

Sessions Begin (UTC)	Duration	First Name	Last Name	Country	Lecture Title
1:00 PM			Welcome		
1:00 PM	0:15	Renato	Saltz	USA	Welcome
		Ozan	Sozer	USA	
		Nazim	Cerkes	Turkey	
1:15 PM		TOPIC	RE-INVENTING THE AESTHETIC PRACTICE IN THE MIDST OF COVID		
1:15 PM	0:15	Robert	Singer	USA	The Safety of Elective Plastic Surgery During the COVID-19 Pandemic
1:30 PM	0:15	Debra	Phairas	USA	Re-Inventing the Aesthetic Practice During COVID-10
1:45 PM	0:15	Discussion			Q & A
2:00 PM		TOPIC	THE MODERN MULTISPECIALTY AESTHETIC PRACTICE - ONE STOP SHOP		
2:00 PM	0:15	Foad	Nahai	USA	Is the 747 Effect Still Relevant?
2:15 PM	0:15	Christy	Perry	USA	Practical Practice Management Tips for 2021
2:30 PM	0:15	Alexander	Aslani	Spain	The Counterpoint to "one-stop-shop": Superspecialization and its Associated Potential
2:45 PM	0:15	Ivar	van Heijningen	Belgium	How to Build a Successful Practice, European Perspective
3:00 PM	0:15	Patrick	Mallucci	UK	Modern Aesthetic Practice - Starting From the Bottom Now we're Here
3:15 PM	0:15	Discussion			Q & A
3:30 PM		TOPIC	STAFF ISSUES		
3:30 PM	0:15	Kai	Kaye	Spain	Building a Successful Aesthetic Private Practice –Set-up and Staff
3:45 PM	0:15	Debra	Phairas	USA	Embezzlement in Your Aesthetic Practice
4:00 PM	0:15	Terri	Ross	USA	Important Aesthetic KPIs and Why They Matter
4:15 PM	0:15	Karen	Zupko	USA	Testing and Training Tools: You Need Both!
4:30 PM	0:15	Discussion			Q & A
4:45 PM		TOPIC	AESTHETIC SERVICES		
4:45 PM	0:15	Grant	Stevens	USA	Subscription Aesthetic Services
5:00 PM	0:15	Paul	Nassif	USA	Successful Strategies of a Cosmetic Line
5:15 PM	0:15	Sabrina	Fabi	USA	Injectables, What Works and What Doesn't
5:30 PM	0:15	Jason	Pozner	USA	Non-Surgicals, What Works and What Doesn't
5:45 PM	0:15	Bianca	Ohana	Brazil	Strategies to Stay Connected to Your Patients – Patients for Life!
6:00 PM	0:15	Vakis	Kontoes	Greece	The Holistic Approach to an Aesthetic Surgery Practice - How and Why
6:15 PM	0:15	Jesus	de Benito-Ruiz	Spain	Implementing a CRM in Your Practice
6:30 PM	0:15	Lina	Triana	Columbia	Adding Vaginal Rejuvenation to an Aesthetic Practice
6:45 PM	0:15	Alan	Widgerow	USA	Novel Topical Formulations that Enhance Surgical Procedure Outcomes: Gene Ontology, Histology, Clinical Validation! Introduction by Wendy Johnson, Alastin
7:00 PM	0:30	AV Break			
7:30 PM		TOPIC	TECHNOLOGY HELPING YOUR PRACTICE GROW		
7:30 PM	0:15	Izhak	Musli	USA	The Future of Aesthetics in a New World
7:45 PM	0:15	Chad	Erickson	USA	How Customer Lifetime Value Impacts Your Business
8:00 PM	0:15	Christy	Perry	USA	Practical Practice Management Tips for 2021
8:15 PM	0:15	Discussion			Q & A
8:30 PM		TOPIC	MARKETING & SOCIAL MEDIA		
8:30 PM	0:15	Valerio	Finocchi	Italy	Rhinoplasty and Social Media
8:45 PM	0:15	Sebastien	Garson	France	Social Media: Can we find the good balance?
9:00 PM	0:15	Tim	Papadopoulos	Australia	What's Going on with Social Media Down Under?
9:15 PM	0:15	Sheila	Nazarian	USA	Social Media Update and ROI
9:30 PM	0:15	Discussion			Q & A

9:45 PM		TOPIC			PATIENT SAFETY FIRST AND FOREMOST
9:45 PM	0:15	Alberto	Arguello	Costa Rica	The ISAPS Global Accreditation Program
		Ozan	Sozer	USA	
		Constantin	Stan	USA	
10:00 PM		TOPIC			THE FUTURE OF AESTHETICS IN A NEW WORLD
10:00 PM	0:30	Renato	Saltz	USA	Panel Discussion
		Steve	Dayan	USA	
		Bahman	Guyuron	USA	
		Nazim	Cerkes	Turkey	
		Arturo	Montanana	Mexico	
		Foad	Nahai	USA	
		Robert	Singer	USA	
		Ozan	Sozer	USA	
		Lina	Triana	Columbia	
11:00 PM		Closing Remarks			