

Main Program MSS26

THURSDAY PRE-CONFERENCE WORKSHOPS

Name	Track	Date	Start Time	End Time	Speaker(s)	Description
Mergers & Acquisitions Summit presented by Skytale Group + ByrdAdatto + Eskow Law Group	Pre-conference workshop	Thursday, April 9, 2026	8:45 AM	4:00 PM	Byrd Adatto, Eskow Law Group, Skytale	Thinking about scaling or selling your practice? The Medical Spa Mergers & Acquisitions Summit, sponsored by Skytale Group and ByrdAdatto, is designed to help you navigate this pivotal decision with confidence. Hear from industry experts who have guided practice owners through complex transactions and gain firsthand insights from those who have successfully transitioned their businesses. Whether you're preparing for growth or planning your exit strategy, this summit provides the essential knowledge and strategies you need to move forward.
The Medical Spa Show Boot Camp hosted by AmSpa	Pre-conference workshop	Thursday, April 9, 2026	8:00 AM	3:45 PM	Various	Learns how to open and run a legally compliant and profitable medical spa practice. Connect with experts who are eager to share their secrets, and find resources to help you turn your medical aesthetic vision into reality. AmSpa's Medical Spa Boot Camp at MSS dives into laws, business practices and tried-and-true marketing solutions. You aren't alone in your med spa journey. *CME is not applicable for this course
Aesthetic Tech, Innovation & AI Summit	Pre-conference workshop	Thursday, April 9, 2026	8:00 AM	4:00 PM	Various	Tech Made Simple: Smarter Systems for the Modern Aesthetic Practice. This workshop is for providers, owners and administrators who want clarity—not confusion—around practice technology. It will break down the essential software every aesthetic practice needs, demystifying roles and reducing acronym overload. Whether you're exploring new platforms, optimizing what you already use or simply trying to understand what actually matters, you'll discover practical, approachable guidance. Learn how to harness automation to lighten your workload, integrate AI to elevate patient experience and efficiency, and leverage smart tools that help you work smarter, not harder. Walk away inspired, informed and ready to build a tech-forward practice that supports both growth and ease.
Galderma Workshop	Pre-conference workshop	Thursday, April 9, 2026	12:00 PM	4:00 PM	TBA	
Allergan Aesthetics Workshop	Pre-conference workshop	Thursday, April 9, 2026	11:00 AM	4:00 PM	TBA	
<i>AmSpa Members-only Reception presented by AmSpa and Allergan Aesthetics</i>		Thursday, April 9, 2026	04:30 PM	07:00 PM		

FRIDAY

Name	Track	Date	Start Time	End Time	Speaker(s)	Description
Breakfast		Friday, April 10, 2026	07:30 AM	08:30 AM		
Opening Ceremony	General Session	Friday, April 10, 2025	8:40 AM	11:00 AM	Alex Thiersch, Julie Bass Kaplan, Leslie Fletcher, Samuel Pondrom JD, Dr. Steven Dayan	Welcome speech from AmSpa Chairman of the Board and Founder, Alex Thiersch + a must see Regenerative Revolution Panel and discussion of PDGF in aesthetic practice + Keynote from world class speaker and facial plastic surgeon, Dr. Steven Dayan
Expo Hall		Friday, April 10, 2026	11:00 AM	12:00 PM		
Lunch/Expo Hall		Friday, April 10, 2026	12:00 PM	01:00 PM		
Professionalism: Raising the Bar	Strategic Leadership & Effective Management	Friday, April 10, 2026	01:05 PM	01:30 PM	Kayla Matteo	In a world where HIPAA seems to be viewed as optional and public ranting by providers is becoming second nature, is the field headed down an unethical path of no return? How are you displaying daily acts of unprofessionalism that may be hurting our field of medicine as a whole? Learn more about what you can do to elevate the specialty rather than damage its reputation.
The Army and Aesthetics: The Power of Culture	Strategic Leadership & Effective Management	Friday, April 10, 2026	01:40 PM	02:05 PM	Michael Zanetti	The Army and aesthetics might not seem like they have much in common at first glance, but both industries are driven by their culture. The Army has mastered the development of small teams, keeping them engaged and accomplishing seemingly impossible tasks.
The Great Aesthetic Payscale Discussion	Strategic Leadership & Effective Management	Friday, April 10, 2026	02:15 PM	02:40 PM	Kirstie Jackson	In 2025 AmSpa conducted a membership-wide survey about aesthetic staff and providerayscale compensation. Join its Director of Education and be one of the first to hear true industry data and learning points on an industry hot topic.
Optimizing Clinical Resources	Strategic Leadership & Effective Management	Friday, April 10, 2026	03:50 PM	04:15 PM	Amy Anderson	Data can be your secret weapon for smarter decisions, smoother operations and stronger profits. Using real life examples, you will learn the importance of resource management and understanding your "who, what, where." You will identify and learn to better track the KPIs that actually matter, optimize your resources like a pro and price your treatments correctly, turning your aesthetic practice into a well-oiled, high-performing machine.
Red Flag Patients: Gracefully Saying No	Strategic Leadership & Effective Management	Friday, April 10, 2026	04:25 PM	04:50 PM	Katie Martin	Learn how to spot the subtle (and not-so-subtle) red flags that signal when a patient isn't the right fit and how to decline treatment with confidence, clarity and kindness. This session gives you the language, boundaries and communication strategies to protect your practice, your outcomes and your peace, all while preserving professionalism and patient trust.
The Responsibility Behind the Syringe	Strategic Leadership & Effective Management	Friday, April 10, 2026	05:00 PM	05:25 PM	Rana Kennelly	Aesthetic medicine is not a side hustle; it deserves the same responsibility and integrity as any specialty. Yet over time, shortcuts, trend-driven decisions, and misplaced blame have led to outcomes we now spend our careers correcting. We began dissolving first and asking questions later. We began fear mongering with phrases like "filler migration," shifting blame to the product instead of looking honestly at our own technique and decisions. Join Rana for a candid discussion on accountability, as she shares lessons from her own missteps, the cost of over-accommodating patients, and how intentional consultation language and honest conversations about risk restore trust and clinical authority. Good aesthetic medicine isn't about more or less, it's about doing what's right.
What the Most Profitable Med Spas are Doing in 2026	Business Performance - Financials & KPI's	Friday, April 10, 2026	01:05 PM	01:30 PM	Jessica Nunn	Discover the strategies top-performing med spas are using to scale revenue, boost retention and stay ahead in an increasingly competitive market. Data-driven decisions are at the core of everything: service mix and high-ROI. This session breaks down the proven moves that are driving record profitability in 2026 and how to implement them in your own practice.
Uncovering Hidden Revenue Leaks in MedSpa Operations	Business Performance - Financials & KPI's	Friday, April 10, 2026	01:40 PM	02:05 PM	Robin Ntoh	Many med spas are unknowingly losing thousands in revenue every month due to invisible operational breakdowns—leaks that often go undetected until it's too late. This session will expose the most common and costly profit drains, including unsold prepaid services, underutilized provider capacity, poor inventory controls and internal theft. Attendees will learn how to systematically detect, measure and resolve these issues to improve profitability and operational performance.
KPIs That Matter: How the Best Med Spa Operators Use Data to Drive Growth	Business Performance - Financials & KPI's	Friday, April 10, 2026	02:15 PM	02:40 PM	Judy Kozlicki	Top-performing med spa operators use KPIs to create clarity and momentum. In this session, Judy Kozlicki shares real-world examples showing how financial, operational, and provider KPIs work together to drive growth. Attendees will learn how to connect service mix, pricing, productivity, and profitability into a clear performance story. This session goes beyond dashboards, offering practical guidance on which KPIs matter, how to interpret them, and how to turn data into better decisions, accountability, and sustained growth.
What to Expect Joining Private Equity or a Management Services Organization	Business Performance - Financials & KPI's	Friday, April 10, 2026	03:50 PM	04:15 PM	Josh DeBlasio	Considering joining a private equity-backed practice or a management services organization (MSO)? This session will give you an insider's view of what to expect, from operational changes and reporting requirements to growth opportunities and cultural shifts. Learn how these partnerships impact leadership roles, decision-making, and your day-to-day practice, so you can make informed choices and thrive in a new business environment.
Top 10 Turn-Key Solutions for Driving Growth in Your MedSpa	Business Performance - Financials & KPI's	Friday, April 10, 2026	04:25 PM	04:50 PM	Alyssa Rapp	Looking to grow your med spa efficiently and profitably? This session reveals the top 10 ready-to-implement strategies that boost revenue, enhance client retention and streamline operations. From marketing tactics to operational efficiencies, discover actionable solutions that deliver measurable results—without reinventing the wheel.
You're Not Done Yet: The Hidden Growth Phase Most Med Spa Owners Miss	Business Performance - Financials & KPI's	Friday, April 10, 2026	05:00 PM	05:25 PM	Judy Kozlicki, Ryann Lavenia	Many med spa owners reach a point where the business is growing, but leadership feels heavier—and self-doubt creeps in. Do I have what it takes to scale? In this session, Judy Kozlicki of Skytale Group and Ryann Lavenia, founder of FIBB Aesthetics, Laser and Wellness, share a real-world owner story that challenges the idea that burnout signals it's time to step away. They explore the critical growth phase between early success and true scalability, where the right structure, perspective, and support can unlock the next level.

Introduction to Longevity and Regenerative Medicine: Redefining Aesthetic Treatment Options	Regenerative Medicine, Hormone & Metabolic Health	Friday, April 10, 2026	01:05 PM	01:35 PM	Kalpa Kay Durairaj	Join Kay Durairaj, MD, as she distills how regenerative therapies, metabolic optimization and aesthetic medicine are merging into a unified approach to longevity and results-driven patient care. In this concise overview, she'll break down: Regenerative therapies: PN/PDRN, exosomes, PRP, PDGF and growth-factor-based treatments—what they are, how they differ and where they fit in practice. Metabolic and hormonal optimization: BHRT, NAD+ IVs and GLP-1 strategies that elevate both internal health and aesthetic outcomes. Longevity IVs and nutraceuticals: Evidence-based mitochondrial and wellness support for better skin and systemic vitality. Advanced injectables and biostimulators: For skin quality, and device-assisted collagen stimulation. The microbiome: How managing inflammation and dysbiosis enhances whole-body rejuvenation.
The Biology of Aging: How to Live Past 100	Regenerative Medicine, Hormone & Metabolic Health	Friday, April 10, 2026	01:35 PM	01:55 PM	Robert Lufkin	This session will help attendees understand molecular aging pathways and their aesthetic implications. It will also cover the age-reversal switch—hacking cellular senescence with rapamycin analogues rapamycin and mTOR, as well as the role of the microbiome.
The Peptide Prescription: From Biomarkers to Bespoke Beauty Diagnostics & Peptides	Regenerative Medicine, Hormone & Metabolic Health	Friday, April 10, 2026	01:55 PM	02:25 PM		This session explores how biomarker-driven insights, from testing to inflammatory and metabolic profiling, can guide the prescription of peptide therapies. Attendees will learn how to translate diagnostics into bespoke peptide protocols for optimized skin health, longevity and beauty outcomes.
How The Gut-Vagal Skin Axis Influences Skin Health, Stress and Aesthetic Outcomes	Regenerative Medicine, Hormone & Metabolic Health	Friday, April 10, 2026	02:25 PM	02:55 PM	Mark Tager	Attendees will gain a clear understanding of BHRT, NAD+ IV Therapy, GLP-1 science and practical guidance for integrating treatment strategies into clinical practice, with evidence-based interventions.
Regenerative and Cellular-based Aesthetic Therapies in Aesthetic Practice	Regenerative Medicine, Hormone & Metabolic Health	Friday, April 10, 2026	03:50 PM	04:10 PM		A detailed deep dive into evidence-based applications for polynucleotides (PN, PDRN), exosomes, platelet-derived growth factors (PDGFs) and platelet-rich plasma (PRP), in current clinical aesthetic practice. What is safe and why? What shouldn't we be doing and why?
Regenerative Aesthetics: How Longevity Medicine, Peptides, and Metabolic Health Shape Skin, Hair, and Aging	Regenerative Medicine, Hormone & Metabolic Health	Friday, April 10, 2026	04:10 PM	04:30 PM	Lexi Yoo	Your ultimate "cocktail class" for learning tried and true advanced nutraceuticals and IV. Nutraceuticals and IV therapies deliver high concentrations of vitamins, minerals, antioxidants and other bioactive compounds for rapid systemic effects to enhance cellular health, skin quality, metabolic function and overall longevity.
Advanced Injectable and Biostimulatory Treatments	Regenerative Medicine, Hormone & Metabolic Health	Friday, April 10, 2026	04:30 PM	04:50 PM		Treatments with regenerative intent: This is a discussion of treatments and treatment protocols to encourage collagen genesis, including PLLA, CaHA, autologous fillers (such as plasma gel) and device-based treatments that enhance both volume and tissue vitality.
The Future of Longevity Science in Aesthetics Hallmarks of Aging	Regenerative Medicine, Hormone & Metabolic Health	Friday, April 10, 2026	04:50 PM	05:10 PM	Steven Sorr	Learn from the experts what the future holds in this rapidly evolving area of aesthetic medicine.
Closing Remarks	Regenerative Medicine, Hormone & Metabolic Health	Friday, April 10, 2026	05:10 PM	05:25 PM	Kalpa Kay Durairaj	Closing remarks from Dr. Kay
LEGAL PANEL: Everything You Need to Know About Running a Thriving and Compliant Med Spa	The Law - Regulation, Risk & Responsibility	Friday, April 10, 2026	01:05 PM	02:05 PM	Amy Anderson, Kate Dee, Michael Byrd	This is a powerhouse legal session covering the must-know rules, risks and best practices for operating a compliant, protected and profitable med spa. Expert attorneys break down scope of practice, supervision, common pitfalls and real-world mistakes, giving you clear, actionable guidance to run your practice with confidence.
Common Med Spa Labor Law Issues	The Law - Regulation, Risk & Responsibility	Friday, April 10, 2026	02:15 PM	02:40 PM	Leiza Dolghin, Bradford Adatto	A fast, practical overview of the labor law pitfalls med spas face most, from employee vs. contractor classification to wage/hour rules, overtime, non-competes and staff compensation structures. Get clear guidance on how to avoid costly mistakes and keep your team—and your practice—legally protected.
Social Media, Review & Reputation Management	The Law - Regulation, Risk & Responsibility	Friday, April 10, 2026	03:50 PM	04:15 PM	Jay Reyero, Erika Barry	This is a focused legal session on protecting your practice online. Learn what you can and cannot say on social media, how to handle reviews legally and ethically, what counts as misleading advertising, and the dos and don'ts of influencer partnerships, before-and-afters, and HIPAA-safe posting. Walk away with clear guardrails to build a compliant digital presence.
LEGAL PANEL: Avoiding Malpractice: How to Survive a Legal Complaint and Clinically Chart to CYA	The Law - Regulation, Risk & Responsibility	Friday, April 10, 2026	04:25 PM	05:25 PM	Heidi Thompson, Jeffrey Segal	This essential panel breaks down what really happens when a complaint or claim is filed—and how to protect yourself long before it occurs. Legal and clinical experts walk through documentation best practices, informed consent essentials, red-flag scenarios, and the anatomy of a malpractice case. Learn how to chart defensively yet efficiently, communicate clearly and create airtight processes that safeguard both your patients and your license.
ALL-STAR INJECTOR'S PANEL: The Best and Sharpest in Injection Techniques and Theory	Clinical Theory & Practice - Injecting Confidence	Friday, April 10, 2026	01:05 PM	02:05 PM	Amy Lynn, Sonya Ellis, Olivia Salmen, Limor Weinberg	Step inside the minds of the industry's most sought-after injectors as they share their go-to techniques, treatment philosophies and real-world pearls that elevate results from good to exceptional.
From Seoul to Skin: The K-Beauty Rejuvenation Revolution, SkinVive and Microtox	Clinical Theory & Practice - Injecting Confidence	Friday, April 10, 2026	02:15 PM	02:40 PM	Sophia Kim	This session will educate aesthetic providers on how to apply K-Beauty's skin-first philosophy using advanced injectable treatments such as SkinVive and Microtox, emphasizing skin quality, hydration and radiance.
Strings Attached: Understanding the Platysma	Clinical Theory & Practice - Injecting Confidence	Friday, April 10, 2026	03:50 PM	04:15 PM	Cristina Herman	This presentation provides a comprehensive overview of the platysma muscle, focusing on anatomy, role in the aging process and available treatment options. The goal is to give providers the knowledge about safe and effective treatments.
Lip Mastery: Anatomy, Flips and Filler	Clinical Theory & Practice - Injecting Confidence	Friday, April 10, 2026	04:25 PM	04:50 PM	Shakira Cabrera	Join @lipsdontheshakira, Shakira Cabrera, MPAS, PA-C, to learn lip anatomy and expert technique that has changed the way industry approaches lip hydration, rejuvenation and enhancement with less pokes, less swelling, less trauma, while still delivering optimal, beautiful and balanced results.
PDGF and the Undereye Area: Indications, Misconceptions and Best Practices	Clinical Theory & Practice - Injecting Confidence	Friday, April 10, 2026	05:00 PM	05:25 PM	Mary Smiley Ford	This presentation breaks down when and how PDGF can be appropriately used in the undereye region, clarifies common misconceptions, and reviews best practices for patient selection, safety, and outcomes in aesthetic practice.
Snatched: Advanced Techniques for the Lower Face and Jawline Rejuvenation	Clinical Theory & Practice - Skills Lab	Friday, April 10, 2026	01:05 PM	01:30 PM	Bobbi Bullock	Advanced techniques for sculpting and rejuvenating the lower face and jawline. This session covers the latest approaches in fillers, neurotoxins, and contouring strategies to achieve natural, lifted results. Learn how to enhance definition, restore volume, and refine the jawline with precision—delivering outcomes that leave clients looking refreshed and "snatched."
Sculpted and Supported: Advanced PDO Thread Techniques and Expected Outcomes	Clinical Theory & Practice - Skills Lab	Friday, April 10, 2026	01:40 PM	02:05 PM	Jessica Manges	This presentation explores the principles of facial symmetry, proportion, and harmony, showing how subtle enhancements to the chin, cheeks, lips, or jawline using PDO threads can create a naturally balanced appearance.
Liquid Rhinoplasty 2.0: Mastering Advanced Techniques With Ultrasound Precision	Clinical Theory & Practice - Skills Lab	Friday, April 10, 2026	02:15 PM	02:40 PM	Gilberto Saenz III	Non-surgical rhinoplasty represents both the highest artistry and greatest risk in aesthetic injection, demanding advanced technical expertise and comprehensive safety protocols. This masterclass shows how integrating cutting-edge ultrasound guidance with a refined injection technique will help you achieve superior outcomes while minimizing complications.
The Art of Full-Facial Assessment: Foundations for Optimal Aesthetic Outcomes	Clinical Theory & Practice - Skills Lab	Friday, April 10, 2026	03:50 PM	04:15 PM	Sabrina Fabi	The queen of cosmetic dermatology, Dr. Sabrina Fabi, gives a masterclass on how to perform a full facial rejuvenation assessment using contemporary techniques with a judicious and sensitive approach.
The Pros and Cons of Reversing Filler: The Subtle Art of Dissolving and Restoring Distortion	Clinical Theory & Practice - Skills Lab	Friday, April 10, 2026	04:25 PM	04:50 PM	Amy Lynn	This session provides a clinical framework for the use of hyaluronidase in filler reversal, including indications, contraindications, dosing considerations, and risk management. Attendees will review anatomical, tissue, and product-specific factors that influence outcomes, with an emphasis on safely correcting distortion while preserving structural support and skin integrity.
Acne Scarring 101 : Mastering Fading the Blemishes	Clinical Theory & Practice - Skills Lab	Friday, April 10, 2026	05:00 PM	05:25 PM	Blakelee Paige Smith	This clinically focused session reviews the classification of acne scars and evidence-based treatment strategies tailored to each subtype. The discussion will cover patient assessment, treatment selection, and procedural techniques such as subcision, TCA CROSS, and filler placement to optimize outcomes. Emphasis will be placed on developing comprehensive treatment plans that support predictable, measurable improvement in scar appearance.
Expo Hall		Friday, April 10, 2026	05:30 PM	06:30 PM		
Opening Night Party presented by AmSpa and Merz Aesthetics		Friday, April 10, 2026	07:00 PM	09:30 PM		

SATURDAY						
Name	Track	Date	Start Time	End Time	Speaker(s)	Description
Breakfast		Saturday, April 11, 2026	08:00 AM	09:00 AM		
Employee Engagement Strategies - How to Use Them Wisely	Strategic Leadership & Effective Management	Saturday, April 11, 2026	09:00 AM	09:25 AM	Kelly Kriesel	Employee engagement can transform an aesthetic practice when applied well and strategically. This session explores approaches to motivate your team, foster accountability, and create a positive workplace culture, whatever the size of your business. Learn from AmSpa's chief of staff how to implement engagement strategies that drive performance, boost retention and strengthen your practice.
Building a Strong Brand Identity and Team Culture	Strategic Leadership & Effective Management	Saturday, April 11, 2026	09:35 AM	10:00 AM	Leslie Tracey	Explore how a powerful brand and a cohesive team culture drive success in the aesthetic industry. Learn strategies for defining your brand identity, aligning your team with your mission, and creating a workplace culture that attracts and retains top talent. Branding is a leadership position to strengthen your practice from the inside out.
Finding Your Unicorn – How to Make the Right Hire With Staying Power	Strategic Leadership & Effective Management	Saturday, April 11, 2026	10:10 AM	10:35 AM	Amber Leonard	Don't make costly mistakes. Hiring the right team in the aesthetics industry can make or break your business. In this session, insights from interviewing over 5,000 candidates across a wide range of roles will be discussed. Tactics for screening, interviewing and identifying candidates who aren't just right for the role today, but who can grow with the company will be shared.
Operational Processes NOT Optional - Run Your Med Spa Like a Medical Practice	Strategic Leadership & Effective Management	Saturday, April 11, 2026	10:35 AM	11:00 AM	Amy Anderson	Efficient operations are the backbone of a successful med spa. This session teaches how to implement structured processes, streamline workflows, and maintain compliance—treating your med spa with the rigor of a medical practice. Learn strategies from aesthetics industry expert, Amy Anderson, to improve consistency, patient safety, and profitability while keeping your team aligned and your business running smoothly.
OWNERS PANEL: Owners & Managers: Secret Sauce for a Successful Union	Practice Management & Operations	Saturday, April 11, 2026	01:05 PM	02:05 PM	Traci Andreason, Sarah Dennis, Mary Katelyn Cirese, Georgia Cirese	What makes a med spa leadership team truly thrive? In this panel, seasoned owners and managers share the strategies, habits, and behind-the-scenes practices that create a successful partnership between leadership and staff. From aligning vision and operations to fostering trust, communication, and accountability, discover the "secret sauce" that drives collaboration, growth and long-term success.
Skincare as a Service: Transforming Skincare into a Scalable Service	Practice Management & Operations	Saturday, April 11, 2026	02:15 PM	02:40 PM	Kacie Avey	In a highly competitive aesthetic market, skincare is often underutilized as a powerful driver of patient outcomes, retention and practice revenue. This session will explore how transforming skincare into a subscription based "service" can create predictable monthly income, improve patient adherence and strengthen loyalty to your practice. We'll cover how to build personalized skincare protocols that align with aesthetic treatments and how to structure membership or subscription programs that deliver ongoing value to both the patient and the practice.
Mastering Lead Conversion: Turning Inquiries into Loyal Clients	Practice Management & Operations	Saturday, April 11, 2026	03:50 PM	04:15 PM	Kara McClanahan	
How to Scale a MedSpa to Millions	Practice Management & Operations	Saturday, April 11, 2026	04:25 PM	04:50 PM	Jessica Nunn	
Price It Like You Mean It: How to Onboard and Price a New Treatment	Practice Management & Operations	Saturday, April 11, 2026	05:00 PM	05:25 PM	John Rodriguez	Adding a new treatment isn't just an upgrade to your service menu—it's a strategic business move that can elevate your brand, increase revenue and strengthen patient loyalty. This class gives you the tools to confidently onboard and price new services in a way that maximizes profitability from day one. You'll learn how to evaluate treatment economics, assess demand and position your new offering within your local market while maintaining the premium perception your med spa deserves. We'll break down how to communicate value to patients, structure launch offers without falling into the discount trap and create an onboarding process that supports long-term success and retention.
Beyond the Branded Ice Pack: Cost-effective Strategies to Personalize Patient Experience	Marketing Mastery - Strategies for Success	Saturday, April 11, 2026	09:00 AM	09:25 AM	Adam Haroun	Delivering a luxury experience does not always require luxury-level spending. This presentation reveals how to strategically infuse exclusivity and personal connection into every touchpoint, no matter your budget, by drawing inspiration from the world's most coveted hospitality and luxury brands. Attendees will discover how leading hotels, boutiques and lifestyle houses create deeply personal and memorable moments that translate seamlessly into the aesthetic and wellness space.
Event Marketing Mastery: Creating High-converting Patient Events That Drive Revenue	Marketing Mastery - Strategies for Success	Saturday, April 11, 2026	09:35 AM	10:00 AM		In a crowded aesthetics market, standing out isn't just about great results—it's about creating experiences that connect, convert and keep patients coming back. Patient events, when done right, are among the most powerful tools for driving revenue, building trust and strengthening your brand presence. Yet many practices miss the mark due to poor planning, unclear goals or ineffective follow-up.
Building Your Business Via Social Media	Marketing Mastery - Strategies for Success	Saturday, April 11, 2026	10:10 AM	10:35 AM	Libby Dysart	In today's digital-first world, social media isn't just a marketing tool—it's your storefront, reputation manager and lead generator, all in one. This session will teach you how to build a brand that connects, converts and keeps clients coming back. From choosing the right platforms and creating thumb-stopping content to mastering engagement and leveraging analytics, you'll walk away with actionable strategies to grow your business authentically and profitably. Whether you're starting from scratch or ready to scale, this presentation will help you show up online like the CEO you are.
Picture Perfect: The Role of Standardized Photography in Aesthetic Excellence	Marketing Mastery - Strategies for Success	Saturday, April 11, 2026	10:35 AM	11:00 AM		Before-and-after photos are among the most powerful tools for building trust, educating patients and showcasing results in the medical aesthetics and plastic surgery industry. Yet, inconsistent lighting, poor angles or disorganized photo storage can undermine credibility and limit marketing potential. In this practical session, attendees will learn how to master the art and science of producing consistent, high-quality before-and-after photos that elevate their brand and patient experience.
How to Use AI in Your Marketing Strategy for Improved Efficiency and Profitability	Marketing Mastery - Strategies for Success	Saturday, April 11, 2026	01:05 PM	01:30 PM	Izhak Musli	Discover how AI can transform your marketing strategy and drive measurable results. This interactive session provides practical knowledge, industry benchmarks, and real-world use case examples, giving attendees actionable insights to implement tools effectively.
MARKETING PANEL: Intelligent Aesthetics. Branding, Patient Engagement, Marketing Strategies and AI	Marketing Mastery - Strategies for Success	Saturday, April 11, 2026	01:40 PM	02:05 PM	Sam Peek, Jared Rohrer, Lori Werner, Molly Bailey	Join this expert panel to explore the intersection of aesthetics and intelligent marketing. Learn how to build a compelling brand, engage patients effectively and implement data-driven marketing strategies. The discussion will also cover practical applications of AI to optimize campaigns, personalize outreach, and measure ROI—providing actionable insights to grow your practice in today's competitive market.
Maximizing Patient Lifetime Value	Monetizing Membership & Loyalty	Saturday, April 11, 2026	03:50 PM	04:15 PM	Audrey Neff	Learn how to keep patients coming back, grow their engagement and increase revenue over time. This session covers practical strategies to build loyalty and maximize the value of every client.
How to Integrate and Grow a Membership Program with 7-figure Recurring Revenue	Monetizing Membership & Loyalty	Saturday, April 11, 2026	04:25 PM	04:50 PM	Adrienne Easterling	Unlock the blueprint to building a membership program that attracts loyal customers and drives predictable, seven-figure recurring revenue from a provider and practice that has done just that. You'll discover how to seamlessly integrate a membership model into your existing business, scale it strategically and maximize long-term growth. Learn practical strategies for retention, engagement and monetization that turn members into raving fans, creating a steady revenue stream you can rely on.
From Followers to Frontlines: Designing an Ambassador Program That Converts	Monetizing Membership & Loyalty	Saturday, April 11, 2026	05:00 PM	05:25 PM	Traci Andreason	In today's aesthetics industry, influencer marketing often underperforms—but ambassador programs, when done right, can be a powerful and sustainable growth engine. This session is presented by Traci Andreason, who will share the strategy behind building her high-performing ambassador program at Rise Rejuvenation Center—including how she successfully partnered with the cast of Secret Lives of Mormon Wives to organically elevate her brand's visibility and credibility. Attendees will learn how to identify aligned ambassadors, structure partnerships with clarity and design programs that generate consistent referrals and real ROI.
Changing the Face of Aesthetics: Making Inclusivity the Standard	Unified in Uniquity - Diversity in Aesthetics	Saturday, April 11, 2026	09:00 AM	09:25 AM	Kevin Lamont Bachar	This session challenges providers and business owners to move beyond performative inclusivity and build practices that are truly representative, equitable and affirming. Attendees will walk away with actionable strategies to serve LGBTQ+ and BIPOC patients with cultural humility, from consultation to content creation. Topics include inclusive marketing, intake and assessment processes, training team members in bias awareness and expanding aesthetic ideals beyond traditional beauty norms.
His, Hers, Theirs: Facial Balancing Injectable Strategies for Inclusive Gender Expression	Unified in Uniquity - Diversity in Aesthetics	Saturday, April 11, 2026	09:35 AM	10:00 AM	Henry Inegbenous, La-Tasha Walker	This presentation explores the anatomical, aesthetic and clinical nuances of treating male and female patients with injectable facial balancing techniques. Attendees will learn to recognize key gender-specific differences in bone structure, soft tissue volume and aging patterns, and apply this knowledge to create tailored, natural-looking results. The speaker will cover practical strategies for product selection, placement and avoiding common pitfalls, along with communication tips for managing expectations and enhancing patient satisfaction in both male and female clientele.
Diversity Panel: Specialized Expertise on Treating Skin of Color	Unified in Uniquity - Diversity in Aesthetics	Saturday, April 11, 2026	10:10 AM	10:35 AM	Kevin Lamont Bachar, La-Tasha Walker	This panel brings together experts in aesthetic medicine to discuss best practices, advanced techniques, and unique considerations for treating patients with skin of color. Attendees will gain practical insights on safely achieving optimal outcomes, addressing common challenges, and tailoring treatments to meet the diverse needs of their patient population.
Clinical Judgment Matters: Assessing Readiness, Expectations, and Mental Health in Aesthetics	Unified in Uniquity - Diversity in Aesthetics	Saturday, April 11, 2026	10:35 AM	11:00 AM	Jennifer Hartley	Learn how to comprehensively assess a patient's readiness for aesthetic treatments, including evaluating mental health considerations and managing expectations. Attendees will gain practical tools to identify appropriate candidates, enhance patient safety, and ensure realistic expectations, leading to higher satisfaction and better patient outcomes.
Beyond the Certificate: How to Become a Medically Ready Esthetician	Skin Deep - Esthetics	Saturday, April 11, 2026	01:05 PM	01:30 PM	Jamie Garland, Ashlee Ludwig	Many med spa owners struggle to find estheticians who are not only licensed but also competent in advanced services. This session will walk through what to do to best position yourself within a modern medical aesthetics practice. IOMA exposes the current failures in aesthetic training across the U.S. and how your team is building a better model through real education, compliance and hands-on training.
Your Esty Bestie: Esthetician Treatment Planning to Support Referral of Services	Skin Deep - Esthetics	Saturday, April 11, 2026	01:40 PM	02:05 PM	Savanna Boda	Your esthetician is a star player and revenue generator—as long as you have appropriate cross-referral measures in place to execute a complete treatment plan. This presentation covers how estheticians can work harmoniously with MD, PA or nursing teams for best outcomes while remaining in their scope of practice and retaining patients.

It's All Chemical - Peels to Consider for All Skin Types	Skin Deep - Esthetics	Saturday, April 11, 2026	02:15 PM	02:40 PM	Savanna Boda	This session explores the science, artistry, and clinical decision-making behind one of aesthetic medicine's most versatile treatments. Join Savanna Boda as she reviews peel selection across the spectrum of skin types, strategies for minimizing complications, and evidence-based protocols for treating concerns such as dyschromia, acne, and textural irregularities. Attendees will gain guidance on patient assessment, customization, and post-procedure care to safely deliver consistent, high-quality outcomes.
Burnt Out From Shining Bright: When Doing It All Gets to Be Too Much	Your Best Self: Success From Within	Saturday, April 11, 2026	03:50 PM	04:15 PM	Kirstie Jackson	Aesthetic medicine is demanding—balancing patient care, running a practice, staying on top of trends and maintaining a personal life can take its toll. This lecture explores what causes burnout, highlighting early warning signs, contributing factors and practical strategies to restore balance, protect your well-being and sustain a thriving career.
You Belong Here: Breaking Free From Imposter Syndrome in Aesthetic Medicine	Your Best Self: Success From Within	Saturday, April 11, 2026	04:25 PM	04:50 PM	Kylie Melton	This presentation explores the prevalence and impact of imposter syndrome within the medical and aesthetic fields. Attendees will learn to recognize the signs of imposter syndrome, understand its root causes in high-achieving health care environments, and explore how it affects clinical confidence, leadership and professional growth. The session will provide practical strategies to reframe self-doubt, build internal validation and develop a healthier relationship with competence and success.
Education and Skill-building for Aesthetic Providers	Your Best Self: Success From Within	Saturday, April 11, 2026	05:00 PM	05:25 PM	Hermine Warren, Anita Wolf	The aesthetics industry evolves rapidly. The most successful providers are those who continually sharpen their skills, expand their knowledge and stay aligned with the highest standards of patient care. This class is designed to offer a structured approach to developing clinical expertise, strengthening decision-making and elevating treatment outcomes. Whether you're building confidence as a newer provider or refining your techniques as an experienced clinician, this course provides the educational framework to grow with intention, clarity and excellence.
Laser to Lift, Contour, and Tighten the Face & Neck	Clinical Theory & Practice - Energy Devices	Saturday, April 11, 2026	09:00 AM	09:25 AM		
Stacked: Advanced Laser Combinations That Work	Clinical Theory & Practice - Energy Devices	Saturday, April 11, 2026	09:35 AM	10:00 AM	Taylor Siemens	This session examines evidence-based laser and energy-based device combinations designed to safely maximize clinical outcomes. Attendees will learn how to sequence modalities, select complementary wavelengths, and adjust parameters to address skin quality, pigment, vascularity, and texture while minimizing downtime and risk.
The Science of Combining Topical Exosomes, Lasers and Energy Devices to Maximize Patient Outcomes	Clinical Theory & Practice - Energy Devices	Saturday, April 11, 2026	10:10 AM	10:35 AM		
Correcting Hypo and Hyper Pigmentation in Laser Patients and Skin of Color	Clinical Theory & Practice - Energy Devices	Saturday, April 11, 2026	10:35 AM	11:00 AM	Omer Ibrahim	
Menopause Meets Aesthetics: Proven Strategies for Fat Loss, Skin Renewal and Muscle Preservation	Clinical Theory & Practice - Body Matters	Saturday, April 11, 2026	01:05 PM	01:30 PM	Linné Linder	Menopausal and perimenopausal women represent a fast-growing—and often underserved—patient group in aesthetic medicine. Yet hormonal shifts in midlife fundamentally change how women lose fat, build muscle and respond to aesthetic procedures. This session reveals how to combine regenerative aesthetics with targeted fat loss, skin rejuvenation and metabolic support to deliver exceptional outcomes for midlife women. Attendees will learn practical strategies to help their patients look and feel their best by addressing skin integrity, body composition and overall vitality while building long-term trust and loyalty in this key demographic.
Peptide Power: The Next Frontier in Aesthetic Longevity	Clinical Theory & Practice - Body Matters	Saturday, April 11, 2026	01:40 PM	02:05 PM		This session explores the practical use of peptides, including NAD+, for skin health, weight management and aging gracefully.
Hairloss Masterclass. Orals, Topicals, Nutraceuticals and Regenerative Medicine	Clinical Theory & Practice - Body Matters	Saturday, April 11, 2026	02:15 PM	02:40 PM	Omer Ibrahim	Join renowned dermatologist and cosmetic provider Dr. Omer Ibrahim for a cutting-edge masterclass on modern hair loss solutions. Dive into the latest evidence-based strategies—from oral medications and topical therapies to nutraceuticals and regenerative medicine—and learn how to craft personalized, results-driven treatment plans that transform patient outcomes. Don't miss this opportunity to elevate your hair restoration expertise!
Unravelling Cellulite: Functional and Aesthetic Approaches to Adipose Remodeling	Clinical Theory & Practice - Body Matters	Saturday, April 11, 2026	03:50 PM	04:15 PM	Jenna Hilton	This session explores the underlying mechanisms of cellulite formation, including fibrous septae, inflammation, hormonal shifts and impaired lymphatic flow. Attendees will learn to combine functional medicine insights with aesthetic interventions to effectively support adipose remodeling and improve skin texture.
More Than Function: The Overlooked Role of Aesthetics in Sexual Health	Clinical Theory & Practice - Body Matters	Saturday, April 11, 2026	04:25 PM	04:50 PM	Chris Croley	The intimate wellness industry has largely emphasized function while overlooking the transformative power of aesthetics. But, for many patients, how they feel is deeply tied to how they look. We explore how to integrate both functional and aesthetic techniques for comprehensive, confidence-boosting results. Attendees will learn how to safely incorporate external aesthetic treatments with proven therapies.
Mastering Modern Full-Face & Neck Neuromodulation in 3-D	Clinical Theory & Practice - Skills Lab	Saturday, April 11, 2026	09:00 PM	09:25 PM	Erika Barry	Explore the latest techniques, dosing philosophies and treatment trends shaping neuromodulator use today. This session breaks down what's new, what actually works and how to incorporate in-demand tox treatments into your practice with safety, precision and skill.
LIVE DEMO: Facial Balancing Masterclass with Neuromodulator and Filler	Clinical Theory & Practice - Skills Lab	Saturday, April 11, 2026	09:35 AM	10:35 AM	Melanie Speed	to be confirmed
LIVE DEMO: The Miracle Lift - Biostimulatory Rejuvenation of Full Face and Neck	Clinical Theory & Practice - Skills Lab	Saturday, April 11, 2026	01:05 PM	02:05 PM	Kalpna Kay Durairaj	to be confirmed
LIVE DEMO: Advanced Periorbital + Temple Rejuvenation Techniques	Clinical Theory & Practice - Skills Lab	Saturday, April 11, 2026	03:50 PM	04:50 PM	Julie Bass Kaplan	to be confirmed
Gimmick or Great: The Best Use of AI in Your Practice	Shaping the Future: Disruptors & Game Changers	Saturday, April 11, 2026	09:00 AM	09:25 AM	Kiyonna Jones	AI is rapidly entering aesthetic medicine, but which tools are truly transformative, and which are just hype? Clinician Kiyonna Jones, PhD, FNP-C, has successfully implemented AI efficiencies in her own practice with great success. Join her as she shares real insights. Learn practical, ethical, and compliant ways to use AI across patient communication, marketing, documentation, and operations, so you can do more with less without compromising patient experience, clinical judgment or trust.
The Future of Skincare Exosomes and Skin Longevity	Shaping the Future: Disruptors & Game Changers	Saturday, April 11, 2026	09:35 AM	10:00 AM		This session explores how exosomes work in skincare, the anatomy of a renewing exosome and the manufacturing process. It will provide an overview of the differences between exosomes and their sources, as well as a review of published clinical studies on exosomes and guidance on incorporating topical exosomes into a skincare routine.
GLP-1: Managing Secondary System Effects and Comparative Pharmacology	Shaping the Future: Disruptors & Game Changers	Saturday, April 11, 2026	10:10 AM	10:35 AM	Johnny Franco	As GLP-1 therapies expand rapidly, understanding their systemic effects and key pharmacologic differences is essential. This session reviews common secondary system impacts, compares leading GLP-1 agents, and equips clinicians to optimize patient selection, safety, and outcomes in a fast-evolving treatment landscape.
The Tox Dilemma: Resistance or Expectations?	Shaping the Future: Disruptors & Game Changers	Saturday, April 11, 2026	10:35 AM	11:00 AM	Rana Kennelly	Neuromodulator resistance is real—thankfully rare, but it does happen. Drawing on over 20 years of clinical practice, including her own personal experience, Rana Kennelly shares what she has observed when patients feel their tox "isn't working." This lecture explores both practitioner and patient driven factors, misconceptions around treatment failure, and true resistance versus perceived nonresponse. Blending science, clinical insight, and real-world cases, this session helps practitioners refine treatment strategies, manage expectations, and maintain consistent, effective results over time.
Ultrasound Guided Injection Technique	Clinical Correctors	Saturday, April 11, 2026	01:05 PM	01:30 PM	Gretchen Frieling	As aesthetic treatments continue to evolve, so does the need for enhanced precision, risk minimization, and anatomical knowledge. Ultrasound guidance is transforming the way injectors approach facial anatomy, filler/biostimulator placement, and complication management. This lecture explores the practical integration of high-frequency ultrasound into aesthetic practice, focusing on real-time visualization of facial structures, vascular mapping, and needle or cannula tracking. Participants will gain a clear understanding of facial sonoanatomy, safe injection techniques, and how ultrasound can reduce the risk of vascular compromise while improving placement accuracy and treatment outcomes. The session will also highlight its role in identifying existing filler, guiding hyaluronidase treatment, and managing complications with greater confidence.
Vascular Occlusions: Recognition, Management, and Vision Preservation	Clinical Correctors	Saturday, April 11, 2026	01:40 PM	02:40 PM	Erika Barry, Olivia Salmen	Designed for aesthetic providers seeking to elevate their practice, this talk combines foundational principles with practical clinical applications to support safer, more This session delivers a focused, practical approach to one of the most serious complications in aesthetic medicine. Participants will review the vascular anatomy most associated with occlusion risk, learn how to recognize early warning signs, and gain confidence in implementing timely, evidence-based management strategies. Emphasis will be placed on prevention, rapid response, and clinical decision-making to help protect patient safety and preserve vision. Attendees will leave with actionable insights and protocols they can apply immediately in practice.
Navigating Biofilm Formation and Prevention in Dermal Filler Treatments	Clinical Correctors	Saturday, April 11, 2026	03:50 PM	04:15 PM	Tara Delle Chiaie	Biofilms are an often-overlooked yet critical factor in the development of delayed complications following dermal filler procedures. This advanced training class equips aesthetic practitioners with the knowledge and tools to recognize, prevent and manage biofilm-related issues with confidence. Participants will explore the science behind biofilm formation, how it interacts with various filler materials, and the clinical signs that distinguish biofilm complications from other inflammatory responses.
COMPLICATIONS PANEL: The Worst I've Ever Had	Clinical Correctors	Saturday, April 11, 2026	04:25 PM	05:25 PM	Anna Grancher, George Baxter-Holder, Kim Burke, Gretchen Frieling	Even the most skilled practitioners encounter complications from time to time. In this candid yet professional panel, experienced injectors will share some of their most challenging cases, how they managed them, and the insights they gained through the process. Through open discussion and real-world examples, attendees can expect practical takeaways, thoughtful reflection, and valuable lessons that support safer, more confident practice.
Top 10 Tips for Managing Your Inventory	Practice Management & Operations	Saturday, April 11, 2026	10:35 AM	11:00 AM	John Rodriguez	Learn practical strategies to track products, reduce waste, and streamline inventory so your med spa runs efficiently and profitably.
Expo Hall: Drinks with Exhibitors		Saturday, April 11, 2026	05:30 PM	06:30 PM		

SUNDAY - TARGETED LEARNING TRACK

Name	Track	Date	Start Time	End Time	Speaker(s)	Description
Breakfast		Sunday, April 12, 2026	08:00 AM	09:00 AM		
What Would YOU Do? Provider vs. Provider	Provider vs. Provider - What Would You Do?	Sunday, April 12, 2026	09:00 AM	11:45 AM	Sonya Ellis, Julie Bass Kaplan, Amy Lynn, Taylor Siemens, Bobbi Bullock	Join us for a fun, dynamic session designed to inspire connection, curiosity, and shared learning. Featuring hand-selected experts, this interactive experience invites audience participation in a welcoming, collaborative environment. Hand-selected speakers will present two distinct approaches addressing the same concern. Attendees are encouraged to consider which perspective resonates with them and what insights they might consider bringing back to their own practice. This format is designed to prompt discussion. Excellence is often not shaped by one single method, but by thoughtful, skilled applications informed by training, experience, and available tools. Our goal is to celebrate the diversity of techniques in aesthetic medicine, highlighting that there are often multiple effective methods to achieving beautiful outcomes.
Advanced Leadership Growth Lab, hosted by AmSpa + ACG Practice Partners	Advanced Leadership Growth Lab	Sunday, April 12, 2026	09:00 AM	11:45 AM	Kirstie Jackson, Amy Anderson, Cheryl Toth	Step into the next level of people management with hands-on, thought-provoking sessions designed to transform how you engage, develop and empower your team. From coaching over bossing, to leveraging failure as a growth tool, to conducting a personal "growth audit," this track blends strategy, psychology and practical frameworks. Explore mindful approaches to communication, delegation, and culture-building that turn your workforce into a high-performing, motivated team.
From Consultation to Conversion: The Proven Sales System That Drives Revenue, Retention and Growth	From Consultation to Conversion with Terri Ross	Sunday, April 12, 2026	09:00 AM	11:45 AM	Terri Ross + Team	The consultation is the most powerful revenue lever in your practice. In this high-impact session, attendees will learn how to master the emotional and strategic elements of the consult, confidently handle objections, and use practical KPIs to drive smarter growth decisions and sustainable profitability. Terri Ross breaks down a proven, repeatable consultation framework that transforms how practices connect with patients, uncover emotional motivators, educate with authority, and present treatment plans that convert. Attendees will learn why patients say "I'll think about it" or "It's too expensive," how to ethically increase perceived value without discounting, and how to handle objections with empathy and without pressure. This session also bridges the gap between sales performance and business intelligence, demonstrating how consultation KPIs support critical growth decisions such as pricing adjustments, hiring additional providers, and scaling services. Through live script breakdowns, real-world examples, and hands-on tools, attendees will get a complete sales formula that drives growth and results.
Bridging the Divide: Conversations on Controversial Issues	Bridging the Divide: Conversations on Controversial Issues	Sunday, April 12, 2026	09:00 AM	11:45 AM	Alex Thiersch, Byrd Adatto, Erika Barry, Omer Ibrahim, Kevin Lamont Bachar, Kate Dee + more	Navigate tough conversations in aesthetics with a morning of candid panel discussions. These panels are designed to tackle some of the most debated and challenging topics in aesthetics head-on, with expert insights, real-world experiences, and strategies for navigating sensitive situations. By addressing controversy confidently, we maintain patient trust, lead with professionalism and turn tough conversations into opportunities for growth.
Academy for Injection Anatomy (AIA)	AIA	Sunday, April 12, 2026	09:00 AM	11:45 AM	Hermine Warren, George Baxter-Holder, Anita Wolf	Academy for Injection Anatomy course taught by Dr. Chris Surek. The gold standard for being a safe injector.