

MINAL SAMPAT

BESTSELLING AUTHOR • SPEAKER • MARKETING STRATEGIST



# SPEAKER PACKET

# ***Presentations (Partial Listing)***

## **National, State, and Local Dental Meetings:**

### ***(Partial Listing)***

- ★ Chicago Midwinter Meeting (multiple)
- ★ Thomas P. Hinman Dental Meeting (multiple)
- ★ Star of the North Meeting (multiple)
- ★ American Association of Endodontists Annual Conference
- ★ Rocky Mountain Dental Convention (multiple)
- ★ American Dental Association - SmileCon (multiple)
- ★ Yankee Dental Congress (multiple)
- ★ California Dental Association Annual Conference - Anaheim
- ★ Texas Dental Association Annual Conference
- ★ Arizona Dental Association (WRDE) (multiple)
- ★ Ohio Dental Association Annual Conference
- ★ Pacific Northwest Dental Conference (multiple)
- ★ Nebraska Dental Association
- ★ Pacific Dental Conference, Canada
- ★ New Jersey Dental Association (multiple)
- ★ Dentist Boost Camp (multiple)
- ★ Alliance of Independent Dentists National Symposium
- ★ New Jersey Society of Periodontology and Implant Dentistry
- ★ Dental Digital Marketing Conference (multiple)
- ★ American Academy of Dental Practice

## **National, State, and Local Dental Meetings:**

### ***(Partial Listing)***

- ★ American Association of Dental Office Management Annual Conference (multiple)
- ★ Dental Studies Institute (multiple)
- ★ Pediatric Dental Growth Summit (multiple)
- ★ CE on The Beach™ (multiple)
- ★ Smiles at Sea and The Dental Festival (multiple)
- ★ AADOM Chapters (multiple)
- ★ Seattle Study Club Chapters (multiple)
  - ★ Referral Study Clubs (multiple)
- ★ Dental Spouse in Business (multiple)
- ★ Dental Startup Access Day
- ★ Dental Study Clubs (multiple)
- ★ Dental Company Team & Client Meetings

## **Speaker & Business Development Conferences**

### ***(Partial Listing)***

- ★ National Speakers Association
- ★ Speaking Consulting Network
- ★ Jumpstart and WEvolution (multiple)
- ★ Dental Entrepreneur Woman Conference (Keynote)
- ★ IFF Forum for Authors & Speakers (Keynote)

## **MEMBERSHIPS**

- ★ National Speakers Association
- ★ Academy of Dental Management Consultants
- ★ Dental Speakers Institute (Faculty)
- ★ AADOM Speaker and Consultant Alliance
- ★ Dental Entrepreneur Woman

## **Press (Partial Listing)**

- ★ Forbes
- ★ DrBicuspid
- ★ RDH Magazine Cover
- ★ Incisal Edge
- ★ Dental Entrepreneur
- ★ Huffington Post
- ★ Dentistry IQ
- ★ World Record Academy
- ★ Articulator Magazine
- ★ Podcasts, Features & More



Minal on the cover of *Dental Entrepreneur Woman* Magazine

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# Bio & Info

## About

Minal Sampat, RDH, BA is a bestselling author, marketing strategist, social media coach, and registered dental hygienist who helps dental practices grow production while reducing wasted marketing spend. She is the founder of Minal Sampat LLC, Marketologist™, an online marketing training and strategy program, and the creator of CE on The Beach™. Minal is also the co-founder of the Pediatric Dental Marketing Course and the Pediatric Dental Growth Summit.

Born in India and raised in the U.S. Virgin Islands, Minal built her career at the intersection of dentistry, communication, and modern marketing. She earned degrees in Communication and Biology from Rutgers University and, while working in a dental practice, completed dental hygiene school. That experience deepened her love for patient care and sparked her passion for the business of practice growth.

In 2013, Minal launched her first healthcare marketing company by breaking a Guinness World Record. Her record-setting event, Swish Away Breast Cancer, brought together 1,500+ participants and raised awareness for oral health and breast cancer while showcasing the power of community-driven marketing, digital strategy, and social media done the right way. It reflected Minal's approach from day one: lead with heart, build systems that communicate clearly, and make it simple for people to say yes, because when people feel connected to the "why," they show up.

### Amazon Best Seller Book:

*Why Your Marketing is Killing your Business, And What to do About it*

Since then, Minal has helped dental practices and businesses create marketing and growth strategies that increase patient engagement, strengthen brand loyalty, and build trust through connection and word-of-mouth. Her work and strategies have been featured in industry press and national press. Meeting planners, clients, and colleagues recognize her as a thought leader in the dental industry.

As a speaker and coach, Minal is known for her upbeat personality, high-energy delivery, practical frameworks, and "you can implement this on Monday" approach. Her attendees share that they leave with more than inspiration. They leave with a plan!

Minal has lived across the United States, from the U.S. Virgin Islands to New Jersey to Washington State, and now calls Indianapolis home with her husband and an extensive shoe collection.



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# Social Media Topics

## Social Media for Dental Practices: From Engagement to Conversion

**Are you spending money on Social Media Marketing, but not seeing any conversions? Feeling overwhelmed and don't know what to post for engagement? Are you falling behind your competition?**

Facebook, Instagram, LinkedIn, TikTok—where should you begin, and how can you use social media to grow your practice? Join us for an engaging course on mastering social media, complete with *hands-on training for Ads and capturing video testimonials (scripts included!)*.

In this interactive workshop-style course designed for dental practices by the Marketologist™ herself, Minal, you'll learn how to build an effective social media presence, navigate algorithms with confidence, and create posts that highlight your unique services.

Discover how to craft Ads that attract new patients, train your team to capture compelling patient testimonials, and maximize the impact of video content. Minal will also share time-saving tools, copywriting tips, and strategies to engage current patients, strengthen your brand, and grow your practice.



### LEARNING OBJECTIVES:

- ★ Learn what, when, and how to use social media for conversions
- ★ Gain actionable insights and implementation tools that you can use immediately to improve your social media pages
- ★ Discover the latest tactics and trends, including video and content redistribution.
- ★ Learn how to create targeted social media Ads

**Suggested Formats:** Full or Partial Day; Lecture, Workshop • **Suggested Audience:** Dentist and Team Members

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## Reeling into the Now: Conquer Instagram

**Do you want to leverage Instagram for your practice?**

With over a billion active users, Instagram isn't just a platform for selfies and food pics—it's a powerful marketing tool for businesses, including dental practices. Instagram is an effective way to connect with current and potential patients, educate them about your services, and turn new leads into loyal followers.



This engaging and interactive workshop offers valuable insights, creative strategies, and plenty of laughs. Minal will teach you how to build content with posts, stories, and reels that showcase your practice's personality and connect with your audience.

Discover how to educate, entertain, inspire, and run Ads while keeping your content fresh and exciting. From crafting engaging captions to leveraging analytics, Minal will share practical tips to elevate your Instagram game. Bonus: Posts, reels & story ideas included!

***This course can be divided into beginner and advanced levels.***

### LEARNING OBJECTIVES:

- ★ Learn how to leverage Instagram for your practice
- ★ Understand how to craft engaging posts, stories, and reels that resonate with your audience.
- ★ Gain insider tips and tricks for maximizing your reach and building your brand on Instagram.
- ★ Develop the skills to drive patient growth and convert new leads into followers on the platform.

# Patient Experience and Team Building Topics

## The Patient Experience: From Appointment to Appreciation

**What if every new patient visit laid the foundation for a lifelong relationship—and every existing patient felt truly seen, heard, and valued?**

This immersive, workshop-style course walks you through the full journey of a patient's experience, from their first phone call to their ongoing care and post-treatment appreciation. We'll focus on how to create consistent, elevated touchpoints that make patients feel welcomed and cared for—starting with a seamless and memorable new patient visit.

You'll learn how to communicate your brand's value from the first interaction, set expectations with clarity and warmth, and turn routine follow-ups into powerful opportunities to build trust.

In addition, you'll receive training and script on how to capture meaningful video testimonials and use them to promote new services, boost referrals, and celebrate wins. We'll also explore how to incorporate AI, newsletters, personalized videos, and appreciation systems that keep your patients engaged between visits.

### LEARNING OBJECTIVES:

- ★ Design a new patient experience that builds trust and drives long-term loyalty
- ★ Enhance follow-up systems and communication strategies for greater engagement
- ★ Use video, testimonials, and digital tools to highlight office culture and services
- ★ Develop appreciation workflows and leverage feedback to elevate patient satisfaction



## 20 Team-Building Ideas in 60 Minutes

**Looking to energize your team and elevate your practice's culture?**

In this fast-paced, idea-packed session, you'll discover 20 team-building ideas designed to enhance morale, improve communication, foster collaboration and build your practice brand.

From creative activities to collaborative challenges, this session provides practical, actionable strategies to strengthen bonds among team members and boost productivity.

Whether you're looking to motivate your team or create a more cohesive workplace, these ideas are easy to implement and tailored for dental practices.

***This course can be tailored to 30, 60, or 90 minutes.***



### LEARNING OBJECTIVES:

- ★ Obtain the knowledge to choose team-building ideas that boost communication and trust.
- ★ Learn which quick-win activities lift morale and reinforce your practice culture.
- ★ Identify simple collaboration exercises that break silos and improve handoffs.
- ★ Develop the skills to construct a generationally diverse marketing team

**Suggested Formats:** Full or Partial Day; Lecture, Workshop • **Suggested Audience:** Dentist and Team Members

# Marketing Topics

## 30 Dental Marketing Strategies in 90 Minutes: Supercharge Your Practice!

Fast-paced, actionable, and designed to spark your marketing momentum!



Ready to elevate your dental marketing game? In just 90 minutes, you'll discover 30 actionable marketing strategies to boost patient engagement, connect with new patients, strengthen your practice's brand, and drive growth.

This fast-paced, idea-packed session is designed to give you a steady stream of innovative approaches to optimize internal, digital, community, and social media marketing. Say goodbye to wasted resources and hello to impactful, practical solutions that you can implement immediately.

Whether you're looking to energize your current efforts or explore fresh ideas, this presentation delivers the tools you need to stay ahead in today's competitive dental landscape.

### LEARNING OBJECTIVES:

- ★ Learn diverse dental marketing strategies, from traditional to digital, that will encourage practice growth
- ★ Gain the skills to acquire and utilize powerful video testimonials that showcase your practice's success
- ★ Build a marketing approach that's sustainable, effective, and tailored to your practice

***This course can be tailored to 30, 60, or 90 minutes.***

**Suggested Formats:** Full or Partial Day; Lecture, Workshop • **Suggested Audience:** Dentist and Team Members

## The Marketologist Method: Marketing That Grows Your Practice

Are you pouring time, resources, and budget into various marketing platforms, only to see disappointing results? Are marketing costs hindering your practice's growth and eating into your revenue?

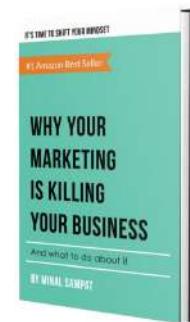
If that's the case, you're not alone. Minal has found that for many practices, at least 20% of their marketing efforts fail to generate enough ROI to cover their costs, let alone boost revenue. This type of marketing drains resources, jeopardizes the practice's success, and ultimately, your marketing is killing your business.

This course provides the knowledge and tools you need to grow your practice by leveraging various marketing avenues. This workshop-style course covers digital, internal, community, and social media marketing, giving you actionable insights to engage patients and grow your practice.

**P.S.** Minal Sampat is a marketing strategist and coach, not a marketing company. This means you'll receive unbiased, actionable ideas tailored to your practice, free from generic templates or sales pitches.

### LEARNING OBJECTIVES:

- ★ Learn to build marketing plans for your practice
- ★ Identify your ideal patient avatar for targeting across platforms
- ★ Learn techniques for effectively showcasing practice culture and engaging patients through impactful video testimonials.
- ★ Optimize your social media and web presence



**This presentation is based on Minal's Amazon Best Seller Book**

# Communication, Team Building & Specialty Topics

## 50 Strategies in 3 Hours: Patient Experience, Marketing, Communication & Team Building for Dental Practices

**A rapid-fire toolkit for patient experience, team building, and leadership.**

An engaging, interactive session for dentists, office managers, and teams. In three hours, Minal will share 50 strategies that cover everything from elevating the patient journey from appointment to appreciation, diverse marketing ideas that will engage current & new patients, and initiatives that strengthen team culture.

Also, learn about tools, resources, and how to leverage AI to prioritize, delegate, communicate, and lead effectively. Expect quick wins, live mini-workshopping, scripts you can use the next day, and smart ideas that fit real schedules and budgets.

**BONUS:** you'll receive scripts on how to capture meaningful video testimonials and use them to promote new services, boost referrals, and celebrate wins.

### LEARNING OBJECTIVES:

- ★ Learn diverse dental marketing strategies, from traditional to digital, that will encourage practice growth
- ★ Gain the skills to acquire and utilize powerful video testimonials that showcase your practice's success
- ★ Obtain team-building ideas that boost communication and trust.
- ★ Leverage resources, tools, AI to prioritize, delegate, and communicate to lead effectively.

***This course can be tailored for sessions from 1 to 3 hours.***

**Suggested Formats:** Full or Partial Day; Lecture, Workshop • **Suggested Audience:** Dentist and Team Members

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## Pediatric Dental Marketing Course

**A course specifically for Pediatric Dental Practices!**

This lively, hands-on workshop is designed specifically for pediatric dental practices ready to elevate their marketing game - without losing the fun! From the waiting room to the final prize at checkout, every part of your practice can become a moment that builds connection, community, and long-term loyalty.



In this course, you'll learn how to turn everyday interactions into powerful internal marketing moments, develop social media strategies that speak to both kids and parents, and use video testimonials and targeted ads to attract new patients.

We'll also dive into community outreach, referral programs, and appreciation campaigns that turn your happiest patients into your best marketers.

Whether you're just starting to build a strategy or refreshing an existing one, you'll leave with a personalized pediatric marketing plan that's practical, creative, and ready to implement.

### LEARNING OBJECTIVES:

- ★ Explore strategies for creating engaging internal, referral, and community marketing plans tailored for pediatric practices
- ★ Learn how to leverage social media content and video testimonials to attract and retain families
- ★ Gain creative ideas for patient appreciation initiatives that enhance loyalty and word-of-mouth growth

# KEYNOTE PRESENTATION

## The Power of *With*

When the pressure to stand out is louder than ever, this keynote uncovers the unexpected power of standing *with*.

Momentum rarely comes from doing more alone. It comes from building with others. Collaboration. Partnership. Shared vision. In this keynote, Minal Sampat challenges the myth of the solo success story and shows how meaningful growth is built *with* others. *With* mentors. *With* teams. *With* peers. *With* community.

Through engaging storytelling, including her Guinness World Record event “Swish Away Breast Cancer,” Minal brings audiences into the real moments behind big wins. The messy middle. The doubts. The pressure to have it all figured out. She shares what happens when we stop treating everything like a competition and start building relationships that create real progress.

This keynote is a reminder and a reset. Success is not just what we accomplish alone. It is what becomes possible when we choose connection, generosity, and shared momentum.

Expect to laugh, reflect, and leave with a new lens on how to build something bigger *with* the people around you.

### LEARNING OBJECTIVES:

- ★ Reframe your perspective on success by embracing collaboration over competition
- ★ Understand the practical benefits of building a business *with* community, partnerships, and support.
- ★ Learn how to identify and leverage opportunities for strategic alliances that align with your values and vision.



**Suggested Formats:** Keynote Presentation  
(45 Minutes, 60 Minutes, or 90 Minutes)

**Suggested Audience:** Dentist and Team Members

# Testimonials

**“Minal could not have been more engaging, informative, or enthusiastic. What an awesome presentation!”**

Dr. Peter Cornick, Somerset Study Club, Seattle Study Club NJ

"There isn't a question about dental digital marketing that Minal can't answer! She has spoken several times at our annual Dental Digital Marketing Conference and never fails to excite the audience about marketing. As a speaker she is informative, engaging, and always a crowd favorite."

**Blake Hadley, My Social Practice**  
Dental Digital Marketing Conference

"I highly recommend Minal as a marketing strategy speaker for your study group or conference. She connects with the audience by providing incredible business building information and tools that can be implemented the next day. It was a pleasure having you speak. Thank you Minal!"

**Marc Diachman, Asteto Dent Labs**

"Minal's presentation was wonderful! Every member was able to take home with them numerous gems that they could use in their practices. She covered multiple aspects of marketing and provided insights into team building and development. We are looking forward to your future presentations."

**Dr. Nima Mir, New Jersey Society of Periodontists**

"Minal is an amazing speaker. Her enthusiasm and knowledge keep her audience engaged. She has a unique, relevant approach to dental marketing that applies to today's dentist and patient! I hope to work with Minal again in the future!"

**Maxine Feinberg**  
Past President of the American Dental Association

"What is your brand?" She asked...it establishes an emotional connection. That was it. I was captivated... Minal was expressive, open, enthusiastic, engaging, entertaining and responsive to the audience. Minal is an excellent presenter and has a very bright and promising future. It is my honor to recommend her as a TOP professional speaker."

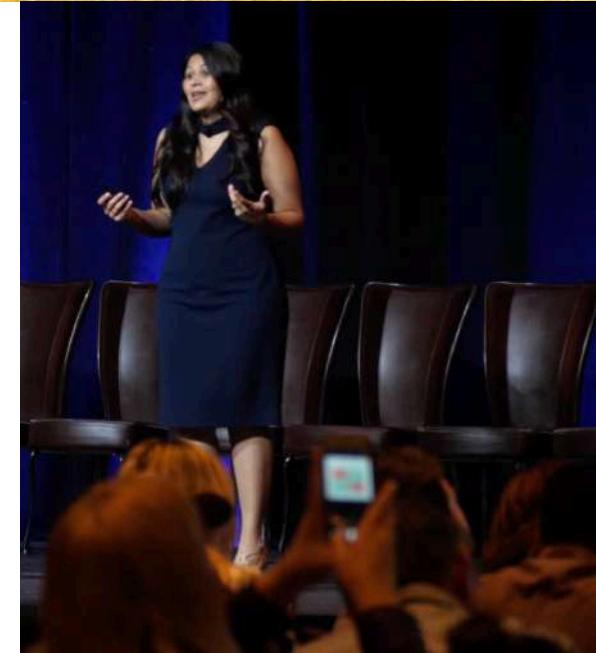
**Dr. Ethan Glickman, Dental Studies Institute**

"Minal is a motivational, knowledgeable, and truly engaging speaker. Minal helped us realize the importance and ease of keeping our practice up-to-date in the social media world. Loved her ideas on team spirit and keeping up morale. Thank you Minal, it was a pleasure!"

**Dr. John Lerner, Attendee**

**“I have been a dentist for over 30 years and have attended hundreds of continuing education classes. Minal Sampat is the best I have ever seen. She is warm, knowledgeable, vivacious, funny, motivating and absolutely loves her audience. If you have a chance to book her for your event - do it! You and your group will be in for a wonderful and memorable experience”**

**Dr. Kimberly Harms**  
Past President of Minnesota Dental Association



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Minal's Amazon Best Seller:

**Why Your Marketing Is Killing Your Business**

[www.amazon.com/dp/B083D6NYXK](http://www.amazon.com/dp/B083D6NYXK)

