

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*
10.45 Marketing your practice - Lucy Jones
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'*
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.