
PROGRAM SCHEDULE

- 9:00 - 9:30... Registration
9:30 - 10:00... Welcome and Chapter Updates
10:00 - 11:30... Keynote Presentation
Brianna MacWilliam
11:30 - 12:30... Lunch
12:30 - 2:00... Experiential by
Brianna MacWilliam
2:00 - 3:00... Update on Licensure Process and Grandfathering by
Annette Vaccaro
3:00 - 3:30... Evaluations and Certificates of Attendance

Conference to be held in the
Alumni Theatre Building

Register in-person or on-line at
<http://njarttx.org/>

LUNCH WILL BE PROVIDED

3.0 NBCC CE Hours Pending

Educational Objectives

1. Implement a three-step process for reframing negative attitudes and beliefs about creating a successful practice.
2. Describe two types of marketing funnels that will attract appropriate clients to their practices.
3. Describe 8 actionable steps to start building an attractive online presence, and identify the most applicable social media platforms relevant to expanding their practices.

NBCC APPROVAL STATEMENT PENDING

Caldwell University and the New Jersey Art Therapy Association are co-sponsors of this program. This co-sponsorship has been approved by NBCC. Caldwell University is an NBCC Approved Continuing Education Provider, ACEP No. 4598. The ACEP solely is responsible for this program, including the awarding of NBCC credit.



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2019 ANNUAL NJATA
CONFERENCE



Advocacy and Leadership in
Professional Therapeutic
Practice

Brianna MacWilliam MPS, ATR-BC, LCAT

October 12, 2019
9:00 AM - 3:30 PM
Caldwell University
Caldwell, NJ
Presented by:



KEYNOTE PRESENTER

Brianna MacWilliam

has over 13 years of clinical experience as a creative arts therapist, and is the Founder and Director of CreativeArtsTherapiesOnline.com, a continuing education school for mental health professionals. She has held two directorial positions in community-based and day-treatment settings, and was a research outcomes coordinator for four years, at the Amen Clinics, Inc.—a brain research and diagnostic facility. She has edited and co-authored two books on the subjects of attachment and complicated grief, and working with LGBTQ populations. She is also the Director for Continuing Education for Pratt Institute's Creative Arts Therapies Department, and provides training in professional development online, for therapists seeking career expansion.

PROGRAM DESCRIPTION

This program will teach art therapists the three basic steps on how to bust through the one-to-one business model, make authentic connections with clients, expand their practices online, and become leaders in the field, all without having to adopt "salesy" gimmicks, or become a social media guru.

PROGRAM OBJECTIVES

Objective I : Master Your Mindset (1 hour)
In Step I , participants will be given a lecture on how to build an abundant mindset, and tap into their passion when it comes to choosing a specialization or particular niche. Participants will walk away with a "meaningful money map," and a guided visualization to help shift energetic blocks to financial awareness and abundance, and be provided with a three-step process to support cognitive reframing, when it comes to scarcity attitudes surrounding success, and supporting the professional development of their practices.

Objective II: Embrace the Digital Age (30 min) In Step II, participants will be given an overview of how the landscape of marketing and networking in the digital age has changed. Participants will walk away with a comprehensive understanding of two types of marketing funnels that will attract the appropriate clients to their practices.

Objective III: Build a Soulful (1.5 hours)In part III, participants will need to bring their pencils and paper because we will be diving into the nitty gritty of what it takes to build a brand with integrity, and cultivate a thriving, sustainable practice with a clear mission statement and purpose, online. Participants will walk away with a workbook with 8 actionable steps to start building an attractive online platform immediately, including recommendations for which social media platforms to focus on, and how to construct a website that converts visitors into paying clients.

The New Jersey Art Therapy Licensure Act: What you need to know about the Grandfathering process. **Annette Vaccaro, EdD, SCP, LPC, LCSW, ATR-BC, ACS, ATCS,** Chairperson of the New Jersey Art Therapy Advisory Committee will present on the grandfathering process for art therapy licensure.

Dr. Vaccaro is the program coordinator of the Caldwell University Counseling Degree Program with Art Therapy Specialization, a Director at the Academy of Clinical and Applied Psychoanalysis, Faculty at the Boston Graduate School of Psychoanalysis and the Chairperson of the New Jersey Art Therapy Advisory Committee. She has a private practice in Livingston, NJ where she specializes in clinical supervision.