

**MIMS 2011**  
**MANDALAY BAY HOTEL LAS VEGAS**  
**SEPTEMBER 16TH, 2011**  
[www.mims2011.com](http://www.mims2011.com)

Take your practice into 2012 with the Internet tools and resources you need to generate and convert qualified leads economically and efficiently.

Name (First & Last): \_\_\_\_\_

Contact Phone: \_\_\_\_\_ Email Address: \_\_\_\_\_

Profession: \_\_\_\_\_ Practice Name: \_\_\_\_\_

Practice Phone: \_\_\_\_\_ Practice Email: \_\_\_\_\_

Practice Address: \_\_\_\_\_

Practice Website: \_\_\_\_\_ Type of Practice: \_\_\_\_\_

Is this your first Internet marketing course?      Where would you rank your level in Internet marketing skill?  
Yes      No      Low      Medium      High

**Select Your Courses:**

Please select the 6 courses you would like to take. Please Note: If you choose the Social Networking Workshop, that course takes 2 time slots, so you would choose 4 other courses. We will have your course schedule ready for you at the registration desk the day of the event. Please select one of the alternate courses in case of schedule changes or if a speaker online is not on this form.

- |                                                                                                     |                                                                                  |
|-----------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------|
| <input type="checkbox"/> Developing an Internet Marketing Plan - M. Dobkowski                       | <input type="checkbox"/> Online Consultations and Your Mobile Website - V. Marin |
| <input type="checkbox"/> How Design Affects Your Website - M. Havlicek                              | <input type="checkbox"/> Lead Cycle Management - C. Lapointe                     |
| <input type="checkbox"/> Event Marketing Meets the Internet - J. Kissinger                          | <input type="checkbox"/> The State of SEO in 2011 - O. Birsen                    |
| <input type="checkbox"/> Use Facebook Applications in Internet Marketing - M. Dobkowski             | <input type="checkbox"/> Local Search Tips and Techniques - D. Rodecker          |
| <input type="checkbox"/> Lost Profits & Maximizing Practice Revenue - J. Gogulski                   | <input type="checkbox"/> A Medical Practice in the Digital Age                   |
| <input type="checkbox"/> Intro to Google Analytics - O. Birsen                                      | <input type="checkbox"/> Organizing Your Complete Marketing Plan - Y. Martin     |
| <input type="checkbox"/> Online Patient Portals & HIPPA Compliancy - P. Seel                        | <input type="checkbox"/> Internet Marketing Myth Busters - O. Birsen             |
| <input type="checkbox"/> Top Resources for Managing your Marketing Investment - C Lapointe          | <input type="checkbox"/> Converting Internet Leads - B. Mercier                  |
| <input type="checkbox"/> Developing & Implementing a Social Media Presence - Workshop - J. Lindeman | <input type="checkbox"/> Video SEO Strategy - J. Lin and N. Healy                |
| <input type="checkbox"/> Bridging the Gap to Communication in the 21 Century - J. Watson            | <input type="checkbox"/> Alternate Course _____                                  |

Type of Payment:      Visa       MC       AMEX       Certified Check

Cardholder Name (First & Last): \_\_\_\_\_

Cardholder Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Cardholder Phone: \_\_\_\_\_

ACCOUNT NUMBER: \_\_\_\_\_ CV CODE: \_\_\_\_\_ EXPIRATION DATE: \_\_\_\_\_

AUTHORIZED SIGNATURE: \_\_\_\_\_

Please fax form to 413-893-9042

Email [Christine@aesthetics360.com](mailto:Christine@aesthetics360.com) or [laura@aesthetics360.com](mailto:laura@aesthetics360.com) with questions.

Please make checks payable to Medical Internet Marketing, LLC

MIMS C/O Aesthetics 360

16045 Golf Club Drive

Crosby, TX 77532

Confirmation will be sent via email within a week of receipt