



The College of
Animal Welfare

Veterinary Receptionist Congress

Wednesday 4 October 2023

9am-4.30pm



EARLY BIRD

Book before

1 SEPTEMBER 2023

for just

£125+VAT



Veterinary Receptionist Congress Programme

9am – 9.30am **Online Registration and Exhibition**

9.30am– 9.35am **Chair's Welcome**

Kirsty Jones RVN Cert Ed, The College of Animal Welfare

9.35am – 10.20am **Difficult Clients – where do we start to REALLY change things?**

Anne-Marie Svendsen Aylott Cand.Med.Vet, MRCVS, NLP Master Practitioner, Leadership coach and trainer, PurpleCat Coaching Ltd

The foundation of all really good communication is what is known as Emotional Intelligence Skills. These are skills that are rarely taught, yet make all the difference, not just in how we come across to others, but to our own internal peace and happiness.

We will look at the components of these skills and how to get started on the journey. The focus will be the inevitable situation where we have to deal with a difficult client.

10.20am – 11.05am **Top Tips for Purr...fect Communication**

Karen Froud-Murray VN FISM AdcertCIM, Vital Spark Training Consultants Ltd

As a receptionist, you are the first and last person the client sees and speaks to; whether that's in person, or on the phone. You are dealing with everything from the excitement of the arrival of new fur babies in the family, to end of life care with empathy and compassion, which requires many vital skills.

This presentation will share 10 top communication tips, covering topics such as: Body language (both face to face and the phone), developing rapport and using empathy, excellent questioning and listening, relaying accurate messages, dos and don'ts of tone & words and also start to understand your own communication style.

Karen is a former veterinary nurse, who has spent time working on the reception desk. Learn some new ideas and refresh some old ones - you will be sure to leave with practical tips to engage "purrfectly" with your clients.

11.05am – 11.30am **Live Q&A Panel** Present questions to the speakers

11.30am – 12pm **Online Exhibition and Lounges**

12pm – 12.45pm **Talking to Clients about Money**

Hannah Perrin BSc MA PGCHE PGDipHE PhD FHEA, Veterinary Management Group (VMG)

Having conversations about money can be one of the most challenging areas of working a veterinary front desk. Situations can be emotional, you're busy, there's 100 demands on your time and the phone keeps ringing. How do you ensure that payment protocols are followed? How do you distinguish between can't pay and won't pay? How do you ensure that everyone can do their best for the animals under your care – while generating enough income to keep the business afloat?

In this session we will explore a range of practical techniques you can use to help those client conversations run smoothly and positively, ensuring that your clients are happy – and your bills get paid.

12.45pm–1.05pm **Live Q&A Panel** Present questions to the speakers

1.05pm–2.05pm **Online Exhibition and Lounges**

2.05pm – 2.50pm **Supporting Bereaved Pet Owners**

Diane James, Blue Cross For Pets

An introduction for front-of-house and customer-facing members of staff who have contact with bereaved owners.

Pet loss is tough at any time but during these added times of hardship, it can be even tougher for owners to cope. Lives are transformed by the love and companionship pets bring so saying goodbye, whether due to death or separation, is always sad, difficult, and often traumatic. It affects people in many ways so providing the best practice support techniques and tools can really make a difference to bereaved owners.

During this session, we will cover the different types of loss, how to offer emotional support, empathy vs sympathy, and how to support yourself and the importance of self-care.

2.50pm – 3.35pm **Patient-friendly practice – the importance of the veterinary reception team!**

Linda Ryan BSc (Hons) Animal Behaviour and Welfare, VTS (Behaviour and Oncology), DipAVN (Medical), KPA-CTP, RVN, CCAB, Inspiring Pet Teaching

In this session, we will consider what patient-friendly practice is, why it matters, and what the veterinary receptionist team can do to facilitate and augment it.

We will look at some practicalities for use in day-to-day veterinary work, considering ways that "front of house" can set the scene, as well as set everyone up for success from the outset and throughout all patient/client care.

Our aim is to have an empowered veterinary receptionist team, who are an integral part of the whole care team's work in preventing and reducing patient distress.

We will cover advice to caregivers; working with clinical teams; promotion of positive vet visits; and discuss the power of a team in achieving success.

3.35pm – 4pm **Live Q&A Panel** Present questions to the speakers

4pm–4.05pm **Chair's Close**
Kirsty Jones RVN Cert Ed, The College of Animal Welfare

4.05pm–4.30pm **Online Exhibition and Lounges**

How to book...

For details of prices and how to book your place, please see overleaf to complete and return the booking form. You can also book online at www.caw.ac.uk/events/veterinary-receptionist-congress



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Please note the organisers have the right to change the programme at short notice and without notice.

Veterinary Receptionist Congress 2023

Fax Back Booking Form - Fax to 01480 422089

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Price Rate A - Early Bird Rate
(Bookings before 1 September 2023)
£125 + VAT (A)

Price Rate B - Full Price Rate
(Bookings after 1 September 2023)
£175 + VAT (B)

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A or B**

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