

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 into her generation to enlighten and empower her audiences. Minal Sampat is a 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 leader of thought in the industry.

In 2013, she launched her dental consulting 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.



PAST PRESENTATIONS (Partial Listing)

National, State and Local Dental Meetings:

- ★ Garden State Dental Conference (NJDA) (multiple)
- ★ New Jersey Dental Association Women in Dentistry Event
- ★ Dental Digital Marketing Conference (multiple)
- ★ New Jersey Society of Periodontology & Implant Dentistry
- ★ Dental Studies Institute
- ★ Dentistry Asteto Dental Labs
- ★ Middlesex County Dental Society
- ★ New Jersey Central Dental Society
- ★ Smiles at Sea
- ★ Supporting Autism Speaks Event

Study Clubs:

- ★ A Seattle Study Club NJ
- ★ Hunterdon Study Club
- ★ Union Component Study Club
- ★ Westfield Dental Study Group

Speaker Development Conferences:

- ★ JUMPSTART2019
- ★ Speaking Consulting Network

MEMBERSHIPS

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



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