

Successfully marketing your practice can feel overwhelming. It doesn't have to be.

With the right tools and knowledge, dental teams can capitalize on their strengths and create effective marketing strategies to increase patient engagement and revenue. With over a decade of dental marketing experience, Minal Sampat brings expertise in technology and a deep understanding of her generation to enlighten and empower her audiences. Sampat is a bestselling author, dental hygienist, marketing expert, and strategist. As a coach and speaker, she is known for her upbeat personality, ability to empower and engage, and for delivering strategies that can be implemented right away.

Born in India and raised in the U.S. Virgin Islands, Minal is a millennial who grew up in the age of social media. She knows how to leverage her knowledge of technology to create marketing plans that produce high-impact results. Minal is known by meeting planners, clients, and colleagues as a thought leader in the industry.

In 2013, she launched her first healthcare marketing company by breaking a Guinness World Record. Her World Record event, Swish Away Breast Cancer with over 1500 participants, not only raised awareness about oral hygiene and breast cancer but successfully utilized community, digital, and social media marketing strategies.

Minal has been featured in Forbes, Huffington Post, Dentistry IQ, DrBicuspid & more

PRESENTATIONS (Partial Listing)

National, State, and Local Dental Meetings:

Upcoming

- ★ Chicago Midwinter Meeting
- ★ Star of the North Meeting
- ★ Yankee Dental Congress

Previous

- ★ American Academy of Dental Practice
- ★ Minnesota Dental Association (multiple)
- ★ New Jersey Dental Association (Women in Dentistry)
- ★ Dental Digital Marketing Conference (multiple)
- ★ New Jersey Society of Periodontology & Implant Dentistry
- ★ Dental Studies Institute (multiple)
- ★ Middlesex County Dental Society
- ★ New Jersey Central Dental Society

- ★ Smiles at Sea
- ★ Supporting Autism Speaks Event

Study Clubs:

- ★ Seattle Study Club, NJ Chapter
- ★ Seattle Study Club, WA Chapter
- ★ Hunterdon Study Club
- ★ Continuing Education For Dental Excellence (multiple)
- ★ Union Component Study Club
- ★ Westfield Dental Study Group

Speaker & Business Development Conferences:

- ★ JUMPSTART 2019 & 2020
- ★ Speaking Consulting Network
- ★ Dental Entrepreneur Woman Conference

MEMBERSHIPS

- ★ National Speaker Association
- ★ Academy of Dental Management Consultants
- ★ Speaking Consulting Network
- ★ Dental Speaker Institute (Faculty)
- ★ Dental Entrepreneur Woman (Junior Board)
- ★ AADOM Speaker and Consultant Alliance



Minal on the cover of *Dental Entrepreneur Woman Magazine*, Spring 2020

MINAL SAMPAT

BESTSELLING AUTHOR · SPEAKER · MARKETING STRATEGIST

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Testimonials

“Minal could not have been more engaging, informative, or enthusiastic. What an awesome presentation!”

Dr. Peter Cornick, Somerset Study Club, Seattle Study Club NJ

“There isn’t a question about dental digital marketing that Minal can’t answer! She has spoken several times at our annual Dental Digital Marketing Conference and never fails to excite the audience about marketing. As a speaker she is informative, engaging, and always a crowd favorite.”

**Blake Hadley, My Social Practice
Dental Digital Marketing Conference**

“I highly recommend Minal as a marketing strategy speaker for your study group or conference. She connects with the audience by providing incredible business building information and tools that can be implemented the next day. It was a pleasure having you speak. Thank you Minal!”

Marc Diachman, Asteto Dent Labs

“Minal’s presentation was wonderful! Every member was able to take home with them numerous gems that they could use in their practices. She covered multiple aspects of marketing and provided insights into team building and development. We are looking forward to your future presentations.”

Dr. Nima Mir, New Jersey Society of Periodontists

“Minal is an amazing speaker. Her enthusiasm and knowledge keep her audience engaged. She has a unique, relevant approach to dental marketing that applies to today’s dentist and patient! I hope to work with Minal again in the future!”

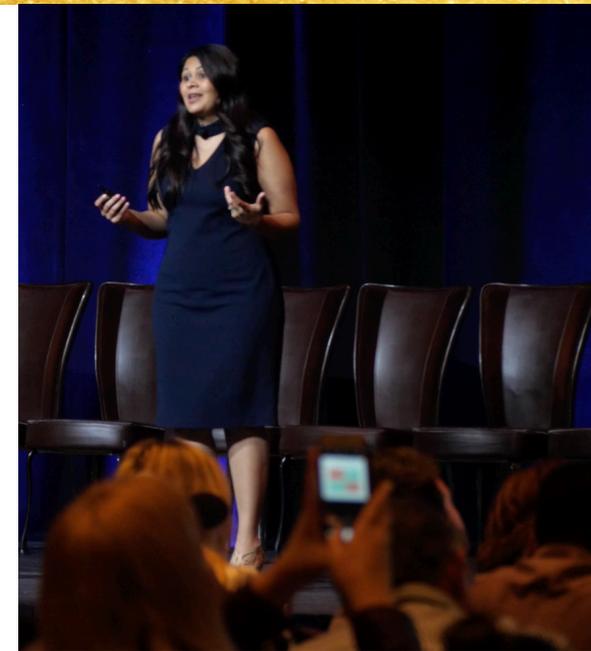
**Maxine Feinberg
Past President of the American Dental Association**

“What is your brand?” She asked...it establishes an emotional connection. That was it. I was captivated... Minal was expressive, open, enthusiastic, engaging, entertaining and responsive to the audience. Minal is an excellent presenter and has a very bright and promising future. It is my honor to recommend her as a TOP professional speaker.”

Dr. Ethan Glickman, Dental Studies Institute

“Minal is a motivational, knowledgeable, and truly engaging speaker. Minal helped us realize the importance and ease of keeping our practice up-to-date in the social media world. Loved her ideas on team spirit and keeping-up morale. Thank you Minal, it was a pleasure!”

Dr. John Lerner, Attendee



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“I have been a dentist for over 30 years and attended hundreds of continuing education classes. Minal Sampat is the best I have ever seen. She is warm, knowledgeable, vivacious, funny, motivating and absolutely loves her audience. If you have a chance to book her for your event - do it! You and your group will be in for a wonderful and memorable experience”

**Dr. Kimberly Harms
Past President of Minnesota Dental Association**

Minal’s Amazon Best Seller:

Why Your Marketing Is Killing Your Business

www.amazon.com/dp/B083D6NYXK

