



**amfit university**

## DAY TWO

### 3-D Digitizing, Gait Analysis & Marketing

Faculty: Alan O'Hara, C Ped  
Bruce Williams, DPM

#### Advanced Gait Analysis

4 Hrs

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<b>Introduction and Welcome</b> Attendee/Faculty Introductions, Course Objectives Presenter: Bruce Williams, DPM	8:00-8:30	0.5
<b>The Phases of Gait In-Depth</b> A comprehensive breakdown of gait, and concepts to consider for orthotic design.  BREAK (9:30 – 9:45)	8:30-9:30	1.0
<b>Gait Analysis Using Pressure Mat Systems</b> Learn the important aspects of gait analysis, including force and pressure, using a pressure mat system.	9:45-11:15	1.5
<b>Hands-On Gait Analysis</b> You will put the concepts to work by doing a step-by-step gait analysis, including the use of pressure mat systems.  COMPLIMENTARY LUNCH (12:15-1:15 pm)	11:15-12:15	1.0

#### Marketing Your Business

4 Hrs

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<b>Discipline Specific Marketing</b> Different marketing strategies to bring in both referrals from doctors, and new customers	1:15-2:15	1.0
<b>Product Specific Marketing</b> The strategy of marketing over-the-counter insoles, custom orthotics, and footwear  BREAK (3:15-3:30 pm)	2:15-3:15	1.0
<b>Your Place in the Industry</b> Understanding your market and where you exist within it to create a more successful marketing campaign	3:30-4:30	1.0
<b>Successful Promotions</b> A look at successful promotions, what they did, why they worked, and how you can integrate it into your business	4:30-5:00	0.5
<b>Q &amp; A - Course Evaluations</b>	5:00-5:30	0.5