

who have never been to a multi-day conference. "We are a friendly place for practitioners to have their first conference experience," Swain said. By holding the conference in a convention center, they are able to deliver a higher level of service and a nicer facility than attendees can find at other North American Oriental Medicine conferences. According to Swain, this lays the foundation for a great first conference experience. To reach these "first-timers," a comprehensive marketing strategy has been employed, using a combination of bulk mailings, ads in trade publications, and special offers in schools to reach potential attendees who might not otherwise attend a multi-day conference.

Many of these marketing efforts are coordinated by Bill Egloff, one of the conference's sponsors. One of the ways he supports the conference is by posting the OM 2001 brochure and registration materials online at <http://www.craneherb.com>. The site allows practitioners to browse through the conference offerings at their leisure and it reduces printing and mailing costs, all of which adds up to lower prices for attendees. "I want to see the conferences succeed, and I'll do whatever I can to help," Egloff said. "We are constantly looking for ways to help practitioners succeed. Sponsoring these conferences is a very satisfying way to support that goal."

Editor's note: The Oriental Medicine 2001 "Scope of Practice" Conference & Expo will take place September 13-16. Practitioners and students interested in attending the conference can get more information by browsing the conference offerings at www.craneherb.com; by viewing the calendar listings in *Acupuncture Today*; or by calling Four Gates Communications toll-free at 1-888-798-0630.

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