

Thriving as Herbalists

Building our strength as a profession



Saturday 18th February

10 am to 5 pm (registration at 9.30)

Mary Ward House, 5-7 Tavistock Place London WC1H 9SN

**How can we better promote what we do to the public?
How can we support each other as herbalists?**

Conference Programme

- 9.30 Arrival and registration
- 10.00 Introduction by Michael McIntyre
- 10.15 Keynote Talk - Simon Mills - Where do we go from here? Some professional development thoughts. *“With a hiatus in herbal practice regulation, this is a good time to complete a SWOT analysis. Let’s work out a new productive role for a herbal practitioner in 21st century society. We are not short of radical and practicable ideas!”*
- 10.45 Marketing your practice - Lucy Jones: *“My talk will outline a simple process to create a tailor made marketing plan for herbal medicine practice. If you’ve never done a breakeven or price-setting analysis then my break-out session will be an eye-opener.”*
- 11.15 Tea and coffee
- 11.35 Breakout discussion groups - Marketing and promotion of the herbal profession
- 12.20 Plenary - report back
- 1pm Lunch – cafés on local streets or farmers market and Waitrose close by in Brunswick Centre.
- 2.00 Keynote Talk - Anita Ralph - The Therapeutics of Success - prescriptions for practice. *“I’d like to share therapeutic strategies I have applied to grow my practice. Like all good herbal prescriptions, it has needed review from time to time and like a herbal consultation, it involves a positive, clear direction and clarity*
- 2.30 Break out session with groups discussing:
1. Building confidence - developing herbal practice
 2. Working together to support each other
 3. Making use of social media
 4. Building on success – spreading the word
- These topics are subject to change if other priority topics are raised in the morning session.*
- 3.15 Tea
- 3.40 Plenary - report back
- 4.40 Summary and moving forward
- 5pm Close

Let’s create a stronger, better recognised and more widely used herbal profession.