



ASSOCIAZIONE ITALIANA CHIROPATICI
ASSOCIATION OF ITALIAN CHIROPRACTORS

The Association of Italian Chiropractors is proud to offer you

AIC WEBINAR SERIES

GIANCARLO VIANO (DC)

&

CHIARA MORTAROLI, MS *(Marketing Management)*

DIGITAL COMMUNICATION FOR CHIROPRACTORS IN ITALY

APRIL 8TH 2020 - From h. 15.00 to h. 17.00

THE WEBINAR IS COMPLETELY FREE

RESERVED TO AIC MEMBERS

SUMMARY

Wednesday, April 8th:

15:00-17:00 Guidelines and purpose of using a website and social networks for chiropractors in Italy.

SPEAKERS

Dr Giancarlo Viano. Il Dr. Giancarlo Viano ha conseguito la laurea magistrale di "Doctor of Chiropractic" presso il Life Chiropractic College West di Hayward in California, USA. Esercita in Italia dal 2001, prima in Lombardia e poi a Torino dov'è tuttora. Dal 2009 si occupa di Health Coaching ed ha conseguito la qualifica di Executive Coaching che applica in ambito Salute e Benessere. Attualmente si occupa della gestione della comunicazione dell'AIC.

Chiara Mortaroli. Nata a Recanati. Cresciuta in Italia tra Roma, Milano ed Ancona fino all'età di 20 anni. Dai 20 ai 30 a New York, NY, USA. Master in Marketing Management a NY + 7 anni d'esperienza come Marketing Manager, Registrar e Social Media Manager in galleria d'arte a Chelsea, Manhattan. Docent al New Museum e fondatrice di una piccola scuola di cucina (CooknParty, ora chiusa), sempre a NY. Dal Dicembre 2016 tornata in Italia, fonda Life&Co: un'agenzia di consulenza e management con la quale aiuta le aziende seguendo i canali social e la social reputation di business medio-grandi locali ed internazionali, da Milano ai Caraibi.

CONTENT

During this 2h webinar we'll cover basic topics to understand how the guidelines and the purpose of using social network for chiropractors. Moreover, the new AIC website will be showed and the why behind the need of being present online will be shared.

- Why be on social media (objectives and data) as a clinic and as an individual chiropractor
- How to pick the best social network platform
- Expectations and investments to be present on social media
- DO's and DON'Ts of Social Media
- Hints on successful content
- How to reply to feedbacks, including negative comments

*** European Chiropractors' Union CPDs Applied for***

LOCATION: "ZOOM", link via email.

**FOR ANY QUESTION YOU MAY HAVE YOU CAN CONTACT US
BY E-MAIL AT aic@chiropratica.it or CALL US AT +39 345 1752349**