

“The DR Institute”

Training Programs for Practice Principals and Associates to:

- facilitate practice growth**
- create team harmony**
- assist patient’s financial needs in
tough economic times**
- generate patient referrals**
- increase case acceptance**

“The DR Institute”

Dentist Training Programs

	Page
Overview of the Industry	2
Testimonials	5
Anterior/Posterior Restorations <u>P1/P2 Course</u> Dentist Clinical Training Program	6
Advanced Anterior/Posterior <u>P3 Course</u> Advanced Clinical Procedures	10
Practice Marketing <u>PM Course</u>	14
Treatment Sequencing <u>PS Course</u>	17
Failures and Functional Occlusion <u>PFO Course</u>	19
Previous attendees results	21
Attendance options	22
Registration Forms	

*“You don’t have to buy a **perfect practice to own one**”*

Clinical ability

+

Practice Management

+

Effective marketing programs

+

Trained and motivated staff



Practice Success

All of “The DR Training Institute” In-House Training programs have been designed to give you an edge on your colleagues in all of these critical areas.

*This booklet contains information on all the courses available.
Take the time to find out just how easy it is to create a
more profitable practice **right now.***

Overview of the stresses of dentistry

The stresses of a modern day dental practice can start to take their toll eight to ten years after leaving dental school:

- Financial constraints limits the ability to purchase new equipment;
- Continual management of the demands of staff and their need for motivation is demanding, tiring and stressful;
- Finding the time to attend clinical training courses to update skills is difficult; and
- It is difficult to fit in time for your family's needs, golf, sailing and socialising etc.

These stresses *are normal* for the majority of dentists; yet very few clinicians ever find a way to resolve these problems in order to enjoy their life and their chosen profession.

The Training Institute has developed In-House Training Programs to:

- Develop clinical skills and knowledge of materials to consistently deliver high quality dentistry;
- Assist you in managing your practice more efficiently, Including staff management and financial management.
- Improve the profitability of your practice and
- Provide you with stress-free time to enjoy both your professional and personal life.

Common problems

A lack of business training in dental school is one of the greatest weaknesses in the skills of dentists. Managing the day-to-day needs of the dental practice has become a difficult task.

Also, a general inability to understand the principles of communicating with patients and staff, contributes to the majority of the stress experienced in dental practice.

A lack of understanding and development of systemisation of daily dental procedures ties up the dentist in procedure and staff management that reduces the dentist's ability to manage their business efficiently.

Solutions

A. ATTEND COURSES:

PROS	CONS
Provides a day away from the stresses of the practice to think and undergo training.	Course not customised to specific needs.
Develops new skills in a specific area.	Lost production time. Staff not often involved.

B. "THE DR TRAINING INSTITUTE" IN-HOUSE TRAINING:

PROS	CONS
Comprehensive training in <i>all</i> the areas essential for the growth and success of the practice is provided.	A period of hard work and commitment is required to develop the skills learnt.
Staff are directly involved with their training programs.	
Specific problems can be addressed.	

Testimonials

“Derry presents a brilliant and exceptional series of courses on all aspects of aesthetic dentistry and poses challenges on practice management and personal goals. Attendance for the progressive thinking individual is necessary. It changed the way I approach dentistry.”

**Dr Kay Chia,
Brisbane**

“Derry opens his practice and lets you see an artist at work.
To see his skills is to understand.
To then discuss and question is to believe you can do it too.”

**Dr Susan Clow
Pukeohe, New Zealand**

“Derry has excellent systems in place, both clinical and managerial and it is a pleasure to see such a team – a focused, streamlined cosmetic practice. Clinical procedures offer clever alternatives to existing techniques, a focus on attention to detail and an artists eye. Thought provoking and stimulating philosophical discussions.”

**Dr Andrea Shepperson
Cosmetic/General Dentist
Auckland, New Zealand**

“I thoroughly enjoyed the P1/2 course I attended at Dr Roger’s.
I have now redone the full course series 3 times and continue to be amazed at the information that I have gained and how it has changed my practice

It is also of major benefit to network with the other attending dentists and realize that we are all in the same place in terms of our frustrations that are all alleviated by interacting with Dr Rogers and attending his training programs.

I look forward to his next course as he is constantly updating his knowledge delivery.

**Dr Terry Fenn
Perth**

Course P1/P2: Clinical Training Programs

P1/P2 Dentist Clinical Training Programs

Clinical benefits of in-house hands-on training courses:

- Advanced cosmetic dentistry skills presented and viewed in an 'over the shoulder' format on a patient;
- Three-dimensional learning environment, clearly demonstrating the clinical skills being presented;
- Intensive learning environment with 100% access to mentor;
- Ability to troubleshoot every day problems on the spot;
- The development of cutting edge techniques in cosmetic dentistry for consistently delivering beautiful smiles
- The development of clinical techniques to manage back of mouth general and reconstructive procedures
- New patient examination on a non-rehearsed, 'real' patient.

Non-Clinical skills developed in the courses:

- Treatment plan preparation and presentation for greater case acceptance rates;
- Personality profiling for effective staff management and motivation;
- Personality profiling for successful case presentations and rewarding patient/dentist relationships
- Staff and self management techniques
- Time management techniques
- Proven practice promotion techniques
- Marketing for increased new patient rates.

P1 & P2 – Anterior / Posterior Course

Each course is run over two days to facilitate optimised learning.

An example of the course structure over the two days includes:

Day 1: (Anterior - P1) and Day 2: (Posterior – P2):

7.00 am - BREAKFAST -

8.00 am	Case review	Patient case reviewed
	Anterior Veneers P1	Treatment planning and case discussion
	Posterior Crowns P2	

8.30 am	Patient Prep	Pre-impressions Prep design Impression taking Provisionalisation Occlusion management Cosmetic choreography Colour selection Lab communication
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11.30	New Patient Examination	Protocols for New Patients Examinations
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12.30 - LUNCH -

2.00 pm	Photography Workshop	Training protocols for ideal photography Camera options reviewed
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3.00 pm	Staff Management	Hiring Contracts Performance appraisals
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4.00 pm	Treatment Planning	Diagnosis of new patient (from am session) Case write up system for optimal case acceptance
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5.00 pm - FINISH -

Day 3 (Anterior – P1) and Day 4 (Posterior – P2):

	- BREAKFAST -	
7.00 am		
8.00 am	Lab Review Veneers & Crowns P1/P2	Review and checking lab work Laboratory communication
8.30 am	Patient Treatment Session Inserts:	Removal of provisionals Try-ins Adjustments – shape & colour Porcelain adjustment & polishing Cementation Occlusion Workshop
11.30 am	Occlusion Workshop	Understanding the principles for long term success Centric Relation overview
12 noon	Case Presentation	For New Patient from Day 1
12.30 pm	- LUNCH –	
2.00 pm	Time Management	Systems reviewed Templates provided
3.00 pm	Productive Scheduling Workshop	Overview of scheduling systems
3.30 pm	Staff Management Workshop	Templates provided
4.00 pm	Case Presentation Workshop	2 cases per attendee Presentation of treatment planned
5.30 pm	- FINISH –	

Course P3: – Advanced Clinical Procedures

P3 – Advanced Clinical Procedures

Advance your skill level

Now that you have completed the P1 and P2 programs and have been performing anterior and posterior porcelain work for a few months; you may be encountering cases you feel which truly extend your current level of ability.

If so, it is time you booked into P3: The Advanced Program

Pre-requisites for the P3 course are that you have completed both P1 and P2 practising these new skills. It is preferable that you have completed a number of anterior and posterior procedures, to reinforce and refine your own skills, prior to attempting this course.

The P3 course is structured in a similar manner to the P1 and P2 courses. Course content includes:

- Overview of materials to be used;
- Overview of techniques for preparation of advanced procedures;
- Advanced treatments, including –
 - Veneers
 - Crowns, and
 - Bridges;
 - Implants - soft tissue procedures
 - different implant systems
 - management of aesthetics at the gingival zone
- Both anterior and posterior procedures;
- Sequencing of treatment over extended periods;
- Advance practice marketing and practice management concepts.

The P3 course is your opportunity to build on and refine the clinical skills you have already learnt in P1 & P2.

An example of the P3 course structure over the two days

Day 1

7.00 am - BREAKFAST -

**8.00 am Case review
Anterior Veneers
Posterior Crowns**

Patient case reviewed
Treatment planning and case discussion

8.30 am Patient Prep

Pre-impressions
Prep design
Impression taking
Provisionalisation
Occlusion set up
Cosmetic choreography
Colour selection
Lab communication

11.30 New Patient Examination

Protocols for New Patients Examinations
Photography for communication

12.30 - LUNCH -

2.00 pm Photography Workshop

Review protocols for ideal photography
Camera updates

3.00 pm Diagnosis

Diagnosis: 5 Steps
Aesthetics, Function, Structure
Biology, Gingivae

4.00 pm Treatment Planning

Diagnosis of new patient (from am session)
Treatment Planning systems
Case write up system for optimal case acceptance

5.00 pm - FINISH -

Day 2

7.00 am	- BREAKFAST -	
8.00 am	Lab Review Veneers & Crowns	
8.30 am	Patient Treatment Session Inserts:	Remove provisionals Try-ins Adjustments – shape & colour Porcelain adjustment & polishing Cementation Occlusion Workshop
11.30 am	Occlusion Workshop	Advanced occlusion principles Centric Relation management
12 noon	Review Case Presentation	For New Patient from Day 1
12.30 pm	- LUNCH -	
2.00 pm	Time Management	Systems reviewed Templates provided
3.00 pm	Productive Scheduling Workshop	Overview of scheduling systems
3.30 pm	Occlusion Workshop	Templates provided
4.00 pm	Case Presentation Workshop	2 cases per attendee .Presentation of treatment planned by each clinician
5.30 pm	- FINISH -	

Course PM: – Practice Marketing Program

PM – Practice Marketing Program

Extend your skills beyond just clinical training

If you want to use your new skills on patients:

- You need to tell them what you can offer them.
Tell them how you are different from your competitors.

Learn to promote yourself and your practice to prospective patients

Find out how to reach those patients who:

- Understand what you offer.
- Are interested in what you offer.

Learn how to get more “bang for your buck”

Marketing can be a cost-effective way of getting more patients, you need to know what works and what doesn't.

- You can learn through trial and error.
- OR
- You can learn from Dr Rogers' vast experience.

You've done the clinical training ...

Now that you have the ability to perform high level anterior and posterior reconstructive and cosmetic dentistry, **reap the benefits from it**. The course will teach you how to let your patients know you have an edge on the competition.

Market your skills and watch the patients come to you.

Armed with the knowledge learnt in P1, P2, P3, you will be able to confidently diagnose, present and relate the patients needs to match their presenting concerns.

Carried out in a professional environment with attentive and well trained staff, your reputation will spread and your new patient acceptance rate will increase exponentially.

What you will learn:

During this course, you and a nominated staff member will work through the development of a complete marketing program tailored specifically to your practice. The marketing program will give you clear and concise directions on how to plan, implement, monitor and evaluate all aspects of a marketing program that adds value to your practice and to the clients you wish to treat. Elements include:

- The **People** you hire, how to hire and how to get the best from your staff
- Internal marketing - what does your practice (**Place**) and the environment you offer patients say about your service?
- Patient management – (**Processes**) to manage and improve patient interaction
- Creating a (**Product**) for your patients, offer the services you want to provide
- Fee setting - setting the (**Price**) for your service to reflect the value offered
- (**Promotion**) options for your practice, both internal and external
- How to monitor and measure the effectiveness of your marketing program
- Adjusting the program to reflect the changing needs of your practice

Any marketing consultant can develop a marketing program for your practice - at a considerable fee! A marketing plan developed for your practice by an outside consultant can cost anything from \$20,000 to \$40,000* to prepare. Yet more often than not they have no knowledge of the industry and environment you operate in.

How do we know marketing works?

*If you've been to Dr Rogers practice and seen how it operate, s you will understand why we know marketing works. With the right elements in place, anyone can market their practice to current, new and potential patients **without having to try and sell to them.***

*Marketing is about more than just selling. You should be trying to deliver a level of service in your practice that **sells itself to patients.** If you don't think you are, this course will show you how **you can achieve any standard you set for yourself***

At the conclusion of this program, you will walk away with a complete marketing program customized to your practice.

PM Course fees include:

- Full day PM course for one dentist and one other nominated staff member
- Breakfast and lunch for participants on course days.
- The PM Course is run in conjunction with the P3 clinical course as an advanced total course for dentists

*Estimate for marketing plan costs from Australian Institute of Management (AIM).

**Please be sure to bring a current copy of the Dental Board Act for your state.

Course PS: – Treatment Sequencing

PS – Treatment Sequencing

Aim:

- To understand the systems required to efficiently treatment plan simple to complex cases with restricted time frames and financial ability as dictated by our patients
- To develop a methodology to stage treatment plans
- To develop the skills of constructing long term provisionals in order to facilitate treatment plan sequencing

Method:

A tried and proven step by step process of treatment diagnosis and sequencing will be taught with blue prints to take back to your clinics.

Hands on workshops using typodonts to develop the art of provisionalising anterior and posterior teeth in combination with material overviews for cores, provisional crowns and cements.

Overview:

- No more temporaries, provisional are the basis for treatment planning for the future
- The ability to construct aesthetic and functional provisionals long term is mandatory to provide patients with ideal treatment for financial reasons and as part of multidisciplinary therapy

Day Program:

7:00am	Breakfast
8:00	Treatment diagnosis and Case Planning
9:00	Treatment Sequencing <ul style="list-style-type: none">➤ Staging anterior/posterior cases➤ How to Stage bite opening➤ Sequencing long-term rehabilitation➤ Sequencing specialist treatment
12:00pm	Lunch
1:00	Hands-on Workshop/Materials <ul style="list-style-type: none">➤ Preparation of Typodonts➤ Core materials➤ Provisional materials
2:00	Posterior Crowns Managing occlusal changes inc Vertical opening
3:00	Anterior Crowns Setting up phonetics in Anterior Provisionals
4:00	Provisional Cementation and Removal Laboratory Communication
5:00	FINISH

Course PFO: - Failures and Occlusion
Management

PFO - Failures and Occlusion Management

Advance your skill level

Now that you have completed the P1, P2, P3, PM, PS programs and have been performing anterior and posterior porcelain work for a few months, you may be encountering issues with porcelain failure that have challenged your diagnostic skills and how to ensure the issue does not recur.

If so, it is time you booked into PFO Program

The course is structured in a similar manner to the PS & PM courses.
Course content includes:

Diagnosis of high-risk cases

Understanding CO/CR relationships and when to equilibrate pre treatment

How and when to set up Anterior Guidance

Management of crowded lower anteriors opposite upper porcelain

Laboratory issues that contribute to porcelain failures

Para functional Activity and how to diagnose the risk to porcelain stability

Use of Splints

Schedule

7am	Breakfast	1pm	Managing crowded lower anteriors
8	Reasons for porcelain failure	2	Laboratory issues
9	Diagnosis & treatment	3	Parafunctional activity and its effects
10	Diagnosing High Risk cases	4	Splints and their use
11	CR/CO discrepancies	5	Overview of Systems to reduce failures

The course is a full day didactic course based in the clinic and lecture room allowing attendees to see first hand the management and cause of porcelain failures.

PREVIOUS ATTENDEES RESULTS

The "Training Institute" has been assisting dentists since 1986 in the areas of clinical development and sales related to marketing products to enhance their dental practices.

In 1991, Dr Rogers commenced "In House Training Programs" for dentists.

There have been over 200 dentists attend the programs since this time and a longitudinal study has shown the following success in their practices.

Average Gross Revenue increase at 6 months	32%
Average Gross Revenue increase at 12 months	53%
Average Gross Revenue increase at 2 years	67%

Many of the practitioners (22%) have completed all levels of the course up to the development of the PS & PFO programs (started in mid 2008).

A number of the practitioners have returned to redo the P1, P2 programs (8%) as they found it so valuable to the change in their practices.

Surveys carried out on all the attendees over the years have provided a feedback rate of 96% and the average responses to their replies have noted the following:

Value of the attended course to your clinical development	98%
Value of the attended course to your practice management development	89%
Value of the attended course to enhancing your enjoyment of dentistry	94%

"The Training Institute" has been the only private training facility for graduate dentists in the areas of Cosmetic, Reconstructive Clinical skills as well as Practice Management.

In 2009, consulting specialists and ceramists will be presenting courses in the following areas:

- Implant procedures
- Aesthetic soft tissue management
- Use of Invisalign in general practice
- Laboratory procedures in porcelain reconstructions

COURSE ATTENDANCE OPTIONS

A) Individual course attendance for Principals & Associates

Individual courses can be attended, refer Pages 23-24.

It is recommended that the P1 and P2 programs be attended together and the prerequisite to attend the P3 program is attendance at the P1 & P2 programs prior.

Clinicians may elect to attend individual courses but the best value is in the 1 & 2 year Mentoring Programs.

B) 1 Year training program/mentoring program for Principals

The benefit of the 1 year training/mentoring program is access to all courses as well as private coaching from Dr Rogers in your own practice as well as via monthly phone calls.

The "Total Marketing Package" is also included with all the manuals required to systematically deliver high standards of service and reproducibility in the practice systems.

Please refer to P 18-20.

1 Year training program/mentoring program for Associate Dentists

We have found over the last 20 years of teaching, that Associates have different requirements to their Principals and their courses have been designed with that in mind

Please refer to P 21-22 .

The Mentoring Program is of 1year duration for Principal dentists and 1 year for Associate dentists.

It includes the following benefits to the attending dentists and staff:-

DENTISTS

-Attendance to all Training Programs including P1, P2, P3, PM, PS, PFO

ASSOCIATES

-Attendance to all Training Programs including AD, TS, AS, AT, AP, AA, AF

The Mentoring Programs also include the following benefits to the attending dentists and staff:-

DENTISTS

-Attendance to all Training Programs including P1, P2, P3, PM, PS, PFO

ASSOCIATES

-Attendance to all Training Programs including AD, TS, AS, AT, AP, AA, AF

ADDITIONAL MATERIAL PROVIDED AS PART OF THE MENTORING/TRAINING PROGRAM FOR THE 1 YEAR PROGRAMS (NOT AVAILABLE with INDIVIDUAL COURSE ATTENDANCE)

-SOP (standard operating procedures) manuals for all management areas of the dental practice

-DVD usage for Training Programs from the Dr Rogers Institute, currently the "Porcelain Veneers from A – Z" is available

-Full Marketing Package with manuals on how to use the Internal Marketing products as well as a full staff training manual on the use of Marketing Materials.

All marketing products will be included as available on the website (www.cdseminars.com.au)

-In House consultancy with Dr Rogers in attendance to overview the systems and philosophy of change required (within 2 months of the signing of individual contracts) for a half day session.

-Monthly phone consultancy with Dr Rogers to review production and clinical issues

-Monthly treatment planning assistance

INVESTMENT

a) Principal Dentist Mentoring Program

Attendees have the option depending on past training with “The Institute” to enter at 3 levels of investment.

Level 1: Attendees have not attended any training programs previously
\$2,500 per month + GST
Total \$30,000

Level 2: Attendees have attended P1, P2 Training Programs
\$2,000 per month + GST
Total \$24,000

A review at the end of 3 months (from commencement of contract) to ensure that targets are being.

If the dentist or staff are not fully engaged in the program and following the guidelines and SOP's as delivered, “The Institute” has the right to terminate the contract with 1 month's notice.

Principal Dentist Programs (P)

- P1 Anterior Restorations
 -Veneers
 -Crowns
- P2 Posterior Restorations
 -Inlays
 -Crowns
 -Implants vs bridges
- P3 Advanced anterior and posterior restorations
 -implants and grafting
 -functional occlusion
- PM Marketing
 -Internal
 -External
- PO Functional Aesthetics & Occlusion
 -risk management
 -diagnosis of occlusal factors
 -equilibration techniques
- PS Sequencing treatment
 -Staging rehab dentistry
- PR Reception management
 -case presentations
 -treatment scheduling
 -financial counselling
- PH Hygiene program management
 -diagnosis & treatment planning for hygienists
 -team relationships between dentist and hygienist
 -maintenance of aesthetic restorations
 -role of hygienists in Perio/Restorative practice

Associate Dentist Mentoring Programs

Attendees have the option depending, on past training with “The Institute” to enter at 3 levels of investment.

Level 1: Attendees have not attended any training programs previously
\$2,000 per month + GST
Total \$24,000

Level 2: Attendees have attended P1, P2 Training Programs
\$1,500 per month + GST
Total \$18,000

A review at the end of 3 months from commencement of contract to ensure that **targets and goals** are being met will be carried out.

If the dentist or staff is not fully engaged in the program and following the guidelines and SOP's as delivered, “The Institute” has the right to terminate the contract.

Associate Dentist Programs (A)

- AD Diagnosis & Treatment Planning
 -digital photography workshops
 -case presentation systems
- TS Treatment sequencing
 -step by step procedures to rehab cases
- AS Staff management/Nursing Programs
 -chair side nursing protocols
 -materials workshops
 -time management
- AT Tissue management/Impression taking
 -impresion taking workshops
 -soft tissue management/hygiene programs
- AP Posterior Restorations
 -Direct composites/cores
 -Single tooth rehab options

Stage 1

.....
Stage 2

- AA Anterior Restorations
 -Veneers
 -Crowns
- AP Posterior Restorations
 -Inlays
 -Crowns
- AF Functional Aesthetics and Occlusion
 -Splints
 -Idealized occlusion
 -Occlusal refinements
 -TMJ diagnosis
 -Failures: causes and their management

Dentist In-House Training Course Information & Registration Form

	Wk 1, Day 1 P1	Wk 1, Day 2 P2	Wk 2, Day 3 P1	Wk 2, Day 4 P2	Availability
P1/P2	August 27, 2009	August 28, 2009	September 17,2009	September 18, 2009	Places Available
Occlusion PFO	October 30, 2009				Places Available
Occlusion PFO	November 20,2009				Places Available
P3/PM/PS	November 12, 2009 P3	November 13, 2009 PM	December 3, 2009 P3	December 4, 2009 PS	Places Available

P1 & P2 - Fee: \$5,850 per dentist (Includes GST)
4 Day course

P3/PM/PS– Fee: \$6,250 per dentist (Includes GST)
4 Day course

Occlusion Course - Fee \$1,650 per dentist (Includes GST)
PFO 1 Day course

For 1 Day only:
PM or PS – Fee: \$1,650 per dentist (Includes GST) Single day

Glossary: P1 – posterior, P2 – anterior, P3 – advanced, PM – marketing,
PS - Sequencing, PFO – Failures and occlusion management

(All amounts in Australian Dollars)

All Fees are payable in two Payment Instalments – Listed Below

1. \$1000 booking deposit; and
2. Balance due four weeks prior to course commencement

Course fee includes:

- All clinical training
- Training manual for all techniques learnt, ie: clinical photography workshop, marketing, case presentations, new patient examinations etc;
- Breakfast and lunch on both days, dinner (Thursday night of the second week) and certificate presentation on the final day.

All course fees are an investment in training that will provide every dentist with the opportunity to take their practice to a higher level of productivity and efficiency. Places are limited, so please book early (see availability below).

Past attendees have stated that they have recouped their investment within one month of returning to their practice. They have developed greater confidence in treatment planning, in delivery of aesthetic cases and have increased rates of case acceptance.

Attendee's Details

Name:

Extra staff member for PM

Dental Practice:

Practice Address:

Phone: Fax:

Email:.....

	Wk 1, Day 1 P1	Wk 1, Day 2 P2	Wk 2, Day 3 P1	Wk 2, Day 4 P2	Select Course?
P1/P2	August 27, 2009	August 28, 2009	September 17, 2009	September 18, 2009	
New Course - Occlusion	October 30, 2009				
New Course - Occlusion	November 20 2009				
P3/PM/PS	November 12, 2009 P3	November 13, 2009 PM	December 3, 2009 P3	December 4, 2009 PS	

Payment Details

Please make cheques payable to "CD Seminars"

Visa Master Card American Express (3% surcharge)

Card Name:

Card Number: _____ - _____ - _____ - _____ Expiry: ____ / ____

Security number: _____

Amount to charge: \$

Deposit Only \$1,000	Principal Dentist	Associate Dentist
	P1 &P2 Full Fee \$5,850	P1 &P2 Full Fee \$4,950
	PM or PS Full Fee \$1,650	PM or PS Full Fee \$1,250
	P3 /PM/PS Full Fee \$6,250	P3 /PM/PS Full Fee \$5,750

Cancellation policy:

Cancellation two months prior:	Refund 100% of total fee
Cancellation one month prior:	Refund 50% of total fee
Cancellation less than one month prior:	Refund 0% of total fee

Registration Form to be returned to:

CD Seminars, PO Box 6154, Chapel Street North, South Yarra, VIC, 3141

Tel: 61 3 9826 2146 Fax: 61 3 9826 2903, Email: info@cdseminars.com.au