NLP creators Bandler and Grinder this lecture is a lively and creative exploration of parts work and reframing.

Michael trained directly with the co-creators of NLP and his approach to teaching this technique will make it immediately useful to hypnotists and NLPers in their practice.

BODY, MIND & SOUL: THE HEALING TRIAD

H. Gunn

Your thoughts are recorded in every cell of your body, and you can literally think yourself into ill health as your thinking mind remains on autopilot, stubbornly identifying with all your past 'wounds'. Containing nearly 100 billion cells that function like on/off switches, millions of bits of information feed into the brain at any given moment. Every thought creates a feeling, every feeling creates an emotion, and every emotion releases endogenous hormones that affect the body. In essence, the body obeys the mind.

Healing happens when you realize what a powerful creator you are through insight into what your life is here to teach you, how to use your experiences to fulfill your life's purpose, and how to prepare for further life challenges.

My clients struggle with depression, anxiety, ADHA, PTSD, gender identity, hoarding, pain, addictions, diabetes, MS, heart disease, allergies, autoimmune disorders, paraplegia, and cancer as well as many other physical, mental, and emotional challenges. Their health status improves once they embrace and comprehend that healing begins in the mind.

THE HEALING ENERGY OF HYPNOTHERAPY

A. Mackenzie

Join Alli as she highlights the healing energy of Hypnotherapy! Hypnotherapists are both guiding clients toward their ideal outcomes and holding space for inner soul work to unfold. The process of change involves shifting from one state to another; transmutation, and this is energy healing! When approaching sessions with this Spiritual perspective we're opening the door to infinite potential and supporting our Clients in co-creating from the field of all possibilities.

Energy healing has been practiced for over 3000 years, with many ancient texts writing about this sacred work. Hypnotherapy is simply another powerful, holistic method of healing the Soul from the inside out.

Attendees will learn to understand the hypnotic change process as a deeper healing experience vs. only clinical in nature. A greater understanding of the holistic process as a whole means better results for our Clients and an empowered perspective as they begin to see what's truly possible for them.

Lectures 11:00 – 11:45

WEAVING THE TAPESTRY OF CHANGE: THE POWER OF STORYTELLING

C. Hewerdine

Discover how the power of narrative can create profound changes in your clients' lives. Adding this simple but powerful technique can revolutionize your practice. Metaphors and stories reach deep when simple suggestions can't. This presentation will equip you with tools to enhance your sessions and achieve even greater results. This is not limited to direct story sharing, but how to effectuate visualizations to open possibilities, let's dive into imagination therapy also!

Attendees will walk away with some powerful ways to share validating stories, concept-opening stories, and imagination-expanding stories.

REVOLUTIONIZE YOUR HYPNOSIS PRACTICE WITH AI-POWERED MARKETING

J. Eljay

As a hypnotist, one of the most challenging tasks is attracting a consistent flow of clients to ensure the success of your practice. This dilemma often results in ineffective and expensive advertising efforts. From traditional print advertisements to radio appearances, the costs can quickly add up. Imagine effortlessly attracting more clients and growing your hypnosis business using cutting-edge AI technology. AI marketing tools can analyze your target audience, personalize your messaging, and optimize your campaigns for maximum impact. We find that there are four categories of artificial intelligence that greatly impact the marketing of services for the hypnotherapist solopreneur.

These four are:

- The written word e.g., emails, blogs, newsletters, social media, pamphlets, etc.
- Podcasts, images, mind maps, and videos (short and long)
- Consistent branding while speaking with a steady voice
- Market analytics and segmentation

There is no magic wand, but these apps make the journey a whole lot easier. We will provide insight into the "how" of providing actionable marketing. Finally, we will summarize how to obtain a balance between promoting yourself and offering valuable and actionable insights into solving your client's issues and concerns. Marketing is central to a successful practice.

UNLOCKING THE POWER OF YOUR MIND: PRACTICAL HYPNOTHERAPY TECHNIQUES FOR EVERYDAY

N. Maly

Are you ready to tap into the limitless potential of your mind? Discover how hypnotherapy can be your key to personal transformation and success in everyday life. In this engaging and informative session, you'll learn how to harness the power of your subconscious to overcome obstacles, enhance your well-being, and achieve your goals. We'll explore practical hypnotherapy techniques that are easy to incorporate into your daily routine, empowering you to manage stress, increase focus, and set clear, attainable goals.

Attendees will learn simple yet powerful hypnotherapy techniques to transform their daily lives and achieve their personal goals.

DEVELOPING TRUST & RESILIENCE WHEN THE WORLD SEEMS SCARY

S. Gilbert

In the last few years, I've found myself speaking with so many clients who were feeling betrayed, that their trust had been broken. Their trust in their elected officials, their trust that everything would be okay, their trust that their children had a future, their trust that they could pay their bills, and their trust in their family members, employers, and friends. It felt as though for a very large number of people, we'd hit some type of psychic overload and even those who had been coping well had just reached their limit. Their trust that tomorrow would get better was broken. I decided I needed to have a better approach.

This talk is the culmination of my research, including the coaching and hypnotherapy approach to healing this crisis and rebuilding hope, trust, and resilience.

This class will provide the awareness and the tools to help your clients reclaim their hope, trust, and resilience. We will provide you with the specific tools and scripts that you can immediately put into use in your practice.

REPROGRAMMING FOR SUCCESS: USING HYPNOTHERAPY TO SHIFT OUT OF IMPOSTER SYNDROME

S. Jackson

Hypnotherapy can be used to identify and reprogram limiting beliefs that feed impostor syndrome that holds entrepreneurs back. This talk offers insights into how coaches and hypnotherapists can integrate this work into their practice to help clients reach their full potential.

Attendees will gain tools to release limiting beliefs and replace those with a growth mindset, successful behaviors, and attitudes. We will use a case study approach in this session.

MIND OVER METABOLISM

J. Onesta

Unlock the profound connection between the mind and metabolism in this captivating and enlightening presentation. Through a blend of humor, science, and real-world application, we'll delve into the fascinating ways the unconscious mind can either sabotage or support your clients' weight loss goals. This session offers you practical techniques to help your clients break through mental barriers, overcome self-sabotage, and embark on a transformative journey to a healthier, thinner self.

You will learn about the hidden metabolic switches and how to flip them for lasting authentic weight loss results. My practice of weight loss hypnosis is based on the most up-to-date metabolic science available.

"Thank you for organizing a successful and highly educational HypnoExpo 2024. Your magical touch has turned these annual events into uniquely original experiences."

-Wes Rocki, Lady Lake, FL

DO WE HAVE AN ETHICAL RESPONSIBILITY TO PREVENT PTSD?

Fredric Mau

Behavioral and genetic research now exists which indicates that an inexpensive and currently available genetic test may be able to determine which individuals are more likely to exhibit clinical responses to traumatic events, as well as an increased likelihood to experience chronic pain following injury.

If this can be validated, do we as a society have an ethical responsibility to screen applicants for jobs where trauma is likely (such as the military or first responders)? If so, how should the information be handled? Or do we even have a right to do this? Or liability if we don't?

In this class:

- Participants will be able to describe behavioral assessments that show a correlation between high hypnotizability and clinical posttraumatic disorders
- Participants will be able to identify a genetic test that shows a genomic profile for individuals who are highly hypnotizable and who also typically exhibit higher clinical pain, more negative affective components of pain, and less efficacy from opioid treatment
- Participants will be able to evaluate the ethical implications of these strands of research

HEALING THE INNER CHILD THROUGH HYPNOSIS & EXPRESSIVE ARTS

S. Khetan

Discover the transformative power of combining hypnotherapy with expressive arts. This session will guide you through innovative approaches to inner child healing, showcasing how these modalities work together to unlock deep emotional and psychological healing.

Attendees will gain practical insights into integrating hypnotherapy with expressive arts to effectively address and heal the inner child, enhancing their therapeutic approach and personal growth.

In this class, you will learn techniques for deep emotional and psychological transformation.

ETHICS AND MITIGATION: CASE STUDIES

M. Babineaux

This presentation is a brief review of the ethics code as a foundation of best practices and a few examples of what happens when that code is violated by a practitioner. What do we do as a community, an organization, and as individuals to mitigate the damage to our reputations caused by the unethical behavior of some of our colleagues?

First and most seriously, the whole hypnosis community needs to take notice of the damage to the reputation of the profession itself when someone violates both the public trust and the law by criminally assaulting their patients or clients under their care. A hypnosis practitioner was recently sentenced to 15 years in prison for sexually assaulting a number of women during their hypnosis sessions. And as it turns out he was doing this over the course of several years using the promise of help with hypnosis as a trap for his victims. Unfortunately, this was not the first time that this type of behavior has made the news as several years ago a man fled the country because of similar accusations before he could be prosecuted. These and some less serious case studies, mostly related to the scope of practice and advertising, will be discussed along with the Seven Deadly Sins that may tempt you away from the best practices that you have promised to yourself, your client, and the public.