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Welcome to the autumn edition of Hypnoversity.

This issue is bigger and better than ever before and is packed full of articles and interviews, as well as training news, a book review and a competition! We are experimenting too with a new layout and a printed version, so please send us your feedback to: editor@hypnoversity.org

Our theme for this bumper edition is Fertility and Childbirth and we have already had a lot of interest in this topic from trainers and therapists alike and it is an area of work that appears to be growing despite the challenging economic climate.

Our winter issue, due out in early December, has a theme of Stress and Anxiety and our spring issue, looks at the mind/body connection and has a 'physical' focus, so if you feel inspired to write an article, please get in touch as soon as possible, so that we can consider your submissions. All topics are of interest to us, so why not get busy and maybe see your name in print!

As we are now planning to distribute Hypnoversity quarterly, please be aware that training courses and CPD events featured here will be for events up until February. Many of you are aware that courses at Central England College are high quality trainings, with excellent, experienced tutors which represent excellent value for money. For this reason, courses are often over-subscribed, so please book early if you want to be sure of a place.

I hope you enjoy this 'new look' edition and we welcome your thoughts and submissions.

Best Wishes,

Lorraine McReight
Editor



Hypnotherapy can improve the IVF experience and increase the chances of success

By Sjanie Hugo Wurlitzer

In vitro fertilisation (IVF)¹ resulted in first pregnancy for the first time in 1973. Although the pregnancy only lasted a few days, it wasn't long before further experimentation resulted in the successful birth of the now famous Louise Brown. Louise Brown has gone down in history as the first ever 'test tube' baby, signifying the beginning of reproductive endocrinology.

Since her birth there has been extensive research and further discoveries. Today couples with fertility problems have a variety of medical options to choose from. Many couples, who may never have been able to have a baby, are now parents because of assisted reproductive technology (ART). And yet there are many others, who after countless attempts at a variety of interventions remain childless.

Unfortunately ART only offers people another option and isn't necessarily the solution to fertility problems. When it comes to having a baby, there are no guarantees. With all the advancements in science, embryologists still can't say who will and who won't go home with a baby. The creation of life is wonderfully intriguing and mysterious, and I suspect the answers can't be found under a microscope.

It isn't hard to see how difficult having fertility problems can be. And with an ever increasing number of people choosing to try IVF, it seems that this struggle may have become compounded. In the time that I have worked with people undergoing IVF, I have heard repeatedly that hypnosis has made such a positive difference to their experience that they can't believe anyone would go through IVF without it. Whilst some fertility units offer counselling to their patients, I think that the inclusion of hypnosis offers so much more than talking therapy alone.

Firstly, clients can be taught how to achieve a deep state of relaxation using hypnosis which will help to significantly reduce levels of stress. Secondly, hypnotherapy can be used to equip them with tools and inner resources which will help them to cope better and handle an unsuccessful outcome more easily. Thirdly, hypnosis can be used to help prepare mentally, emotionally and physically for IVF. This preparation

¹ *In vitro* fertilisation () is a process by which cells are fertilised by outside the woman's womb, *in vitro*. IVF is a major treatment in when other methods of reproductive technology have failed. The process involves hormonally controlling the ovulation process, removing (eggs) from the woman's and letting fertilise them in a fluid medium. The fertilised egg () is then transferred to the patient's with the intent to establish a successful pregnancy.

can range from positive lifestyle changes, changing limiting beliefs to eliminating a needle phobia. And lastly, hypnosis can help to increase the chances of a successful outcome.

Time and time again I have witnessed the wonderful effects of hypnotherapy on couples undergoing IVF treatment. I feel very passionate about the benefits of hypnotherapy becoming available to more people with fertility problems and would love to see it offered as a standard part of IVF treatment.

Sjanie is a psychotherapist and clinical hypnotherapist specialising in fertility and related issues. She developed The Fertile Body Method which is a unique approach to treating fertility problems using hypnosis and other mind-body approaches. In September 2009 her book 'The Fertile Body Method: a practitioner's manual' was published, the first of its kind to outline the application of hypnosis and mind-body approaches to treat fertility problems. She is passionate about sharing what she knows and teaches The Fertile Body Method to therapists. (See training dates below). Over the past few years she has developed her work to acknowledge the menstrual cycle as the foundation for women's wellbeing at all levels. She feels called to help woman embody the intelligence of their cycle as a path to transforming their relationship with themselves, others and the planet.

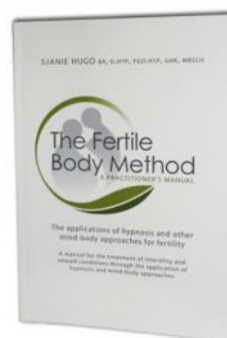
Sjanie was the managing editor of the European Journal of Clinical Hypnosis, has lectured internationally for the London College of Clinical Hypnosis (LCCH) and is a guest therapist and workshop leader on the Chrysalis Health Detox Retreats. She is particularly interested in the healing affects of movement and dance and is currently training to be a Movement Medicine Teacher.

Hypnosis for IVF 1 day masterclass in London on 25th September 2011

The Fertile Body Method (FBM) Practitioner's Training in London 18th - 20th November 2011

Treating Menstrual Health in London on 5th November 2011

The FBM Online Training Programme for practitioners starts in September 2011 www.thefertilebody.com



Competition

To win a free copy of *The Fertile Body Method: practitioner's manual* by Sjanie Hugo Wurlitzer (Crownhouse 2009) visit www.thefertilebody.com where you will find the answer to the following question:

'What is on the free resources CD that is included with *The Fertile Body Method: practitioner's manual*?'

Answer to publisher@hypnoversity.org by 14/10/11.

Prize Draw Rules

1. Entry to the competitions is restricted to one entry per person please.
2. Multiple entries will be disqualified.
3. Automated entries, bulk entries or third party entries will be disqualified!
4. Competitions are open to UK residents only unless otherwise stated
5. Prizes can only be sent to a valid UK address unless otherwise stated.
6. Winners will be chosen at random from all valid entries.
7. Entrants agree to be added to the Hypnoversity mailing list and will receive the publication by email. To unsubscribe please use the 'unsubscribe' link.
8. Winners will be contacted via email names displayed on our website.
9. The Judges decision is final and no correspondence will be entered into.
10. The competition will run from 9.9.11.through to 14.10.11. The draw will take place on 17.10.11. www.hypnoversity.org is compliant with the data protection act. Our policy is that we will not pass on your details to any third party without your prior consent.
11. The winners name will be published in the Issue 16 of Hypnoversity.

Book Review

'Fertile Body Method' - by Sjanie Hugo Wurlitzer
It's rare that I read one book on a topic and feel that I've got all I need to know, but this is just such a book. It includes information on every aspect of fertility, from current diagnostic procedures and available treatments, to the emotional issues couples may experience and how therapists can help them overcome these problems... or maybe come to terms with their childless state.

Sjanie lays down a step by step plan for therapists to follow when working with couples, as well as recommending techniques, scripts and tools, which are provided and explained in full. Especially interesting to me, was the 'Stages of treatment' section, which includes data on the factors that affect fertility, issues that may require resolution, unconscious blocks and historical factors such as previous terminations, miscarriage and stillbirth.

Educational in medical and hypnotherapeutic terms, this book remains an easy read, with case studies that really bring it to life. Sjanie Hugo is clearly an expert in this complex area of physical and emotional health and she shares her wealth of knowledge generously in this practitioner manual.

The Fertile Body Method - a practitioners manual, is published by Crown House Publishing. See article by Sjanie Hugo Wurlitzer, above.

LM

From the desk of the Principal



Tapping your way out of trouble

how Clinical Hypnosis can integrate with Emotional Freedom Techniques (EFT) for achieving rapid and effective changes

EFT is sometimes described as a gift. Its results can sometimes be seen as almost magical – it can certainly be seen that way when someone is able to let go of a long held fear or to overcome a major craving completely, in a matter of minutes.

Should it be dismissed as pure quackery? Is it too good to be true, or merely a placebo? Will the positive changes prove to be only temporary, and will it fail to deal with underlying issues?

Can EFT indeed be accepted as a serious tool within psychotherapy and does it have a role in the resources of a serious committed practitioner of clinical hypnosis?

In my opinion, as someone who has practised, and trained others, in clinical hypnosis for many years, EFT is indeed one of a number of valuable resources which can, on occasions, make a difference or provide a breakthrough when therapy does not seem to be moving forward.

Although sometimes dismissed as a new fad, EFT has its roots in ancient Chinese medicine and is a meridian based approach. Meridian work (energy therapy) encompasses acupuncture, acupressure, shiatsu and Thought Field Therapy (TFT). EFT can and does work and there is much published scientific evidence of its effectiveness.

I feel it is important that practitioners should, as much as possible use interventions which are evidence based. For some guidance on what criteria we should apply to scientific evidence and to find supporting evidence for the effectiveness of EFT I would refer readers to EFT Universe on the following link:

http://www.eftuniverse.com/index.php?option=com_content&view=article&id=18&Itemid=2

My article does not venture into the realm of teaching EFT. Its creator, Gary Craig has recently retired and he has entrusted his training resources to the website EFT Universe. www.eftuniverse.com contains everything you might need to know about learning EFT, including Gary's original training manuals and DVDs. At Central England we regularly teach the practical skills as part of our hypnotherapy practitioner courses.

Clients scale their 'problem' on a scale of 0 to 10 and then learn how to set up and repeat a powerful statement that helps

to neutralise what Craig calls 'psychological reversal'. This 'set up' phrase combines an acceptance of self with an acknowledgement of the problem, along the lines of 'even though I have this fear of needles, I deeply and completely accept myself'. At the same time the client rubs an area of their chest where there is an area known as a neuro-lymphatic reflex point or 'sore spot'.

They then work their way through a pre-set sequence of tapping on meridian points whilst saying to themselves a reminder of the problem ('fear of needles') etc. After a few runs of the sequence the client is asked to check their feelings in relation to the problem once again on the scale and to notice whether there is any improvement. Often there is rapid improvement and clients are frequently astonished by the sense of freedom that they feel.

It's important to note however, that going through this process will not remove the problem unless underlying issues have been addressed, so it is very important firstly that our client is quite specific in identifying the target feeling. For example, focusing on 'this negative feeling' is unlikely to change what is actually a deeply felt lack of self-esteem.

Similarly there may be a number of aspects of a problem which will need to be worked upon. For example a client may want to overcome a phobia where they have a number of traumatic memories of the thing or situation that they are frightened of. In order to achieve success each aspect must be worked through and we need to check to see whether there are underlying aspects that also need to be dealt with.

One of the great benefits of EFT is its simplicity both to learn and to apply. Our clients can learn it from us in a matter of minutes and it is frequently an ideal part of the tasking that is an important success factor in clinical hypnosis. It fits well within the cognitive behavioural model and this is where we teach it. I think that many readers will be aware that clients are unlikely to be successful in achieving long-term, sustainable change unless they commit themselves to taking action, whether that is addressing faulty thinking patterns or learning to be aware of the triggers of negative automatic thoughts (NATs).

EFT can be an effective pattern interruption which works on a number of levels, the most basic of which is that it distracts. Clients sometimes find going through the sequence, which includes humming and counting to be quite silly and that alone can facilitate emotional release. However we do need to be careful to try and avoid our client feeling that we are belittling them and their problem.

Normally I employ EFT only after I have used other assessment techniques with a client to fully explore their issues and when I have adopted and taught them, a solution focused approach to resolving their problem. Sometimes I will already have carried out some regression and emotional release/healing work so EFT is likely to figure towards the middle or end of the therapy cycle.

An exception to this is its use within my Quit 4 Life smoking cessation programme where I teach an abbreviated version that clients can use to remind themselves that they are very

happy that they are now a non-smoker and to help them to let go of any unwanted feelings (withdrawal symptoms) which they might experience.

So in conclusion, I do think that EFT has a legitimate place as an effective form of psychotherapy treatment. It can be, and often is successful in helping a client to make rapid positive changes and it can be fully integrated within clinical hypnosis practice. At Hypnoversity we're interested to hear your views and experiences of EFT.

Happy EFTing

Nick



Final Opportunity for Free Licence

What is Quit 4 Life?

In case readers are not aware, Quit 4 Life is a new website and support service for people who are seeking help in quitting smoking with hypnotherapy. By registering at www.quit4life.biz potential quitters receive a list of Quit 4 Life accredited and trained practitioners together with a £25 voucher which they may redeem for smoking cessation therapy with any accredited practitioner within 30 days. They can also earn £20 M&S vouchers each time they refer on a new client.

Quit 4 Life accredited practitioners are all qualified hypnotherapists who have undertaken the Quit 4 Life CPD training which employs a powerful new coaching/therapy programme, combining cognitive behavioural hypnotherapy and a solution focused approach and have signed up as licensee to work under the Quit 4 Life banner. The normal fee for operating as part of the Quit 4 Life network is £300 per annum. Dedicated marketing support including audio CDs, exclusive website graphics, literature and signage is available.

Quit 4 Life CPD Training at Central England College on 6th January 2012 – with free licence opportunity

Quit 4 Life is already up and running and this training on the 6th January 2012 is the final opportunity at CEC to train as a founder practitioner and sign up for a licence on a completely free of charge basis. You simply pay the CPD training fee of £90 and after the training you are granted a free licence and can become part of the Quit 4 Life network. The opportunity is also open to trainees but you cannot become a member of the practitioner network until you have completed your hypnotherapy training.

New Marketing Campaign

An important development for Quit 4 Life accredited practitioners is that Smooth Advertising Group have been commissioned to provide a national marketing support programme including PR and above and below the line advertising and promotion. A key focus is creating awareness within the medical profession. Part of the promotional package includes on-line video to demonstrate what Quit 4 Life offers and how it works.

NC



On-Line Marketing including effective Website Search Engine Optimisation (SEO) and harnessing the potential power of Social Networking Media

How visible is my business website on Google?

A good website is essential to businesses big or small and as a self-employed therapist, you *are* a business. With fewer people using directories such as yellow pages, if you don't have a website you're going to find it very hard to compete in the marketplace. Many of you probably do have your own sites, but how do clients find *you* in a sea of other therapists? If you're a well established therapist and your clients pass on some of the business cards that you give them on their final session, then you will drive traffic to your website, but there's still nothing stopping that prospective client from searching "Your Town Hypnotherapy" and finding someone else.

Richard Nicholls, hypnotherapist and trainer, asks everyone that telephones him if they have been on his website and tells me that mostly they have done, but even with a recommendation from a friend, a prospective client is likely to look at your website before contacting you. Your prospective client will form an opinion about you in the first 30 seconds, so creating a good first impression is important, as is easy navigation.

Some therapists create their own websites, whilst others commission a website designer to do it for them, but all too often professional designers fail to consider what *your* target market is seeking, and you could find yourself with an attractive site that fails to deliver clients. There are two things that you need - a site that looks good and a site that search engines will find relevant.

Making it look good is the easy part - the content needs to be carefully considered too. People don't want to look at a page crammed full of confusing text to find the information they want and pages need to be relatively small to make them easy

to see and fast to load. If clients don't find what they want quickly, they'll simply leave your site and look elsewhere. Remember, this is not about what *you* like or think is important- it's about meeting the needs of your clients and answering any questions they have. It's about making your site work for you.

Traditionally, keywords have been fundamental to site optimisation, and having a good mix of keywords that are relevant to you, such as "Your Town Hypnotherapy" is advisable. Using them so many times that it's obvious however (keyword stuffing) can make text difficult to read and put people off. Techniques for website optimisation have changed a lot in the last 10 years and it is important to be aware of the preferences and taboos of search engines such as Google. If your site is on the first page of Google for "Your Town Hypnotherapy" you will get traffic to your website, but if you aren't being found, don't have a website, or visitors to your site aren't converting into clients, then you need to make some changes.

Richard Nicholls, an experienced hypnotherapist and self-confessed 'geek' will guide you through the mysterious world of search engine optimisation (SEO) in his half-day CPD training, alongside Christian Baker who will demonstrate the benefits of online marketing. This is a great opportunity to learn more about how to make the most of your website.

LM / RN



Why is it worth working with Social Network Media?

Nick Cooke talks to...
Christian Baker

So, Christian, tell me a little about how you successfully market your practice/business.

I use Multiple Pillars of Marketing, Nick, which simply means that I use a variety of different methods both on and offline. The mistake I see a lot people make, is that they often rely on just one method, which is dangerous, because if that one method is no longer responsive, your client stream could quickly dry up.

I have used many approaches over the years, and I'm fortunate that a large percentage of my clients now come from word of mouth recommendations, but by far the most successful approach is online marketing.

What do you mean by on-line marketing?

Online marketing covers any form of marketing and advertising you do online, on the internet, which may include websites, blogs, social networking (e.g Twitter, Facebook, LinkedIn) and podcasts.

Why should hypnotherapists bother with it?

Firstly, the internet and social media are not going away, so if you don't get on board you could be missing out on a lot of potential clients. For me personally I think that because of these different platforms and methods of marketing, there has never been a better time to market your services - it's certainly a lot easier now than when I first started out.

The beauty of this approach is that many of these methods are low or no cost, they will require some time, but are great even if you are on a budget.

Also the numbers speak for themselves;

According to Facebook there are over 750 million people on Facebook, and people spend over 700 billion minutes per month on Facebook, 700 Billion!! I appreciate these users are worldwide, but some of them will be local to you - imagine how many could be potential clients, that you are missing out on.

There are over 200+ million users on Twitter

Over 85 million are on LinkedIn

And over 3 billion YouTube videos are viewed every day.

How has on-line marketing benefitted you personally?

For me, I'm big on relationship building, and social media is a great way to build relationships with people. You will not get clients instantly from using social media - it's about being friendly and sociable, and interacting with people. They may not all be future clients, but once people get to know you, they will be much happier to send people your way.

As the saying goes "people like to do business with people they know, like and trust", and this is a great way to gain exposure, build trust, and raise your credibility.

As a direct result of online marketing I've personally been on TV and Radio, (and got my Blue Peter badge)

I'm not promising this will happen for you, or that you'd even want this, but I've met and worked with sports people, celebrities, comedians, as well as other local business owners and people in my local area, people that may never have known about me if it wasn't being online and using social media.

I'm also writing a regular article for a local magazine as a result of connecting and communicating on twitter and facebook.

What I want your readers to realise Nick, is that there is great potential - you never know who is looking at your website, or listening and watching your conversations.

Isn't social network media just about fun for kids?

This is a common misconception and one I used to share, but the answer is absolutely not!

Recent Facebook statistics suggest that 26% of users are aged between 26-34, 16% are aged between 35-44, and 12% are 45-64

The demographics for YouTube users are broad - between 18-54.

So clearly it's not just for teenagers!

Why should we consider social network media as part of our marketing?

For all the reasons we have already mentioned: because it's free, it's quick, and if done correctly it can help raise your profile, your credibility and has the potential to help grow your practice and get more clients by given you greater exposure.

Why are you and Richard the guys that we should spend a day's CPD training with?

Well I'd say it's because we aren't just teaching you theories and ideas, we are actually doing it.

We don't claim to be experts, social media and online strategies are growing and changing all the time, but we are using it and we continue to learn all the time and I've had some great success with it.

So if you are feeling overwhelmed, or don't know where to start or would like some help to piece it altogether, come along and join us and we will give you the guidance you need, to get started and help make it work for you.

Thanks Christian.

So if you are:

- * Overwhelmed about where to start using online/social media strategies
- * Curious about using social media as a practice building strategy, but don't know where to start
- * Confused about how to use it effectively
- * If you are using social media but are not getting the results you would like
- * Confused by the jargon and techniques you see & hear being used
- * Concerned that you won't have the time to fit social media in to your already busy schedule

...then this 1 day double-bill CPD event is definitely for you. You'll eliminate any feelings of overwhelm, and learn how you can simply and successfully maximise your effectiveness in using these platforms to build the practice you desire.



Focus on: Karen Duignan NCT Tutor, Hypnosis for Childbirth trainer and Birth Doula

As practising therapists we will often see clients whose issues are outside of our personal experience and in some cases (perhaps where a client is living with a medical condition) we may choose to do a little research to gain some understanding of their challenges and to help us decide on our approach. With sports performance, we may

simply ask a client to explain what their problem is, and how they would like to perform, without having in-depth knowledge of their particular sport. But in some instances, knowledge is necessary, not only to gain the confidence of our clients, but also to be able to give the best possible help.

Childbirth is one such area. Many female therapists will have borne babies, experienced ante-natal classes, a home birth, caesarean etc but although that will give them some natural advantage over those without children, it won't automatically equip them to offer birth preparation courses to pregnant couples.

Hypnosis for Childbirth is becoming increasingly popular and is being trialled by the NHS in the North of England right now. As a birth hypnosis practitioner, I have no doubt that the results of this study will be very positive, but it is unlikely, in my view, to be rolled out as a national programme anytime soon. This means that there is likely to be a growing demand for Hypnosis for Childbirth in the private sector.

Someone who has been offering birth hypnosis for a very long time is experienced hypnotherapist and NCT (National Childbirth Trust) tutor, Karen Duignan. Karen first trained with the NCT back in 1978, at the same time as she undertook her training in hypnosis and has since gone on to become tutor to the NCT teachers in Scotland. This training is validated by Bedfordshire University and Karen is responsible for the training, assessment and pastoral care of these adult students. In addition to this, Karen is a birthing doula and offers ante-natal classes locally.

If all this sounds like a pretty busy schedule, Karen still finds time to run her part-time hypnotherapy practice in West Lothian, which includes, unsurprisingly, Hypnosis for Childbirth. As an experienced ante-natal educator and birth hypnosis therapist, Karen also offers Hypnosis for Childbirth training for hypnotherapists and midwives.

To say that Karen is passionate about helping pregnant women and their partners have a positive birthing experience is an understatement, and we are thrilled that she has agreed to deliver a 2-day Hypnosis for Childbirth workshop at Central England College in the New Year. This CPD event will be run in an active, experiential way and aims to give hypnotherapists an understanding of the physiology of the natural birth process, including baby and birthing positions, the part hormones play, including the alleviation of pregnancy symptoms and the types of analgesia and procedures used on birthing women. Karen believes that natural birth is a rite of passage for women and encourages therapists, midwives and birth professional to understand what women want from their experience.

The training will also add to, or refresh therapists' self-hypnosis skills, and provide guidance on setting up Hypnosis for Childbirth Courses. Having taught self-hypnosis classes for her local education authority for 12 years, Karen is able to share practical tips on running groups of this kind, including group inductions and demonstrations, as well as scripts and suggestions for birth. She will discuss too, the role of the birth partner, as well as the 'alternative vocabulary' to use with

clients and how it differs from the negative terms and approach often used by health professionals.

Karen's course varies from many other Birth Hypnosis trainings, in that it is completely independent and is not affiliated, licensed or a franchise of any birthing 'brand'. Karen encourages attendees to develop and add their own ideas and to have flexibility in their approach, tailoring courses to their client's or group needs and believes that her approach of combining background understanding of birthing and resources for therapists to use in a non-prescriptive way, offers therapists the freedom that some programmes prohibit. As someone who trained with Karen in 2009, I can happily recommend this course and Karen's style of teaching.

LM



Conversation with Steve Burgess on 'Inner Child Healing'

Steve Burgess, a regular trainer at Central England College, has been a therapist for 19 years and specialises in EFT (Emotional Freedom Technique) and regressive modalities including,

Reincarnation, Past Life and Inner Child Healing in his practice and teaching. Steve believes that a lot of therapy focuses on the symptoms and doesn't address the cause, and says "Think of it like a plant, where the symptoms are the leaves and flowers – you can cut them down, but if you don't deal with the roots, you don't get rid of the problem." For this reason, Steve doesn't merely use suggestion therapy with his clients, preferring to use hypnotic suggestions once the emotional causes have been released.

"Inner child therapy heals the wounds of childhood" he says, "whether they are emotional, physical or sexual, and it's great for releasing trauma and neutralising pain. We all have an inner child, no matter what age we are and how our inner child is feeling, is how we live in the world – if our inner child is frightened, anxious or angry" he explains, "then that's how we live."

Steve introduces inner child work once he has got to know his client and finds they usually embrace the process. Therapy sessions are usually approximately 90 minutes and might be based around scripts and a structured approach, but are just as likely to include drawing or writing. "Inner child therapy helps us to be free" says Steve, "and it enables clients to live wholly and joyously". Curious as to his client's response to being given a pad and pencil, I ask Steve if they ever feel uncomfortable expressing themselves creatively. "Yes, he sometimes" he says. "As human beings we always take the line of least resistance, but most people come round to it".

We can expect this intense therapy to be profound and emotional, but Steve feels that it can also be very beautiful. "Clients become aware they have an inner process" he tells me "and once they're made aware of it, they can make changes. It's never too late to enjoy a happy childhood" says Steve.

With his Past Life Regression and Inner Child Healing CPD courses a sell-out whenever he ventures south to Central England, we are pleased to announce his next 2-day workshop on 21st & 22nd January 2012. Steve is the founder of Lionheart Training in Beverley, East Yorkshire and is also the author of the recently published book 'Famous Past Lives'

LM

To come in future issues:

- Top ten tips for success as an NLP Coaching Practitioner
- The value of Clinical Supervision and why you might want to consider training as a supervisor
- Wealth – a practitioner perspective

Continuing Professional Development (CPD) 2011/2012

Hypnotherapists are required to maintain their Continuing Professional Development (CPD) to uphold professional learning standards and to meet the requirements of whichever professional association they belong to. Normally this is a minimum of 15 hours, or two days of CPD during each twelve month period. The list below shows CPD and other training events for hypnotherapists currently scheduled for 2011/12 but new events are being added all the time.

CPD Training Days at Central England College – 2011/2012

Sunday 18th September 2011

Michael Mahoney

Irritable Bowel Syndrome (IBS) and its Successful Treatment with Hypnotherapy

The attendance fee is £80 (see article above)

Friday 7th October 2011

Dr. David Kato

The Psychology of Depression & Therapeutic Modalities

The attendance fee is £90 (see article above)

Thursday 17th and Friday 18th November 2011

Nick Cooke

Stress Coaching and Consultancy within Organisations

The attendance fee is £180 (see article above)

Friday 6th December 2011

Christian Baker and Richard Nicholls

On-line Marketing and the effective use of Social Networking Media

The attendance fee is £90

Friday 6th January 2012

Nick Cooke

Quit 4 Life – Smoking Cessation Masterclass

The attendance fee is £90

Saturday 21st and Sunday 22nd January 2012

Steve Burgess

Inner Child Healing – Advanced Practitioner Training

The attendance fee is £220

Saturday 25th and Sunday 26th February 2012

Karen Duignan

Hypnotherapy for Childbirth (Practitioner Training)

The attendance fee is £220

Friday 16th March 2012

Dr. David Kato

Psychological Awareness – How to Read our client's non-verbal communication

The attendance fee is £90

Sunday 10th June 2012

Terence Watts

Innovative Regression Work

The attendance fee is £90

Booking information

All courses are certified and training notes are provided. The courses are open to practitioners of hypnotherapy, NLP, coaching, counselling and related fields. Numbers are strictly limited and places can be booked by calling:

Central England College on 0121 444 1110
info@cecch.com