

Our Featured Presenter:

Carol Dallinga, LCSW, CGP

As a New York State licensed Clinical Social Worker, Carol Dallinga is a caring and skilled therapist that makes a difference in her patients' lives. She has 29 years of experience and training working with adults in individual, couple or group therapy who are having problems like:

Depression Anxiety/Panic Attacks
Anger Management Traumatic Experience
Marital/Partner Issues Job Stress
Grief/Loss
Obsessive Thoughts/Compulsive Behaviors

Carol is a Certified Group Psychotherapist and previous President of the Westchester Group Psychotherapy Society (WGPS). Carol is a Certified EMDR Trauma Specialist and uses this method extensively in her practice with trauma patients. She has many years of experience working with men's work/family issues, particularly concerning police officers, firefighters, teamsters and corrections officers.

Carol's other interest is in coaching mental health professionals on how to build their unique practice with peer-to-peer marketing support groups and seminars. In addition, she has taught Organizational Development, Industrial Psychology, and Developmental Psychology at several local colleges.

About the Workshop:

This workshop is designed to motivate group psychotherapy professionals in various settings to build their unique practice with proven marketing and networking techniques. By learning cutting-edge skills and developing a clear, concise business plan, this workshop will help expand your ability to connect with the larger community we serve.

Didactic, Experiential, Sharing of Experience

**ILLINOIS GROUP
PSYCHOTHERAPY SOCIETY**

Presents

2011 Fall Conference

co-sponsored by the
The Chicago School
of Professional Psychology

**Marketing Your Practice:
Thriving in a
Changing World**

featuring
Carol Dallinga, LCSW, CGP

**Friday and Saturday
October 28 and 29, 2011**

The Chicago School
of Professional Psychology
The Merchandise Mart - 4th Floor
222 W. Merchandise Mart Plaza
Chicago, IL 60654

Friday, October 28, 2011

6.5 CEU's for Social Workers and Mental Health Professionals

8:30 Registration and Continental Breakfast

9:00 Conference Begins

- Welcome Announcements
- Introduction
- Ice Breaker Exercise (large group)
- What are your hopes/expectations for the workshop? (large group)
- Delineate Learning Objectives/Agenda for two-day workshop
- Business Plan, Developing a One Page™ Business Plan (individual, small group, large group exercise)
- Begin to develop a strategic plan for building a self-sustaining group work practice (example provided)

12:30 Lunch (provided by IGPS)

Annual meeting open to all

2:00 Conference Resumes

- Discussion of practice challenges (small group)
- What is Marketing? (Didactic)
- What is Marketing the Winning Personal Presence (WPP)?
- Who am I and how do I develop my WPP?
- Six qualities of an entrepreneur
- Examine and reduce guilt about marketing an independent professional practice (small group exercise)
- Develop a One Minute Marketing Message OM3™ (individual, small and large group exercise)
- Concept of feedback and feedforward developed and used

5:00 First Day Concludes

Who will benefit from attending?
Psychiatrists, psychologists, social workers, nurses, mental health workers, master's and doctoral students as well as novice or seasoned professionals interested in groups of any type are sure to gain knowledge and skills that will stimulate their interest and further their careers.

Saturday, October 29, 2011

6.5 CEU's for Social Workers and Mental Health Professionals

8:30 Continental Breakfast

9:00 Conference Begins

- Large group feedback about Friday
- Networking (Didactic)
- Six Degrees of Separation by Stanley Milgram
- Defining oneself and defining one's goals
- Integrating self and goals
- Networking a key independent professional practice
- Theory of networking
- Defining networks - how it works
- How to develop, cultivate and/or redeploy a network
- Networking is a multilevel, temporally structured process
- Bidirectionality of networking this evolutionary/adaptive process (individual, small and large group)
- Developing resources and developing a referral base

12:30 Lunch (on your own)

2:00 Conference Resumes

- Use of computer for marketing and networking web site / brochure
- Motivation and leading with passion
- Stamina: creating business strength and endurance
- Optimization: upgrading your practice
- Expansion: increasing your capacity for growth
- Flow: integrating multiple perspectives
- Large group networking exercise

4:15 CEU's and Evaluations

4:30 Whole Group Meeting and Conference Wrap-Up

5:00 Second Day Concludes

Register Early - Space is Limited!

REGISTRATION FORM - please print

Name _____

Organization _____

Address _____

City _____ Zip _____

Daytime Phone _____

Cell Phone _____

email _____

IGPS Member? Yes No Student

Non-Members: Check this box and apply for membership with this registration form and apply \$20 of the full two-day workshop cost toward your membership.

Early Registration (if postmarked by October 14, 2011):

| | |
|-------------|----------|
| Members | \$185.00 |
| Non-Members | \$230.00 |
| Students | \$100.00 |

Regular Registration:

| | |
|-------------|----------|
| Members | \$200.00 |
| Non-Members | \$245.00 |
| Students | \$110.00 |

Fee covers both days of the workshop; attendance at both days of the workshop is not mandatory.

Please make checks payable to IGPS

Total Enclosed: _____

Full refund (-\$25.00 administrative fee) if cancellation notice received by October 25, 2011 at
igpsinfo@aol.com

Detach and mail with your check to:
Illinois Group Psychotherapy Society
PO Box 28538
Green Bay, WI 54324-0538