



GLOBAL AESTHETICS

FOUR SPECIALTIES • ONE WORLD

AMERICA'S LEADING AESTHETIC CONFERENCE

NOVEMBER 5-8, 2026
LOEWS MIAMI BEACH

RHINOPLASTY | BREAST & BODY | FACIAL PLASTIC SURGERY
AESTHETIC DERMATOLOGY | OCULOPLASTIC SURGERY
LESS INVASIVE STRATEGIES | FACIAL REJUVENATION
PRACTICE MANAGEMENT & MARKETING | TECHNOLOGY UPDATES

Register Now!

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THIS PROGRAM IS SUBJECT TO CHANGE

This activity is jointly provided by iiCME and the Global Aesthetics Conference

MULTI-SPECIALTY FOUNDATION

LESS INVASIVE STRATEGIES

AMERICANA 1/2

SESSION MODERATORS: Lisa Grunebaum, MD | Fred Fedok, MD

- 7:30 AM** Video: The Art And Science Of Combining Topical Exosomes, Lasers, And Energy-Based Devices To Maximize Patient Outcomes Natalie Curcio, MD
- 7:45 AM** Video: What Is The Best Technique For Filling Hollow Temples And Lower Eyelid Tear Trough With Non-Permanent Injectable Filler? Pros And Cons Of SuperFicial Versus Deep Injections Pat Flaharty, MD
- 8:00 AM** The Filler Reset: Restoring Trust, Balance, And Natural Outcomes After The OverFill Era Olga Gilman, MD
- 8:12 AM** Fillers Before The Scalpel: Smart Strategy Or Future Risk? Vineet Sathe, RN
- 8:24 AM** Injecting Fillers Using The Md Codes Mona Foad, MD
- 8:36 AM** Understanding Periorbital Anatomy: What Every Injector Misses Sarah Avila, MD
- 8:48 AM** Noninvasive Options To Help Treat And Prevent Age-Related Changes Around The Eye Mona Foad, MD
- 9:00 AM** Under Eye Fillers: Pearls From 15+ Years Of Experience. John Vartanian, MD
- 9:12 AM** Midface Volume Replishment (Its Significance And Tips) Maryam Nazemzadeh, MD
- 9:24 AM** "Non Traditional Uses Of Botulinum Toxin" Mark Rubin, MD
- 9:36 AM** A Practical Approach To Treatment Of The Platysma Nathan Rosen, MD
- 9:48 AM** Complications Management of HA fillers Kathleen Morno, MD

10:00 AM · BREAK · EXHIBIT HALL

SESSION MODERATORS: Anna Patropoulos, MD | Corey Maas, MD

- 10:30 AM** Injectable Neck Treatments: Review Of Neck Anatomy & Treatment With Ha Filler, Caha, And Neuromodulators Robyn Siperstein, MD
- 10:42 AM** Treatment Of Masseter Muscle Prominence Harry Liu, MD
- 10:54 AM** The Liquid Rhinoplasty: A Systematic Approach To Achieving Safe, Natural Results Keimun Slaughter, MD
- 11:06 AM** Jawline Fillers: 12 Tips For Amazing Results John Vartanian, MD
- 11:18 AM** Anatomic Danger Zones For Facial Injections Shawn Allen, MD
- 11:30 AM** Filler Related Edema of the Infraorbital Area Morris Hartstein, MD
- 11:42 AM** My Poly-L-Lactic Acid Algorithm: Why It Has Always Been & Continues To Be My Favorite Injectable Treatment Jason Bloom, MD
- 12:06 PM** Simultaneous Injection Of Poly-L Lactic Acid And Facial Fat Grafting - A Novel Technique With A Review Of Patient Cases David Gilpin, MD
- 11:54 AM** Targeting Max Dosing Of Daxify, And Botox ...Which Addresses The Narrative? Corey Maas, MD
- 12:30 PM** Evaluations And Solutions For Women's Hair Loss Matt Leavitt, MD
- 12:42 PM** Incorporating Medical and Surgical Hair Restoration into Your Practice: Surgery, Robots, Platelet Rich Plasma & Stem Cells, and Oral Supplements Matt Leavitt, MD

1:00 PM · LUNCH · EXHIBIT HALL

Thursday, November 5

SESSION MODERATORS: Sarmela Sunder, MD | George Kroumpouzos, MD

- 2:00 PM** Using Combinations Of Treatments To Optimize Success With Fillers Elizabeth Rostan, MD
- 2:12 PM** Approach To Addressing Volume Loss In Glp-1 Patients Michael Somenek, MD
- 2:24 PM** A Safe And Beautiful Non-Surgical Rhinoplasty Sarmela Sunder, MD
- 2:36 PM** Prevention & Treatment Of Under Eye Filler Complications Robyn Siperstein, MD
- 2:48 PM** Filler In Lips Should Not Be Noticeable Melanie Petro, MD
- 3:00 PM** Shift Assessment Frameworks From a Sole Focus on Wrinkle Reduction Audrey Coleman

3:12 PM

COMPLICATIONS OF INJECTIONS

Panel Moderator: George Kroumpouzos, MD

Panelists: Michael Somenek, MD | Corey Maas, MD | Elizabeth Rostan, MD | Jason Bloom, MD | Mark Rubin, MD | Lisa Grunebaum, MD | Mona Foad, MD

4:00 PM · BREAK · EXHIBIT HALL

4:30 PM

ALLERGAN INJECTION SESSION

Panel Moderator: S. Randolph Waldman, MD

More Info to Come!

6:30 PM · ADJOURN

Thursday, November 5



SESSION MODERATORS: Ivan Wayne, MD | Brad Bader, MD

| | | |
|----------------|---|-----------------------------|
| 7:30 AM | VIDEO: Rhinoplasty Consultation Process--Avoiding The Disappointed Patient | Jamil Asaria, MD |
| 7:45 AM | VIDEO: Preservation Rhinoplasty: Is It Worth Trying? | Andres Gantous, MD |
| 8:00 AM | VIDEO: Dorsal Augmentation In Rhinoplasty | Jamil Asaria, MD |
| 8:15 AM | VIDEO: Nuance Techniques For Prevention Of Valve Collapse After Rhinoplasty | Brent Koch, MD |
| 8:30 AM | I Got 99 Problems But The Middle Vault Ain't One | Ivan Wayne, MD |
| 8:45 AM | Caudal Septal Deformities: An Algorithmic Approach to Reliable Alignment | Anthony Brissett, MD |
| 9:00 AM | Less Invasive Aesthetic Nasal Surgery For Aesthetics And Anti-Aging | Tunc Tiryaki, MD |
| 9:15 AM | Malposition Of Lower Lateral Cartilages: Can You Identify And Correct Them? Here's How! | Burke Robinson, MD |
| 9:30 AM | Achieving The Three Cardinal Light Reflections Of Rhinoplasty | Brad Bader, MD |
| 9:45 AM | Fixing The Past: Pearls In Tip Revision Rhinoplasty | Waleed Ezzat, MD |

10:00 AM · BREAK · EXHIBIT HALL

SESSION MODERATORS: Steven Pearlman, MD | Elen De Masi, MD

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|-----------------|--|--------------------------------------|
| 10:30 AM | Gender In Rhinoplasty | Angela Sturm, MD |
| 10:45 AM | Nano Fat And PRP In Rhinoplasty | Elen De Masi, MD |
| 11:00 AM | Preservation Rhinoplasty - Where Are We 8 Years After The Revolution? | Miguel Goncalves Ferreira, MD |
| 11:15 AM | Rhinoplasty Tips Tricks And Pearls | Philip Miller, MD |
| 11:30 AM | Preservation Rhinoplasty Results: What Do Patients Say And What Do Results Show | Capi Wever, MD |
| 11:45 AM | Top 5 Tips For Revision Tip Rhinoplasty | Angela Sturm, MD |
| 12:00 PM | Treatment Of The Crooked Nose, Structure To Preservation. Is It Better? | Steven Pearlman, MD |
| 12:15 PM | What Is "Closed Roof" Preservation: And Why Did I Abandon The Unpredictable Dorsal Preservation? | Nabil Fanous, MD |
| 12:30 PM | 150 Rhinoplasties With Fresh Frozen Homologous Rib Cartilage - The Best Alternative To Irradiated Rib | Burke Robinson, MD |
| 12:45 PM | Beyond Soft Tissue: A Surgeon-Dentist Perspective on Skeletal Influence in Facial Aging and Aesthetics | Jonathon Frankel, MD |

1:00 PM · LUNCH · EXHIBIT HALL

Thursday, November 5

SESSION MODERATORS: Miguel Goncalves Ferreira, MD | Nabil Fanous, MD

| | | |
|----------------|---|---------------------------------------|
| 2:00 PM | The Sliding Septum Technique In Preservation Rhinoplasty | Jose Juan Montes Bracchini, MD |
| 2:15 PM | True "Tip Preservation Rhinoplasty" | Nabil Fanous, MD |
| 2:30 PM | New 3D Concepts In Tip Surgery | Miguel Goncalves Ferreira, MD |
| 2:45 PM | Why (And When) I Use Costal Cartilage In Primary Rhinoplasty | David Gilpin, MD |
| 3:00 PM | Management Of The Soft Tissue Envelope In Rhinoplasty | Brad Bader, MD |
| 3:15 PM | Minimally Invasive Options For Post-Rhinoplasty Nasal Obstruction | Melyssa Hancock, MD |
| 3:30 PM | Preservation Or Re-Preservation | Steven Pearlman, MD |
| 3:45 PM | The Domal Apex Graft-The One Graft I Can't Live Without | Ivan Wayne, MD |

4:00 PM · BREAK · EXHIBIT HALL

6:00 PM · ADJOURN

Thursday, November 5

SESSION MODERATORS: Jason Sievert, MD | Sam Peek, MD

| | | |
|----------------|--|-----------------------------|
| 7:30 AM | VIDEO: From New Lead To Happy Patient - Optimize Your Conversions - 6 Steps To Filling Your Schedule | Donna Fay Graziano |
| 7:45 AM | VIDEO: What We Learned Mystery Shopping Your Practice | Dan Grantham |
| 8:00 AM | Learn From My Mistakes: What Not To Do In Your First Few Years Of Starting Your Own Practice | Jennifer Murdock, MD |
| 8:15 AM | Crowded Market , Clear Choice: How To Influence Patients To Choose Your Practice | Jason Slevert |
| 8:30 AM | What Brings A Patient Into A Practice? | Amy Anderson |
| 8:45 AM | Building A Successful Team And Making Your Life Easier | Angela Sturm, MD |
| 9:00 AM | Mastering Your Sales Funnel: How To Attract, Convert & Retain New Patients | Jay Shorr |
| 9:15 AM | If They Left Tomorrow Would Your Practice Survive? | Robin Ntoh |
| 9:30 AM | Why Hiring For Practice Sucks... And Why It's Not Just You | Mara Shorr |

10:00 AM · BREAK · EXHIBIT HALL

SESSION MODERATORS: Amy Anderson | George Fox

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|-----------------|--|------------------------|
| 10:30 AM | Rethinking The Patient Experience: Ideas To Elevate Your Practice To Another Level | Anil Shah, MD |
| 10:45 AM | How An Injection Of Hospitality Can Take Your Aesthetic Practice To The Next Level | Andrew Paul |
| 11:00 AM | From Initial Contact To Consultation: How Effective Are You At Converting Leads? | Amy Anderson |
| 11:15 AM | What We Learned From Mystery Shopping Your Practice & Credentialing Your Provider(s) | Catherine Maley |
| 11:30 AM | Stop Wasting Money On Marketing: The Real Reason Patients Aren't Choosing You | George Fox |
| 11:45 AM | Consultations That Convert: The 7 Brand-Defining Tools Every Practice Needs | Tami Vileta |
| 12:00 PM | Refining The Consultation: Body Language, Communication, And Closing Strategies | Ramona Stewart |
| 12:15 PM | The Business Of Beauty: Converting Consults To Cash Without Losing Your Soul (Or Your Staff) | Lisa Marie Wark |
| 12:30 PM | Brutal Truths: Why Your Practice Isn't Booking More Procedures | Vahe Tirakyan |
| 12:45 PM | The Art Of The Follow-Up: How To Keep Your Patients Coming Back For More | Jay Shorr |

1:00 PM · LUNCH · EXHIBIT HALL

Thursday, November 5

SESSION MODERATOR: Christin Trujillo | Robin Ntoh

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|---------|--|-------------------|
| 2:00 PM | Key Differentiators Of The Most Profitable Practices | Christin Trujillo |
| 2:20 PM | The Operator Advantage: What Will Separate Top Aesthetic Practices Next | Kirstie Jackson |
| 2:40 PM | A Focus On Conversion Rates And The Lifetime Value Of A Customer | Adam Fichman |
| 3:00 PM | Surgery Isn't The Only Thing On The Table: Creating Long-Term Treatment Plans That Bridge Surgical And Non-Surgical Aesthetics | Robin Ntoh |
| 3:15 PM | Pricing Strategy In A Saturated Market: How To Stay Competitive | Erica Crawford |
| 3:30 PM | It's Too Expensive! Shortcuts To Overcoming Price Objections | Vanessa Bird |
| 3:45 PM | High Standards, Healthy Teams: Mitigating Toxic Work Relationships | Kirstie Jackson |

4:00 PM · BREAK · EXHIBIT HALL

4:30 PM

TIPS & PEARLS FOR SAVING THE PRACTICE MONEY AND REDUCTING OVERHEAD

PANEL MODERATORS: Jay Shorr

PANELISTS: Amy Anderson | Christin Trujillo

5:15 PM

TRAINING THE STAFF - THE MOST IMPORTANT THING YOU MUST DO

PANEL MODERATORS: Catherine Maley

PANELISTS: Mara Shorr | Cheryl Hoaglund | William Beeson, MD

6:00 PM · ADJOURN

Thursday, November 5



SESSION MODERATORS: William Mack, MD | Harry Mittelman, MD

- 7:30 AM**

VIDEO: Back To The Future: Why I'M Becoming Increasingly Enamored With Transcutaneous Lower Eyelid Blepharoplasty

Alan Brackup, MD
- 7:45 AM**

VIDEO: Endoscopic Brow Lifting As A Versatile And Essential Part Of Harmonious Facial Rejuvenation

Pat Flaharty, MD
- 8:00 AM**

Assessing Facial Expression Pre And Post Periocular Rejuvenation

Ana Carolina Victoria, MD
- 8:15 AM**

Recognizing The Importance Of Addressing Each Component Of The Triad: Dermatochalasis, Brow Ptosis And Ptosis

William Mack, MD
- 8:30 AM**

The Algorithmic Approach To Blepharoplasty Surgery To Design The Right Procedure For The Right Patient At The Right Time Of Life

E. Gaylon McCollough, MD
- 8:45 AM**

My Approach To Male Blepharoplasty & What I Have Learned Over 20 Years

Steven Mobley, MD
- 9:00 AM**

Refining Your Upper Blepharoplasty Technique And Optimizing Results

John Holds, MD
- 9:15 AM**

The Skin-Only Blepharoplasty: What Role Does It Have?

John Burroughs, MD
- 9:30 AM**

Advanced Levator Eyelid Muscle Surgery: Levator Advancement And Resection For Acquired Aponeurotic Ptosis

Emilio Justo, MD
- 9:45 AM**

The Challenge Of Festoons And Malar Puffiness

Morris Hartstein, MD

10:00 AM · BREAK · EXHIBIT HALL

SESSION MODERATORS: Philip Miller, MD | John Holds, MD

- 10:30 AM**

Unmasking Ptosis: Do You Need More Than A Bleph? Pearls And A Novel Evaluation Technique

Lisa Bunin, MD
- 10:42 AM**

Advanced Upper & Lower Blepharoplasty Techniques & Adjuncts To Improve Your Eye Rejuvenation Results.

John Burroughs, MD
- 10:54 AM**

Lower Eyelid Blepharoplasty Requires Addressing The Eyelid Cheek Junction In A Satisfactory Fashion. The Soof Left Offers A Comprehensive And Results Oriented Approach.

Stephen Prendiville, MD
- 11:06 AM**

Transconjunctival Lower Blepharoplasty, The Good, The Bad, The Ugly

Ana Carolina Victoria, MD
- 11:18 AM**

Ectropion – A Treatment Ladder For The Facial Surgeon

Jeff Spiegel, MD
- 11:30 AM**

Medical Mimicry: Successful Medical Management Of Acquired Ptosis In Aesthetic Eyelid Surgery

Andres Sarraga, MD
- 11:42 AM**

Updates On Under Eye Dark Circles Treatments

Sarah Avila, MD
- 11:54 AM**

The Wonder Of Sutureless Ptosis Repair

Morris Hartstein, MD
- 12:06 PM**

Nuances Of Lower Blepharoplasty

Aliza Epstein, MD
- 12:18 PM**

Respect But Don't Fear The Negative Vector Eyelid In Lower Blepharoplasty

Morris Hartstein, MD
- 12:30 PM**

How To Avoid And Correct Blepharoplasty Complications

Jennifer Murdock, MD
- 12:42 PM**

How And Why Filler Injection In The Periobital Area Is Problematic: Recognition And Management

John Holds, MD

1:00 PM · LUNCH · EXHIBIT HALL

Thursday, November 5

SESSION MODERATORS: Michael Persky, MD | Harry Mittelman, MD

| | | |
|----------------|---|---------------------------------------|
| 2:00 PM | Browlifting Techniques-CURRENT PREFERENCES | Diane Ponsky, MD |
| 2:12 PM | Nuances In Hairline Lowering Surgery | Demetri Arnaoutakis, MD |
| 2:24 PM | Landmarks For Creating A Natural Appearing Hairline After A Hairline Advancement Procedure | Regina Rodman, MD |
| 2:36 PM | Patient Selection And How To Choose Which Browlifting Technique Is Best | Aliza Epstein, MD |
| 2:48 PM | Lateral Canthoplasty For Eyelid Support And Aesthetic Enhancement: A Step-By-Step Surgical Approach | Emilio Justo, MD |
| 3:00 PM | Laser Coring And Brow Lifting: A Winner By Itself Or In Combination | Andres Sarraga, MD |
| 3:12 PM | Elevating And Reshaping The Brow With Minimal Incisions | Jose Juan Montes Bracchini, MD |
| 3:24 PM | Upper Face Rejuvenation In Males | Ana Carolina Victoria, MD |
| 3:36 PM | Combining Browlifting And Upper Blepharoplasty-Caveats And Concerns | John Burroughs, MD |
| 3:48 PM | Preservation Brow Lift "003": Fast, Very Durable, Very Safe, No Endoscope, No Muscle Resect | Nabil Fanous, MD |

4:00 PM · BREAK · EXHIBIT HALL

SESSION MODERATORS: Nabil Fanous, MD | Manoj Abraham, MD

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|----------------|--|--------------------------|
| 4:30 PM | Use Of Neuromodulator To Optimize Browlift And Blepharoplasty Outcomes | Manoj Abraham, MD |
| 4:42 PM | How I Totally Revamped My Endoscopic Brow Lift Technique After 28 Years, And Am Now Getting The Results I Hope For | John Holds, MD |

PANEL: BROWLIFTING - MY FAVORITE TECHNIQUE AND WHY

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|----------------|--|----------------------------|
| 4:54 PM | PANEL: BROWLIFTING - MY FAVORITE TECHNIQUE AND WHY | Nabil Fanous, MD |
| 5:06 PM | PANEL: BROWLIFTING - MY FAVORITE TECHNIQUE AND WHY | Corey Maas, MD |
| 5:18 PM | PANEL: BROWLIFTING - MY FAVORITE TECHNIQUE AND WHY | John Holds, MD |
| 5:30 PM | PANEL: BROWLIFTING - MY FAVORITE TECHNIQUE AND WHY | Andres Sarraga, MD |
| 5:42 PM | PANEL: BROWLIFTING - MY FAVORITE TECHNIQUE AND WHY | Sidney Starkman, MD |
| 5:54 PM | PANEL: BROWLIFTING - MY FAVORITE TECHNIQUE AND WHY | William Mack, MD |

6:06 PM · ADJOURN

Thursday, November 5

SESSION MODERATORS: Anna Petropoulos, MD | Corey Maas, MD

- 7:30 AM** VIDEO: Summing It All Up: From Stem Cells To Exosomes - Strategies In Clinical Practice **Steven Cohen, MD**
- 7:45 AM** VIDEO: Full-Face Rejuvenation With Injectables **Alison Pontius, MD**

8:00 AM

TWO DEVICES IN MY PRACTICE THAT I CAN'T LIVE WITHOUT (5 MIN TALKS)

Panel Moderator: Corey Maas, MD

Panelists: Michael Abrouk, MD | Elizabeth Rostan, MD | Jason Pozner, MD | Azza Halim, MD | Lylia Thornburg, MD
Bertha Baum, MD | Amy Lewis, MD | Anna Petropoulos, MD | Jack Kolenda, MD | Manoj Abraham, MD
Anil Shah, MD

- 9:00 AM** Targeted Topical Interventions To Interrupt The Inflammaging Cycle **Jennifer Linder, MD**
- 9:15 AM** Personalized Skin Care With Topical Concentrated, Optimized, Autologous Growth Factors” **Mark Rubin, MD**
- 9:30 AM** Early Experience With Facial Tissue Micro-Coring Early Market Experience, Safety, And Outcomes **Michael Abrouk, MD**
- 9:45 AM** Use Of Multiple Modalities For Treatment Of Acne Scars **Elizabeth Rostan, MD**

10:00 AM · BREAK · EXHIBIT HALL

SESSION MODERATORS: Jenna Hilton, PA-C | Diane Duncan, MD

- 10:30 AM** Hair Loss and GLP-1 Inhibitors **Elizabeth Houshmand, MD**
- 10:42 AM** Advantages And Limitations Of Laser Coring **Diane Duncan, MD**
- 10:54 AM** Collagen, Peptides And Protein: Do They Prime Patients For Better Aesthetic Results? **Jenna Hilton, PA-C**
- 11:06 AM** The Latest And Greatest In Face And Body Contouring-What Really Works? **Bruce Katz, MD**
- 11:18 AM** Combination Minimally Invasive Body Contouring Clinical Updates **Michael Abrouk, MD**
- 11:30 AM** A Novel Combination Of Two Visible Light Wavelengths With Superior Stimulation Of Hair Regeneration **Anna Petropoulos, MD**
- 11:42 AM** Next-Day Skin: Where No-Downtime Lasers Meet Regenerative Medicine **Anil Shah, MD**
- 11:54 AM** Microneedling With RF For Hypertrophic Hyperpigmented Scarring In All Skin Types **Robyn Siperstein, MD**
- 12:06 PM** Redefining Hormone Optimization: The Next Frontier In Personalized Medicine **Rachel Fidino, ARNP**
- 12:18 PM** Regenerative Biologicals Vs Energy Based Devices: Which Is More PowerFul? **Diane Duncan, MD**
- 12:30 PM** Ultrasound Technologies For Body Sculpting And Fat Destruction. **Amy Lewis, MD**
- 12:42 PM** Epidermal Skin Peels-Past, Present, And Future **Jennifer Linder, MD**

1:00 PM · LUNCH · EXHIBIT HALL

Friday, November 6

SESSION MODERATORS: Jeff Spiegel, MD | Shawn Allen, MD

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|----------------|--|---------------------------|
| 2:00 PM | Optimizing Neurotoxin Outcomes Through Placement, Technique, and Facial Massaging | Audrey Coleman, MD |
| 2:12 PM | Drawing The Line: Sculpting A Safer, Smarter Jawline At Any Budget | Zachary Lutz, MD |
| 2:24 PM | The Metabolically Optimized Face: Regenerative Aesthetic Strategies For The GLP-1 And Longevity Patient | Olga Gilman, MD |
| 2:36 PM | Biostimulators & Bioactives (Biostimulating Dermal Fillers; Adipose Allograft Materials; Microneedling Combinations) | Shawn Allen, MD |
| 2:48 PM | Elevate Your Injection Technique With Real Time Artificial Intelligence And High Resolution Ultrasound | Pat Pazmino, MD |
| 3:00 PM | Throwing The Kitchen Sink At Them - Combine Your Devices Into One Treatment | Jeff Spiegel, MD |
| 3:12 PM | Peptides, Exosomes And Biostimulatory Treatments | Jenna Hilton, PA-C |
| 3:24 PM | Prevention And Treatment Strategies For Cosmetic Complications Of GLP-1 Receptor Agonists | Serena Mraz, MD |
| 3:36 PM | Neuroaesthetics: The Future Of Cosmetic Procedures | Roxane Scemla, MD |
| 3:48 PM | Combating Cellular Senescence: Unlocking The Key To Radiant Skin | Jenna Hilton, PA-C |

4:00 PM · BREAK · EXHIBIT HALL

4:30 PM

GALDERMA INJECTION SESSION

Panel Moderator: S. Randolph Waldman, MD

More Info to Come!

6:00 PM · ADJOURN

Friday, November 6



SESSION MODERATORS: Cheryl Hoaglund | Brian Hayes

| | | |
|----------------|---|-------------------------|
| 7:30 AM | VIDEO: Social Media -- It's A Double-Edged Sword | Jamil Asaria, MD |
| 7:45 AM | VIDEO: The Role And Importance Of A Patient Care Coordinator | Lou Haggerty |
| 8:00 AM | 5 Ways To Effectively Grow Your Practice | Cheryl Hoaglund |
| 8:15 AM | It Depends... — And Other Advice I Give All Day As A Practice Consultant | Mara Shorr |
| 8:30 AM | From Google To ChatGPT: Rethinking SEO, Ads, And Brand Building In Aesthetic Surgery | Rohan Joshi, MD |
| 8:45 AM | Copy And Paste Marketing Will Not Cut It Any Longer | George Fox |
| 9:00 AM | A Contrarian Pricing Strategy For Profitable Growth | Brian Hayes |
| 9:15 AM | Is Email Marketing Dead? No! You're Doing It Wrong. | Jason Sievert |
| 9:30 AM | The Patient Will See You Now: The Scientific Formula For Maximizing Your Online Visibility | Mona Sharif |
| 9:45 AM | AI Growth Tools for Plastic Surgery Practices: How Smart Practices Are Winning in an AI-Driven Market | Catherine Maley |

10:00 AM · BREAK · EXHIBIT HALL

SESSION MODERATORS: Ryan Miller | Mona Sharif

| | | |
|-----------------|---|---------------------|
| 10:30 AM | Features Tell, Benefits Sell | Vanessa Bird |
| 10:45 AM | The Fundamentals Of Scaling A Profitable Business Through De-Emotionalizing Marketing Decisions | Adam Fichman |
| 11:00 AM | When Search Stops Sending Patients: The Strategic Case For Email & SMS List-Building | Ryan Miller |

HAVE PATIENTS CHANGED OVER THE PAST 5 YEARS AND HOW CAN WE CHANGE WITH THEM?

PANEL MODERATOR: Sam Peek

PANELISTS: Adam Fichman | George Fox | Tami Vileta | Mary Robb | Amy Lewis, MD

12:00 PM

KEY DIFFERENTIATORS OF THE MOST SUCCESSFUL PRACTICES

PANEL MODERATOR: Christin Trujillo

PANELISTS: Lisa Marie Wark | Jason Bloom, MD | Bruce Katz, MD | Catherine Maley

1:00 PM · LUNCH · EXHIBIT HALL

Friday, November 6

SESSION MODERATOR: Jasmine Hill | Rachel Fidino, ARNP

| | | |
|----------------|---|----------------------------|
| 2:00 PM | Likes Don't Pay The Bills: Building A Social Media Brand That Books | Pamela Brownlee |
| 2:15 PM | Mastering The Social Media Algorithm In 2026 | Mary Robb |
| 2:30 PM | Ageless Engagement: Navigating Social Media Marketing Across Generations | Melanie Petro, MD |
| 2:45 PM | Effective Use Of Videos In The Aesthetic Practice-The How, When, And Why | Jasmine Hill |
| 3:00 PM | Search Is Changing: How To Keep Your Practice Visible In The Age Of AI | Erica Crawford |
| 3:15 PM | Thriving In Any Market: Multi-Revenue Stream Strategies For Sustainable Success | Rachel Fidino, ARNP |
| 3:30 PM | From One-Off Blasts To A Sustainable Email Marketing System | Janae Grove |
| 3:45 PM | Flip The CRM Switch: A Simple Framework To Turn Missed Opportunities Into Measurable Growth | Ryan Miller |

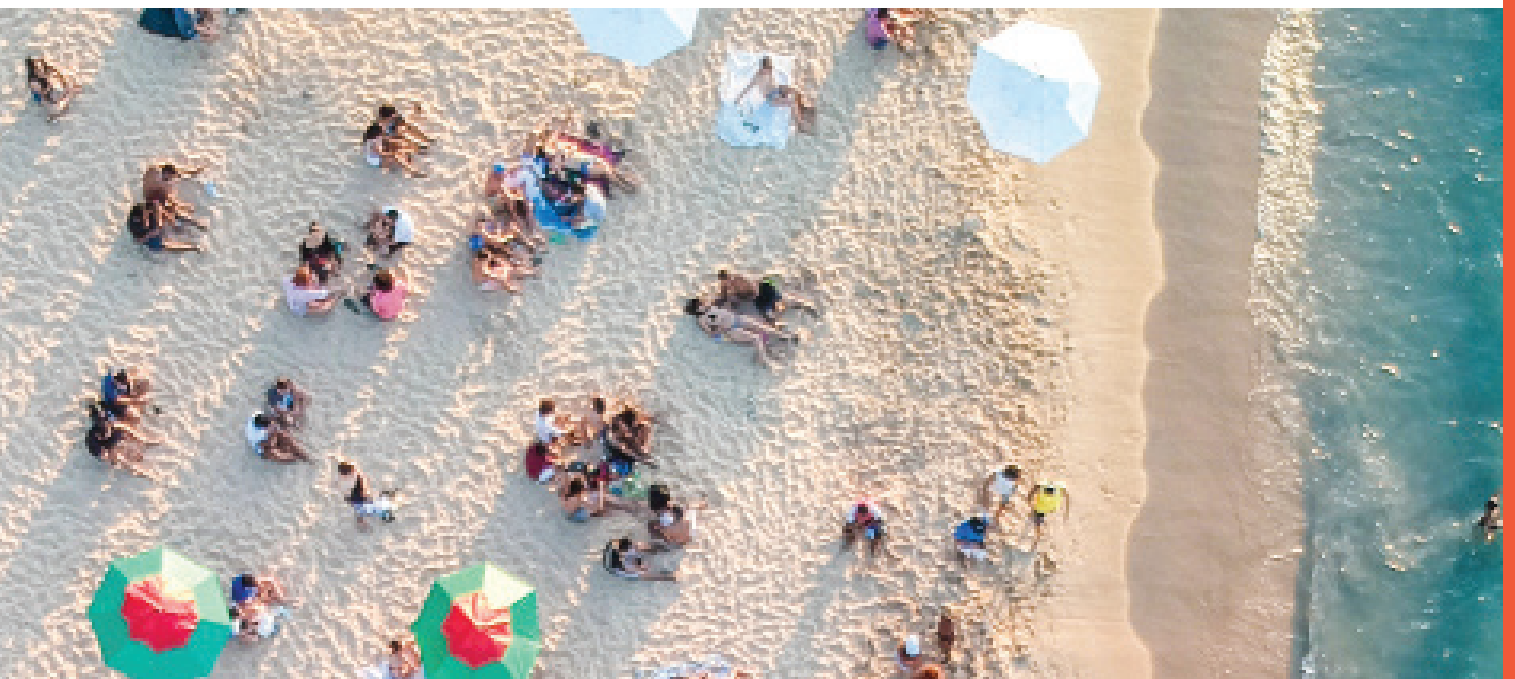
4:00 PM · BREAK · EXHIBIT HALL

SESSION MODERATOR: Brian Hayes | Tami Vileta

| | | |
|----------------|--|---------------------|
| 4:30 PM | The Role Of AI And Technology In Building A High PeRformance Team | Brian Hayes |
| 4:45 PM | Utilizing The Power Of B2B Marketing & Strategic Partnerships To Grow Your Practice | Tami Vileta |
| 5:00 PM | Scalpel & Syringe: Building Collaborative Referral Pathways Between Injectors And Surgeons | Olga Gilman |
| 5:15 PM | Collaboration Or Complication? What To Know Before Partnering With Influencers | Jasmine Hill |
| 5:30 PM | Inventory As A Strategic Lever—Not A Back-Office Function | Niklas Hess |
| 5:45 PM | Improve Team Performance With More Effective Communication, Including Use Of Technology And In-Person Staff Meetings | Brian Hayes |

6:00 PM · ADJOURN

Friday, November 6



SESSION MODERATORS: Adam Scheiner, MD | William Mack, MD

- 7:30 AM** VIDEO: My Three Favourite Browlift Techniques--Why The Brow Is Such An Important Adjunct To Facelift And Eyelid Surgery **Jamil Asaria, MD**
- 7:45 AM** VIDEO: Temple Endo-Style Brow Re-Contouring: My Preferred Approach To Brow Lifting **Guy Massry, MD**
- 8:00 AM** Pearls For Cosmetic Blepharoplasty - What I've Learned Over The Past 30 Years **William Mack, MD**
- 8:15 AM** Transcutaneous Lower Lid SOOF Blepharoplasty: Why I Like It **Stephen Prendiville, MD**
- 8:27 AM** My Facial Rejuvenation Ladder **Waleed Ezzat, MD**
- 8:39 AM** Top 15 McCollough Surgical Pearls Learned And Perfected Over A 50 Year Career! **E. Gaylon McCollough, MD**

9:00 AM

DECISION MAKING AND ALTERNATIVES FOR LOWER EYELID BLEPHAROPLASTY

PANEL MODERATOR: William Mack, MD

PANELISTS: Stephen Prendiville, MD | Flora Levin, MD | John Burroughs, MD | Kian Eftekari, MD

10:00 AM · BREAK · EXHIBIT HALL

SESSION MODERATORS: Donn Chatham, MD | Fred Fedok, MD

- 10:30 AM** Reviewing Consultation Patients: Quantitative Prediction Of Post-Op Success **Donn Chatham, MD**
- 10:45 AM** Refining THE Neck Lift - Is The Platysma Muscle Really Needed **Amir Inbal, MD**
- 11:00 AM** How My Facelift Technique Has Evolved Over The Last 6 Years And Why **Fred Fedok, MD**
- 11:15 AM** My FIRST Year PeRForming The Deep Neck Lift: Foundational Pearls And Tips For Safe And Effective Results **David Gilpin, MD**
- 11:30 AM** Structural Deep Plane Neck Lifting **Kevin Sadati, MD**
- 11:45 AM** The Deep Plane Facelift Under Local Anesthesia - Patient Safety And Satisfaction **Sarah Novis, MD**
- 12:00 PM** Combining The Best Of Multiple Facelift Strategies To Provide The Optimal Result **Russell Palmer, MD**
- 12:15 PM** The Microlift -Why I love This Procedure **Phillip Miller, MD**
- 12:30 PM** Treatment Of The Neck From Minimally Invasive To Surgical Deep Neck Lift **Steven Pearlman, MD**
- 12:45 PM** Anatomic Guide To Safe Deep Plane Exploration **John Vartanian, MD**

1:00 PM · LUNCH · EXHIBIT HALL

Friday, November 6

SESSION MODERATORS: Russel Palmer, MD | J. Roberto Ramirez Gavidia, MD

- 2:00 PM**
Facelift In The Era Of Fillers And Energy Devices: What Every Surgeon Should Know
Sidney Starkman, MD
- 2:12 PM**
Don't Skip The Lips - Why Peri-Oral Rejuvenation Needs To Be Considered For Every Facelift
David Gilpin, MD
- 2:24 PM**
Controversial Topics In Lip Lifting
Tania Hassanzadeh, MD
- 2:36 PM**
Chin Ptosis; Solving A Difficult And Dynamic Problem
Regina Rodman, MD
- 2:48 PM**
Cheek To Cheek - My Approach To Midface Rejuvenation
Waleed Ezzat, MD
- 3:00 PM**
Assessing And Managing The Midface For Optimal Facelift Results
Russell Palmer, MD

THE MALE AESTHETIC PATIENT

PANEL MODERATOR: Steven Mobley, MD

PANELISTS: Jason Pozner, MD | Drew Schnitt, MD | Corey Maas, MD | Russell Palmer, MD

4:00 PM · BREAK · EXHIBIT HALL

SESSION MODERATORS: William Beeson, MD | Anil Shah, MD

- 4:30 PM**
Full Deep Plane vs Focal Deep Plane Assistance in Facial Rejuvenation
Christian Drehsen, MD
- 4:45 PM**
"Optimum Mobility" G2 Facelift: Fast, Powerful, Durable, Safe, Mini-Invasive Alternative To 'Deep Plane'
Nabil Fanous, MD
- 5:00 PM**
Relapse After Facelift Surgery: Understanding The Variables And Management
Capi Wever, MD

THE CHALLENGING PATIENT : WE ALL HAVE THEM

PANEL MODERATOR: Kathleen Stillwell

PANELISTS: William Beeson, MD | Donn Chatham, MD | Sam Pondrom | Nabil Fanous, MD

6:00 PM · ADJOURN

Friday, November 6

8:00 AM

DESIGNING A PATIENT-CENTERED LUXURY EXPERIENCE

Mohsen Ghoreishi | Kevin Sadati, MD

9:00 AM

THE ULTIMATE PATIENT COORDINATOR : SELECTION & TRAINING

Mara Shorr | Catherine Maley

10:00 AM · BREAK · EXHIBIT HALL

11:00 AM

TIPS FOR MORE EFFECTIVE HIRES AND TRAINING

Kara McClanahan | Brian Hayes | Mara Shorr | Catherine Maley

12:00 PM

COMP WITHOUT CHOAS: SHIFT THE DYNAMIC

Judy Kozlicki | Amy Anderson | Brad Adatto, JD | Brian Hayes

1:00 PM · LUNCH · EXHIBIT HALL

2:00 PM

FRONT DESK ESSENTIALS INCLUDING ACTUAL MYSTERY SHOPPING SURPRISES

Catherine Maley | Mara Shorr

3:00 PM

SUCCESSFUL CONSULTATIONS AND CONVERSIONS

Kara McClanahan | Amy Anderson

4:00 PM · BREAK · EXHIBIT HALL

4:30 PM

FINANCIALS 101: BENCHMARKS, ASSESSMENT, & PROFITABILITY STRATEGIES FOR YOUR PRACTICE

Christin Trujillo | Judy Kozlicki | Lisa Marie Wark | Cheryl Hoaglund

6:30 PM · ADJOURN

Friday, November 6

Friday, November 6

LESS INVASIVE STRATEGIES

AMERICANA 1/2

SESSION MODERATORS: Elizabeth Rostan, MD | Lycia Thornburg, MD

| | | |
|---------|--|-------------------------|
| 7:30 AM | VIDEO: Acne Treatment With Lasers And Energy Based Devices: Past, Present And Future | Anne Chapas, MD |
| 7:45 AM | VIDEO: Non-Surgical Treatments Of The Neck - Where Are We Now? | Jennifer Levine, MD |
| 8:00 AM | Cosmeceuticals with Science | Amy Lewis, MD |
| 8:12 AM | From Chair To Vanity: Integrating Evidence-Based Skincare With Injectables | Lycia Thornburg, MD |
| 8:24 AM | Safely Achieve Great Cosmetic Outcomes In Darker Skin | Elizabeth Rostan, MD |
| 8:36 AM | Peptides, Exosomes, And Stem Cells For Longevity And Skin Rejuvenation With Ebd | Azza Halim, MD |
| 8:48 AM | What Are The Latest And Most Used Cosmetic Procedures Being Done By Dermatologist In 2026 And What Does The Future Hold? | Bertha Baum, MD |
| 9:00 AM | Fat Grafting to the Face and Body: State of the Art | Randy Miller, MD |
| 9:12 AM | Anatomical Considerations For Injectable Fillers In The Face: How To Reduce Complications And Optimize Aesthetic Results | William Beeson, MD |
| 9:24 AM | My Approach To Hyperpigmentation | Elizabeth Houshmand, MD |
| 9:36 AM | Surgical And Non-Surgical Uses Of Radiofrequency Devices: Promises And Pitfalls | John Cook, MD |
| 9:48 AM | Rejuvenation of the Skin of the Face and Neck with Nanofat and CO2 Laser | Fred Fedok, MD |

10:00 AM · BREAK · EXHIBIT HALL

SESSION MODERATORS: Robyn Siperstein, MD | Jose Juan Montes Bracchini, MD

| | | |
|----------|---|--------------------------------|
| 10:30 AM | Integrating Wellness Into The Aesthetic Practice: The Whole-Patient Model That Drives Growth | Rachel Fidino, ARNP |
| 10:42 AM | Use Of Multiple Modalities For Treatment Of Acne Scars | Elizabeth Rostan, MD |
| 10:54 AM | GLP-1 Induced Facial Aging: A Regenerative Multimodal Algorithm Using Adipose Allograft, Biostimulators, And Energy-Based Devices | Gilberto Saenz III, MD |
| 11:06 AM | Skip The Small Talk: Non-Surgical Treatments Men Actually Care About | Vineet Sathe, RN |
| 11:18 AM | Next Generation Chemical Peels: New Considerations For A Trusted Treatment Option | Jennifer Linder, MD |
| 11:30 AM | Vascular Occlusion Diagnosis, Prevention & Treatment | Robyn Siperstein, MD |
| 11:42 AM | Rationale for The Use Of Fillers In The Middle Third Of The Face. Anatomic Considerations | Jose Juan Montes Bracchini, MD |
| 11:54 AM | The Overfilled Face: Reversal Strategy and Rebuilding Natural Proportions | Lacey Wilson, MD |
| 12:06 PM | Uncovering Epigenetic Factors That Influence Skin Aging | Serena Mraz, MD |
| 12:18 PM | How To Choose Between NCTF, Exosomes, Polyneucleotides: What Does The Histology Tell Us About Their Effectiveness | Jack Kolenda, MD |
| 12:30 PM | What Surgeons See That Injectors Don't: Lessons From the Operating Room | Lacey Wilson, MD |
| 12:45 PM | Cellular Therapeutics In Aesthetic Medicine: Science, Safety & The Future Of Regenerative Care | William Beeson, MD |

1:00 PM · LUNCH · EXHIBIT HALL

Saturday, November 7

SESSION MODERATORS: Bruce Katz, MD | William Beeson, MD

- 2:00 PM** PRP is not PRP is not PRP – Demystification & Clarification **Randy Miller, MD**
- 2:20 PM** Hair Growth Trends in 2026 **Carolyn Jacob, MD**
- 2:32 PM** Non-Surgical Hair Restoration In Women: A Holistic, Multi-Modality Approach For Superior Results **Anita Mandal, MD**
- 2:44 PM** Simplifying Surgical Hair Restoration **Keimun Slaughter, MD**
- 2:56 PM** Anti-Aging Solutions: Supplements **Carolyn Jacob, MD**

3:08 PM

REGENERATIVE AESTHETICS IS EVOLVING: WHAT'S THE LATEST?

Panel Moderator: Bruce Katz, MD

Panelists: Randy Miller, MD | Tunc Tiryaki, MD | Diane Duncan, MD | William Beeson, MD | Jason Bloom, MD

4:00 PM · BREAK · EXHIBIT HALL

4:30 PM

TECHNOLOGY FORUM

MORE INFO TO COME!

6:30 PM · ADJOURN

Saturday, November 7

SESSION MODERATORS: Kathleen Stillwell | Audrey Neff

- 7:30 AM** VIDEO: Video Content Strategies That Drive Patient Engagement And Loyalty **Shanice Linton**
- 7:45 AM** VIDEO: Legal Tips On How To Handle Angry Patients **Jeff Segal**
- 8:00 AM** Avoiding A Dissatisfied Patient. Psychological Aspects Of The Aesthetic Consultation **Jose Juan Montes Bracchini, MD**
- 8:15 AM** Dealing With Difficult Patients **Cheryl Hoaglund**
- 8:30 AM** Patient Selection: Your Most Important Decision **Kathleen Stillwell**
- 8:45 AM** Your Reputation Matters: How To Win More Patient Reviews In Your Practice **Audrey Neff**
- 9:00 AM** How To Get More Reviews **Len Tau**
- 9:15 AM** Addressing Good And Bad Reviews **Cheryl Hoaglund**
- 9:30 AM** Damage Control 101:What To Do When A Patient Wants A Refund, A Revision For Free, Or To Rip You Online **Amy Anderson**
- 9:45 AM** How to Conquer What You Can Control and Let Go of What You Can't **Alex Spinoso**

10:00 AM · BREAK · EXHIBIT HALL

SESSION MODERATORS: Vahe Tirakyan | Kara McClanahan

- 10:30 AM** Managing Your Brand Through The Upheaval Of AI **Jamie Butterworth**
- 10:45 AM** AI, PMAX, and the Future of Aesthetics **Tara Leifer**
- 11:00 AM** Meta Andromeda, Google Max and the New Patient Acquisition Reality **Alex Spinoso**
- 11:15 AM** How to Be the Clinic of Choice on Chat GPT **Rick O'Neil**
- 11:30 AM** Artificial Intelligence in Facial Plastic Surgery: Current Applications and Future Implications **Anthony Brissett**
- 11:45 AM** Patient Education Isn't Rocket Science—So Why Is Everyone Failing At It? **Robin Ntoh**
- 12:00 PM** 10 Tips For Maximizing The Opportunity With Loyal Patients **Catherine Maley**
- 12:15 PM** Developing High-Value Membership Programs That Enhance Patient Loyalty & Practice Revenue **Audrey Neff**
- 12:30 PM** The Designer Approach. What Aesthetic Practitioners Can Learn From Luxury Designer Brands To Elevate Patient Loyalty. **Vanessa Bird**
- 12:45 PM** Retention, Reviews, Referrals: Strategies For Increasing The 3 R's Of Profitable Growth **Brian Hayes**

1:00 PM · LUNCH · EXHIBIT HALL

Saturday, November 7

SESSION MODERATORS: Judy Kozlicki | Lisa Marie Wark, MBA

- 2:00 PM**

Top Ten Revenue-Boosting Treatments Every Practice Should Offer

Kara McClanahan
- 2:15 PM**

The Male Patient: Aesthetics Missing Person(A)

Jason Sievert
- 2:30 PM**

The Art & Science Of Identifying & Engaging In New & Varied Demographics To Unlock Clinic Growth

Vanessa Bird
- 2:45 PM**

From Botox To Biohacking: The New Patient Demand You Can't Ignore

Judy Kozlicki
- 3:00 PM**

Generative Search And The Future Of Clinic Selection: Data-Driven Insights From 200+ U.S. Aesthetic Practices

Ryan Miller

WHAT ATTRACTS A PATIENT TO A PRACTICE

PANEL MODERATOR: Jason Sievert

PANELISTS: Vanessa Bird | Judy Kozlicki | Lisa Marie Wark | Mara Shorr

4:00 PM · BREAK · EXHIBIT HALL

SESSION MODERATORS: Cheryl Hoaglund | Robin Ntoh

- 4:30 PM**

How Can The Staff Help To Minimize Legal Risks For The Aesthetic Practice

Sam Pondrom
- 4:45 PM**

Top Malpractice Risks: Plastic Surgery, Derm, Aesthetic Practice

Kathleen Stillwell
- 5:00 PM**

Legal Landmines: How Plastic Surgeons Accidentally Create Their Own Lawsuits

Vahe Tirakyan

TOP 10 WAYS TO FUTURE-PROOF YOUR AESTHETIC BUSINESS

PANEL MODERATOR: Kara McClanahan

PANELISTS: Cheryl Hoaglund | Adam Fichman | Michael Somenek | George Fox | Robin Ntoh

6:00 PM · ADJOURN



Saturday, November 7

SESSION MODERATORS: Michael Persky, MD | Mark Beaty, MD

- 7:30 AM VIDEO: Lessons Learned With Facelift Complications Over The Past 30 Years **Edwin Williams, MD**
- 7:45 AM VIDEO: Nuances Of Upper And Lower Blepharoplasty **Guy Massry, MD**
- 8:00 AM Frosting On The Cake: How We Incorporate Ongoing Post Op Skin Treatment To Maximize Results In Our Facial Rejuvenation Patients **Mark Beaty, MD**
- 8:15 AM My Preferred Method Of Facelifting Using A Progressive Advancement Suturing Technique **Jason Pozner, MD**
- 8:30 AM The Fusion Lift-Combining The Mid Facelift And Deep Plane Facelift **Ivan Wayne, MD**
- 8:45 AM Completing The Double Sail: How To Expand And Unify Full Facial Glide Planes **Mark Beaty, MD**

9:00 AM

SURGICAL PEARLS THAT CHANGED MY PRACTICE (5 MIN TALKS)

PANEL MODERATOR: Michael Persky, MD

PANELISTS: Bradford Bader, MD | Pat Pazmino, MD | Harry Mittelman, MD | Melanie Petro, MD | Elen De Masi, MD | Rohan Joshi, MD | J. Roberto Ramirez Gavidia, MD | Jason Pozner, MD | Drew Schnitt, MD

10:00 AM · BREAK · EXHIBIT HALL

SESSION MODERATORS: J. Roberto Ramirez Gavidia, MD | Adam Scheiner, MD

- 10:30 AM Managment Of Deep Plane Neck Lift And Submandibular Glands With New Devices And Techniques **Kevin Sadati, MD**
- 10:45 AM Get Good And Then Get Fast: Increasing Efficiency During Deep Plane Facelifts **Katherine Hicks, MD**
- 11:00 AM Success In A Deep-Plane Rhytidectomy Practice: Producing Predictable Outcomes And A Predictable Process **Neil Gordon, MD**
- 11:30 AM Why The Neck Keeps Failing In Deep Plane Face Lift **Amir Inbal, MD**
- 11:45 AM The Ultimate Guide To Preservation Face And Necklift **Michael Roskies, MD**
- 12:00 PM Adjunctive And Postoperative Protocols After Deep Plane Facelifting **Michael Somenek, MD**

12:15 PM

FACE LIFT COMPLICATIONS

PANEL MODERATOR: Manoj Abraham, MD

PANELISTS: Neil Gordon, MD | Sidney Starkman, MD | Capi Wever, MD | Steven Mobley, MD | Katherine Hicks, MD

1:00 PM · LUNCH · EXHIBIT HALL

Saturday, November 7

SESSION MODERATORS: Donn Chatham, MD | John Cook, MD

2:00 PM

KEYNOTE PRESENTATION

Preservation Rhinoplasty - Why Isn't Everyone Doing It?
Miguel Goncalves Ferreira, MD

2:20 PM

KEYNOTE PRESENTATION

Facial Rejuvenation - My Journey From Fellowship To Today
Neil Gordon, MD

2:50 PM

Extended Release In The Deep-Plane: Challenges And Limits

Capi Wever, MD

3:10 PM

Revision Facelift: Is it Time to Consider it in Same Light as Revision Rhinoplasty

Babak Azzizadeh, MD

3:30 PM

Optimal Adipose Harvesting:AND Processing : Indication and Specific Pearls

Randy Miller, MD

4:00 PM · BREAK · EXHIBIT HALL

SESSION MODERATOR: Stephen Perkins, MD

4:30 PM

How Did My Facelifts Over the Past Five Years Compare with My Earlier Results

Stephen Perkins, MD

4:50 PM

How Does the Preservation Deep Plane Facelift Improve the Lower Neck?

Sarah Novis, MD

5:10 PM

The Neglected Subzygomatic Space: An Important Key To Natural Facial Rejuvenation

John Cook, MD

5:25 PM

Spaces In Deep Plane Facelift

Elen De Masi, MD

5:45 PM

Caring For Our Post-Op Patients And The Adjuvant Services We Offer To Enhance Their Healing

Demetri Arnaoutakis, MD

6:00 PM · ADJOURN

Saturday, November 7

8:30 AM

ARTIFICIAL INTELLIGENCE AND THE AESTHETIC PRACTICE

Kara McClanahan | Anthony Brissett | Vahe Tirakyan | Tara Leifer

10:00 AM · BREAK · EXHIBIT HALL

10:30 AM

2026 LEGAL FORUM

Brad Adatto, JD | Kathleen Stillwell | Jennifer Wiggins | Leiza Dolghih | Sam Pondrom
Jonathon Eskow, JD | Greg Rutstein, JD | Benjamin Hernandez, JD | Jeff Segal, MD, JD

12:00 PM

TECHNOLOGY NEEDED TO OPTIMIZE YOUR PRACTICE

Christin Trujillo | Robin Ntoh | Jay Shorr | Niklas Hess

1:00 PM · LUNCH · EXHIBIT HALL

2:00 PM

ADDING WEIGHT LOSS & WELLNESS TO YOUR AESTHETIC PRACTICE: PROS & CONS

Rachel Fidino, ARNP | Audrey Neff

3:00 PM

CREATING A COMPREHENSIVE MARKETING STRATEGY INCLUDING SOCIAL MEDIA

George Fox | Tami Vileta | Vahe Tirakyan | Pamela Brownlee

4:00 PM · BREAK · EXHIBIT HALL

4:30 PM

THE PROS AND CONS OF SELLING YOUR AESTHETIC PRACTICE

Brad Adatto, JD | Christin Trujillo | Dana Jacoby | DC Group | Jason Pozner, MD | Jeff Spiegel, MD
E. Gaylon McCollough, MD | Jay Shorr | Tom Bodin

6:30 PM · ADJOURN

Saturday, November 7



Saturday, November 7

SESSION MODERATORS: Brian Hayes | Mara Shorr

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|-----------------|---|---------------------------|
| 7:00 AM | VIDEO: Ten Tips For Building A Successful Aesthetic Practice | Pat Flaharty, MD |
| 7:15 AM | VIDEO: Common Characteristics Of The Most Successful Practices | Jared Latham |
| 7:30 AM | Top 10 Marketing Tips And Tricks From The Top Aesthetic Practices Around The Country | George Fox |
| 7:45 AM | Top 5 Must-Haves When Interviewing Candidates And Top 5 Mistakes To Avoid | Brian Hayes |
| 8:00 AM | Top Ten Must-Have Technologies For Modern Aesthetic Practices | Kara McClanahan |
| 8:15 AM | Top 10 Things You Must Know About AI ---The Good, Bad, And Great! | Robin Ntoh |
| 8:30 AM | Designing A Better Visit: The Top 10 Patient Experience Essentials | Amy Anderson |
| 8:45 AM | Top Ten Strategies For Retaining Your Best Patients | Kara McClanahan |
| 9:00 AM | Top 10 Ways To Save Money In Your Aesthetic Practice | Jay Shorr |
| 9:15 AM | Promoted, Trusted — And Untrained: Top 10 Leadership Shifts For Growing Practices | Judy Kozlicki |
| 9:30 AM | Top 10 Challenges Facing Aesthetic Marketing in 2026 | Tara Leifer |
| 9:45 AM | Top Ten Metrics Every Aesthetic Practice Owner Should Track | Kara McClanahan |
| 10:00 AM | Top 10 Protocols And Processes You'Re Missing In Your Aesthetic Practice | Jay Shorr |
| 10:15 AM | Top Five Risks For Your Practice | Kathleen Stillwell |
| 10:30 AM | Top 10 Ethical Sales Techniques to Maximise Uptake of Skincare | Vanessa Bird |
| 10:45 AM | Top 10 Tips for Working with Gen Z Employees | Mara Shorr |
| 11:00 AM | VIDEO: Ten Key Steps To A More Effective Social Media Strategy | Mary Robb |
| 11:15 AM | VIDEO: Top 10 Tips For Working With Gen Z: How The Education System And Covid Changed A Generation And Candidate Pool | Mara Shorr |
| 11:30 AM | VIDEO: Ten Tips for Turning No into Yes | Marco Valle |
| 11:45 AM | VIDEO: Top 10 Marketing Tips And Tricks For The Aesthetic Practice | Jared Latham |

MEETING ADJOURNED

Sunday, November 8

SESSION MODERATORS: Russel Palmer, MD | Lisa Grunebaum, MD

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|-----------------|---|----------------------------|
| 7:00 AM | VIDEO: The Lateral Platysma - The Key To Unlocking The Gonial Angle | Sean Alemi, MD |
| 7:15 AM | VIDEO: Facial Nerve Anatomy For Deep Plane Facelift And Deep Neck Surgery | Babak Azizzadeh, MD |
| 7:30 AM | Ten Questions Answered About The New Acne Treatment Landscape | Lycia Thornburg, MD |
| 7:45 AM | Top 10 Tips For Safer Preservation Deep Plane Facelift | Kevin Sadati, MD |
| 8:00 AM | Top 10 Tips For Better Facelift Incisions | Manoj Abraham, MD |
| 8:15 AM | Top 10 Complications To Avoid When Treating Facial Asymmetry | Roxane Scemla, MD |
| 8:30 AM | The New Acne Landscape-Ten Q&A's | Lycia Thornburg, MD |
| 8:45 AM | 10 Tips For Making Your Facelifts More Enjoyable | Russel Palmer, MD |
| 9:00 AM | Top 10 Tips For Safer And More Effective Filler Injections | Lisa Grunebaum, MD |
| 9:15 AM | Nanofat – Top 10 Pearls! | Randy Miller, MD |
| 9:30 AM | Top 10 Tips For Endoscopic Browlifting | Anna Carolina Victoria, MD |
| 9:45 AM | Top 10 Tips For Performing Aesthetic Treatments Around The Eyes | Jennifer Murdock, MD |
| 10:00 AM | 10 Filler Myths From Longevity, Rheology To Cannula Gauge | Robyn Siperstein, MD |
| 10:15 AM | Top 20 Tips On Avoiding Post-Procedural Dissatisfaction | Donn Chatham, MD |
| 10:30 AM | Cosmetic Treatments People Still Have Wrong -Ten Q&A's | Lycia Thornburg, MD |
| 10:45 AM | Top 10 Tips for Successful Septal Perforation Repair | Jacob Sedgh, MD |
| 11:00 AM | VIDEO: Top 10 Tips For Getting Great Results With Fillers | Jordan Carqueville, MD |
| 11:15 AM | VIDEO: Top 10 Do's And Don'ts In Blepharoplasty Surgery | John Holds, MD |
| 11:30 AM | VIDEO: Tips For Lips And Under Eye Fillers | Jennifer Hollander, MD |
| 11:45 AM | VIDEO: Ten Key Pearls In Endoscopic Browlifting | David A. Sherris, MD |

MEETING ADJOURNED

Sunday, November 8

