



RE-VISION

CPD 2019

RELATIONAL MARKETING:

**Therapeutic relationships
from the first web search to the first session**

Saturday & Sunday 14 & 15 September 2019

10am to 5pm

with Dr Adam Kincel

Suitable for: qualified and trainee counsellors and psychotherapists. Fee: £190

If there was one thing that I feel was missed in my psychotherapy training, that would be a focus on therapy as a business. Although money is embedded in the culture of counselling and psychotherapy, it is rare that we discuss it or even dare to think how to increase our profits. Perhaps we have seen too many examples of profits being valued more than people or marketing designed to manipulate rather than connect.

Relational marketing is a way of building therapeutic relationships based on transparency and care for the wellbeing of both the client and the therapist. This training will allow participants to attend to their attitudes toward money and examine marketing possibilities within counselling and psychotherapy. Clarity of business needs will be presented as a basis for building solid therapeutic alliances with our clients. Furthermore, it will offer space to examine current marketing solutions we use, such as website, directories or direct forms of engagement with potential clients.



Dr Adam Kincel, a UKCP registered psychotherapist, supervisor and researcher, has established several private practices in London and supported over a hundred counsellors and psychotherapists taking first steps in working for themselves. Working as a small business owner, Adam had to wear various hats and learn many trades. He gained experience on a wide range of issues concerning starting a private practice including setting up websites that are optimised for google, soundproofing, marketing, health and safety and business planning.

See overleaf for booking form

BOOKING FORM

RELATIONAL MARKETING:

Building client-therapist relationships from the first web search to the first sessions
Saturday and Sunday 14th & 15th September 2019, 10.00am to 5.00pm
at Re-Vision, 97 Brondesbury Road, London NW6 6RY

To book, please use the form below or call the office 0208 357 8881 or email info@re-vision.org.uk with the following details

Name: Phone No:

Email Address:

Where and when did you qualify? :

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How did you hear of Re-Vision / this course?

Payment in full of £190 will secure your place
(Discount for current students in stages 2,3, & 4 and Graduates 10%)

Cheques payable to
'Revision Ltd'
or bank transfer via: Co-operative Bank, 08-92-99
Account name: Revision Ltd;
a/c no: 65301472;
Reference: Marketing/your name.

Cancellations Policy: Up to 1 month prior to event: 75% refund; within 1 month: 50% refund; within a week: no refund. In the event of this course being cancelled, we will give a full refund.