

# 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?

These are some of the vital questions that will be addressed at this EHTPA conference which aims to generate a range of practical ideas and initiatives to advance the scope and profile of herbal practice. These proposals can subsequently be utilised by individual herbal practitioners, Professional Associations and/or the EHTPA.

Speakers Simon Mills and Anita Ralph will provide food for thought to engender active discussion throughout the break-out sessions that form the backbone of this conference. In addition, Lucy Jones will give a presentation on marketing your herbal practice.

Discussion group topics will include:

- Marketing and promotion for the herbal profession
- Building confidence - developing herbal practice
- Working together to support each other
- Making use of social media
- Building on success – spreading the word

**Come and join us to help create a stronger, better recognised and more widely used herbal profession. Sign up to this conference now.**

See [www.ehtpa.eu](http://www.ehtpa.eu) for the full programme.

Herbalists and herbal students across all traditions are most welcome. The cost of attending this conference has been kept low to make it accessible to all herbal practitioners and students. Places are limited so please book early.

EHTPA members and students - £25

Non-members - £35

EHTPA includes members of CPP, URHP, RCHM. APA and BATTM

Tea / Coffee provided. You will need to bring a lunch or eat out locally.

### To book:

You can pay by:

- Bank Transfer - Sort Code: 60-02-23: Account Number: 99169568: Account Name: EHTPA. Give your name as the reference
- PayPal - use your PayPal account and pay to [info@ehtpa.eu](mailto:info@ehtpa.eu)

Then send an email to [info@ehtpa.eu](mailto:info@ehtpa.eu) with:

- your name
- professional association (where appropriate)
- address
- telephone number
- Payment - amount paid and payment method - if paid via PayPal, give the associated email.