



**PHILADELPHIA AREA GROUP PSYCHOTHERAPY SOCIETY
20th ANNUAL HOLIDAY PROGRAM**

Marketing Group Psychotherapy Practice
Demonstrating the Value of Group Psychotherapy Through Public Education

Sunday, December 7, 2014, 4:30 - 7:30 p.m.
410 Baird Road, Merion, PA

This program is free, and guests are welcome, but reservations are requested because space is limited.
Please contact Elsa Efran (215-242-4234, pagps@verizon.net) by December 1.

4:30–4:45 p.m.	Registration
4:45 (promptly)	Presentation and discussion
6:15-7:30	Reception and networking. Wine, beer, soft drinks, coffee, and light refreshments prepared by members of the PAGPS board.

ABOUT THE PROGRAM

Goals:

- To stimulate each participant to think about his or her professional practice as a business.
- To outline steps one might consider when revising the business aspects of his or her practice.
- To encourage participants to think outside the box of traditional “word-of-mouth” marketing of one’s psychotherapy practice.

Objectives. At the conclusion of this workshop, participants will:

- Know what a business plan is and how to implement one
- Understand the differences between networking, marketing, and advertising
- Be able to design a “one minute message”
- Understand the pros—and cons—of using the internet for marketing

ABOUT THE PRESENTER: Shari Baron, MSN, CNS, CGP, FAGPA

Shari is a clinical nurse specialist in private psychotherapy practice for over 35 years. She has taught workshops and been an adjunct or clinical professor at Chestnut Hill College, the Philadelphia College of Osteopathic Medicine, and the University of Pennsylvania School of Nursing. She is currently a clinical associate at the University of Pennsylvania School of Medicine. She is a past president of the Pennsylvania Chapter of the American Psychiatric Nurses Association.

Shari is a Clinical Member and Fellow of the American Group Psychotherapy Association, is currently serving on the APGA Board of Directors, and is also Co-Chair of the AGPA Special Interest Groups Task Force. She has presented many workshops at AGPA, the Eastern Group Psychotherapy Society, and PAGPS; has published numerous articles and two chapters; and has co-authored “Marketing Your Practice Through Public Education” in the Spring 2013 edition of the AGPA newsletter, *Group Circle*. Shari lives and maintains her practice in Media, PA. She has maintained psychotherapy groups in her solo private practice for over 30 years.

Directions to 410 Baird Rd., Merion, PA (home of April Fallon)

From the Schuylkill Expressway, take Route 1 South. Pass St. Joseph’s University and Episcopal Academy on the right. The numbered streets on the left will be going up. Pass 63rd St. on the left. At the next light, turn right onto E. Wynnewood Rd. (at the corner is a sign for St. Charles Seminary). If you get to Route 30 you have gone too far. On E. Wynnewood Rd., go to the first light and turn right onto Bowman Ave. Go past the first traffic light; the next street on the right is Baird Rd. Take a right onto Baird Rd. and go to the second white house on the right (410). The house is Country French style, white with dark teal shutters. Park on the right side of the street.

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