



**CPD Workshop**  
**Setting up Successfully in Private Practice**  
**Facilitated by Mandy Atkinson**

**Saturday 9<sup>th</sup> December 2017**  
**10am – 4pm**

**Course Overview**

This introductory workshop focuses on two key aspects of setting up in private practice: marketing and professional practice.

You will be introduced to a number of marketing and communication concepts and shown practically how to adapt these to suit the marketing of your own counselling practice.

We will consider researching and planning your campaign and consider how to effectively evaluate the marketing you do.

We will also briefly explore some professional aspects of setting up too, such as assessment, note taking, safety and ethics.

The workshop will be combine theoretical knowledge and practical application using examples, encouraging a sharing of our experiences and collaborative working.

**Facilitator**

Mandy Atkinson CTA (P), UKCP Reg., BACP Accred. MA (Marketing), Dip Counselling, Cert.Ed., RGN is a Transactional Analysis Psychotherapist, trainer, examiner and supervisor. Mandy is a seasoned marketing consultant and continues to have an interest in business development.

Mandy provides a warm, collaborative environment to encourage exploration and learning. She is passionate about Transactional Analysis and co-created learning. In her private practice, Matters of the Mind Counselling and Psychotherapy, she provides therapy for individuals, couples and families. Mandy also runs a supervisory practice for trainee and qualified counsellors. Mandy provides bespoke training and workshops on areas such as eating disorders and weight, TA, communications, depression and anxiety, setting up in private practice, business development and marketing.