

The American Art Therapy Association is pleased to present its upcoming Webinar Series. Webinars provide participants with the ability to view a presentation from their personal computers, and hear the presenters by dialing into a conference call line. Participants can ask questions using an online tool bar feature. The conference call line will not be open to discussion, due to the number of participants.

Signing up is easy, just click on the link provided after each Webinar description below, and complete the simple online registration form. You will then receive a confirmation email that will provide the link to join the Webinar from your computer along with the conference call dial in information. The confirmation email also provides an option to add the Webinar to your Outlook Calendar. One day before the Webinar you will receive a reminder email, followed by a second reminder email one hour before your session. If this is your first Webinar, you may want to click on the link to 'join the webinar' five minutes prior to the start of the session in case your computer requires that you download the connectivity-ware onto your system.

Some Webinars which are CEC-eligible will be converted into online courses and made available through the [Institute for Continuing Education in Art Therapy \(ICE/AT\)](#). The courses will be converted and available within 3 weeks of the live Webinar session. Not all Webinars will be eligible for CEC conversion. Live Webinars do not meet the CEC requirements. Eligibility will be noted in the Webinar descriptions.

For additional information, contact Barbara Florence, Director, Member Benefits & Resources via email bflorence@arttherapy.org or phone (703) 548-5863.

JULY 2010

Julie Clark, our Director of Public Policy and Advocacy, will be presenting a three-part series of webinars called Medicaid and Medicare: What Art Therapists Need To Know. Sign up today for the sessions to learn about these important health benefits and how they affect the children and adults you work with!

Social Networking: Using New Tools to Promote Your Practice

New!

July 28 | 1PM – 2PM ET

Presenter: Michael Saad, Director of Sales, TherapySites.com

Description: The most powerful marketing you can do for your practice, is ironically the fun and free kind. Social Media Networking is the new Marketing. Having a voice means having an audience, means having more sales for your business - whether it be more appointments, promoting your book or e-articles for more sales, or more affiliate referrals! It's all about giving away your content and if you don't do that, then you won't be able to captivate an audience! In this session you will learn how to attract new clients through the top 3 social media networks Facebook, Twitter, & Youtube. And how converging the traffic to your Website = more sales. To not be on at least one of these platforms is like cutting your business' personality and expression OFF! Make no mistake—your prospective client wants to hear your voice!

For more information contact: Barbara Florence at bflorence@arttherapy.org

Register by clicking on this link: <https://www1.gotomeeting.com/register/469927776>

Cost: Live Webinar session is free.

Membership Benefits and Web Site Virtual Tour

August 4, 2010 | 1:30PM – 2:30PM ET

Presenter: Barbara Florence, Director Member Benefits & Resources, American Art Therapy Association

Description: This session will provide an overview of the benefits of membership with the Association, and provide a web site virtual tour including accessing programs, information and services. The session also includes a demo on logging into the Members Only section, renewing membership online, updating profiles, and accessing publications and organizational information.

For more information contact: Barbara Florence at bflorence@arttherapy.org.

Register by clicking on this link: <https://www1.gotomeeting.com/register/711704960>

Cost: Live Webinar session is free.

Medicaid & Medicare: What Art Therapists Need To Know

Part 3: Medicaid and Medicare Reimbursement for Art Therapy: *Fact or Fiction?*

August 10 | 1PM – 2PM ET

Presenter: Julie Clark, Director, Public Policy and Advocacy, American Art Therapy Association

Description: In Part 3 of the webinar series, we examine reimbursement issues under both Medicaid and Medicare, including the laws and regulations affecting reimbursement, various payment strategies and options being used successfully in states, and advocacy plans in the national office to expand reimbursement for art therapy services.

For more information contact: Barbara Florence at bflorence@arttherapy.org

Register by clicking on this link: <https://www1.gotomeeting.com/register/745419513>

Cost: Live Webinar session is free.

Continuing Education Credits (CECs) = 1 CEC, available through the [Institute for Continuing Education in Art Therapy](#), by August 31, 2010 for \$18. Live Webinar not CEC-eligible.

Tools of the Trade: Creating a Successful Art Therapy Business

August 17 | 1PM – 2PM ET

Presenter: Laura Dessauer, EdD (ABD), ATR-BC, LCAT, LMHC

Description: This workshop explores contemporary issues and current trends in developing a thriving business as an art therapist. The workshop will address how to create a successful business via the understanding of a target market and niche marketing. The Webinar also includes how to use inherent creative problem solving skills to identify obstacles and resources, and create professional success. When we have an understanding of our ideal client and their specific needs we can assess if our identified niche will be a match for that client's needs. Now more than ever--there are tremendous opportunities to create programs and services directed at helping transform the lives of others while earning a healthy salary!

For more information contact: Barbara Florence at bflorence@arttherapy.org

Register by clicking on this link: <https://www1.gotomeeting.com/register/774918304>

Cost: Live Webinar session is free.

Continuing Education Credits (CECs) = 1 CEC, available through the [Institute for Continuing Education in Art Therapy](#), by August 31, 2010 for \$18. Live Webinar not CEC-eligible.

NEW!

Future Webinars

- The Patient Protection and Affordable Care Act of 2010
- Navigating State Licensing Requirements
- 'How To' Webinar for Institute for Continuing Education in Art Therapy Course Authors