

How to Run a Successful Private Practice: All You Need to Know

A one-day CPD workshop

Date: **Friday, 17th July 2015**
Times: 09:30 for a 10.00 start, to finish at 16:30
Cost: ACAT Member £110 (online) / £125 (invoice/cheque) | Non-member £125 (online) / £140 (invoice or cheque)
To include a light lunch
Location: Institute of Biomedical Science, 12 Coldbath Square, London EC1R 5HL
Presenter: **Robert Watson**
(Venue and Programme subject to change)

Setting up and running a successful private practice can be highly rewarding but it is challenging and can be daunting. The workshop will enable you to understand and address the issues that you will face in setting up, developing and running a successful private practice; everything from the practicalities of marketing and data protection, how to work ethically and safely, to managing the demands on the self that come from working independently. The workshop will be a mix of didactic teaching and information sharing, and experiential exercises. You will be equipped with the knowledge and skills needed for running a successful private practice i.e. obtaining work and making a living.

Learning outcomes

By the end of the workshop, participants will be able to:

1. Understand the main ethical and legal considerations when setting up a private practice
2. Identify the main pitfalls to avoid when setting up in private practice
3. Develop your own services and marketing strategy
4. More confidently determine if private practice is right for you
5. Get more clients for your private practice

This is relevant to the following groups:

- Anybody considering setting up a private practice either now or in the future
- Those in private practice wanting to develop an effective service and marketing plan
- Established practitioners looking for new ideas to increase their number of clients

Presenter

Robert Watson qualified as a Clinical Psychologist in 2001. He worked in the NHS for eight years in adult mental health and sexual health/HIV services, helping people with a wide range of mental and sexual health problems, and worked to a senior level in the profession, managing services, training and supervision. He is an accredited Cognitive Analytic Therapist and Supervisor, and has been innovative in applying Cognitive Analytic Therapy to the area of Sex Addiction. Robert has published widely in academic journals and has been involved in writing self-help books and articles, co-authoring "Living Confidently with HIV: A Self-help guide". He enjoys and values this work because it makes psychological approaches accessible beyond the traditional consulting room. Over the last three years he has worked as a Trustee and as Vice Chair for the Association of Cognitive Analytic Therapy.

Since leaving the NHS in 2009, Robert has set up a private practice in London, developed the marketing - including a website - and the practice is now highly successful and renowned.

How to book

- Book and pay by personal credit or debit card online instantly through the ACAT web site: www.acat.me.uk/event/828/
- By email, attaching the booking form with full invoicing details, to: maria.cross@acat.me.uk
- By post, enclosing the booking form and a cheque, to: ACAT, PO Box 6793, Dorchester, DT1 9DL

Enquiries

- Email: maria.cross@acat.me.uk
- Telephone: 0844 800 9496

Cancellations / Refund Policy:

A refund, less a £25 administration fee, will be made if cancellations are received, in writing, at least four weeks before the event. We regret that any cancellation after this time cannot be refunded, and refunds for failure to attend the event cannot be made.

Data Protection:

For the purposes of the Data Protection Act 1998, the data controller in respect of your personal data is the Association for Cognitive Analytic Therapy. Your data will be used to administer the event to which you have subscribed.