

## **American Med Spa Association (AmSpa) to Host Southeastern Medical Spa Program, Networking Reception and Staff Training**

*The June 9th program focuses on the legal and regulatory issues for Georgia, South Carolina, North Carolina, and Florida. In addition, there will be in-depth presentations on staff training, revenue generation, marketing and PR.*

Chicago, Illinois ([PRWEB](#)) April 30, 2014 -- The [American Med Spa Association](#) (AmSpa) announced today it will be hosting a comprehensive medical spa program in Atlanta, Georgia on June 9, 2014. The program, which will combine AmSpa's well-known focus on [legal and regulatory](#) matters with expert presentations on the business of aesthetics, is primarily focused on the Southeast region of the country: Georgia, South Carolina, North Carolina, and Florida. AmSpa attorney partners from each of those states will be on hand to answer state-specific questions related to med spa regulations.

In addition to its legal and regulatory focus, which will be provided by law firm and AmSpa partner [Smith, Moore, Leatherwood](#), the program will feature a parallel track providing hands-on instruction to med spa support staff on issues like answering the phone, selling skincare products and procedures, and treating clients professionally to help increase a medical spas revenues. This dual format – designed so that both owners and staff can attend – is the first of its kind in the industry.

“We’re very excited to offer this workshop,” said [Alex Thiersch](#), Founder and Director of AmSpa. “The addition of staff training to the much-needed updates on medical spa law will make this, we believe, the most unique and valuable workshop in the industry.”

AmSpa announced that the staff training track of the workshop will be held by Georgia native and med spa marketing guru [John Treadwell](#). According to AmSpa, the staff training track is specifically designed to not only instruct staff on how to professionally perform basic administrative tasks like answering the phone, but also to teach med spa staff the basics of upselling to help the med spa generate more revenue. The training will involve hands-on exercises and role-playing.

“The lack of staff training is a major issue in the med spa industry,” said Thiersch. “Medical spas are different from both traditional spas and from doctor’s offices. Since the non-medical staff is the face of the med spa, they need training even more than the physicians and medical staff performing the procedures.”

[Smith, Moore, Leatherwood](#) – AmSpa’s legal partner with offices throughout the southeast – will co-host the program and provide detailed legal and regulatory information to attendees. Attorneys will be on hand to answer questions about med spa regulations as well.

“The legal aspect of the med spa industry continues to be our focus,” said [Thiersch](#), who will also be presenting at the program. “AmSpa is determined to be the nationwide leader in providing legal and regulatory information to the industry.”

The program will take place on June 9, 2014 at the JW Marriott in Buckhead, starting at 8:00 a.m. According to AmSpa Director of Marketing, Gina Meyer-Shaffer, the agenda will be released by week’s end. The workshop will be followed by a networking reception where industry professionals can mingle and exchange information about the industry.



For more information about the program contact Gina Meyer-Shaffer at (312) 981-0993.



**Contact Information**

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