

# Outline

## Origin and Research

- The origin of EFT
- The different nomenclature of EFT:
- Energy Psychology
  - Thought Field Therapy
  - Tapping Solution
  - Meridian Therapies

Highlight significant cortisol reduction in peer-reviewed, published research

The EFT steps of activating acupoints in conjunction with descriptions of upsets

The profound relaxation response from EFT

EFT includes cognitive interventions

Going beyond talk therapy: Relaxation of activating meridian

## EFT to Eliminate Phobias

- Two categories of phobias: Instinct driven or driven from a past negative event
- Demonstration of finding and treating with EFT the “first or the worst” time
- Live example from the audience, case studies
- The “borrowing benefits” for all to participate

## EFT for Pain Reduction

- Self-applied acupoints: A sister to acupuncture
- Adding metaphors and emotions
- A mobile tool

## Using EFT for Stress, Generalized Anxiety and Panic

- Personal peace procedure
- Checking work and the value of persistence
- Considerations for treating issues thoroughly in the past, present and future
- Quieting the physiological arousal of panic

## EFT treatment for Compulsions and Unwanted Habits

- Finding a baseline
- Treat the “urge” or “desire” to perform the unwanted behavior
- Greatly diminish hand washing, checking, biting nails or thumb sucking
- Check your work via the SUDS intensity measure
- Future performance enhancement protocol to reinforce gains for the future

## EFT with Social Anxiety and Building a Social Skill Set

- Social Anxiety: Fear of being scrutinized by others
- EFT on social situations: Past, present and future
- Establish layers of communication including ice breaker/small talk

## EFT with Acute and Long-Standing Trauma

- EFT movie on Veterans 4 Vignettes of War
- Mind-body sweep: Gentle EFT approach via the associated physical discomfort

### Live Seminar Schedule

- 7:30** Registration/Morning Coffee & Tea
- 8:00** Program begins
- 11:50-1:00** Lunch (*on your own*)
- 4:00** Program ends

There will be two 15-min breaks (mid-morning & mid-afternoon).  
Actual lunch and break start times are at the discretion of the speaker.  
A more detailed schedule is available upon request.

— FREE —  
Worksheets



Free Gratitude, Mindfulness & Optimism Worksheets

[pesi.com/worksheetshappiness](http://pesi.com/worksheetshappiness)

Bring any training in-house!



Convenient • Cost-Effective • Customizable

for more information visit  
[www.pesi.com/inhouse](http://www.pesi.com/inhouse)

NON-PROFIT ORG  
US POSTAGE PAID  
EAU CLAIRE WI  
PERMIT NO 32729

PESI, Inc  
P.O. Box 1000  
Eau Claire, WI 54702-1000  
A Division of PESI, Inc.

# Emotional Freedom Techniques (EFT) and Tapping

Evidence-Based, Mind-Body Treatment Approach to the Anxiety Spectrum Disorders and Pain

Spokane, WA

Monday, September 9, 2019

Bellevue, WA

Tuesday, September 10, 2019

Tacoma, WA

Wednesday, September 11, 2019



REGISTER NOW: [pesi.com/express/73453](http://pesi.com/express/73453)

# Emotional Freedom Techniques (EFT) and Tapping

Evidence-Based, Mind-Body Treatment Approach to the Anxiety Spectrum Disorders and Pain

- Apply EFT (aka Tapping) to help improve treatment outcomes in phobias, generalized anxiety, social anxiety, panic, OCD, acute stress reaction and traumatic events
- Go beyond talk therapy capacity to quickly resolve treatment-resistant issues
- Drop emotional burdens quickly
- Walk away ready to use calming EFT to gently address recent and long-standing clinical issues

Spokane, WA

Monday, September 9, 2019

Bellevue, WA

Tuesday, September 10, 2019

Tacoma, WA

Wednesday, September 11, 2019



A Non-Profit Organization Connecting  
Knowledge With Need Since 1979

REGISTER NOW: [pesi.com/express/73453](http://pesi.com/express/73453)

What do you do with anxiety and trauma clients who do not improve?

The anxiety spectrum exemplifies the disorders where emotions override thought. Fragmented memories get stored in the body. The Emotional Freedom Techniques (EFT) collapse this uncomfortable emotional and physical reactivity, therefore freeing a path for spontaneous insights and clearer thinking.

Emotional Freedom Technique (EFT) is a comprehensive mind-body treatment that desensitizes three areas: unwanted thoughts, emotions and physical reactions. EFT combines physical interventions derived from restorative (self-applied) acupressure theory with cognitive interventions.

EFT is an evidence-based practice with over 100 published studies. One published study demonstrated a 24% decrease in cortisol (stress hormone) level in the EFT group (Energypsych.org). EFT is an effective brief therapy and belongs in every therapist’s tool box.

Transform your clinical excellence; bring EFT into your practice and treat resistant problems that other methods failed.

This seminar focuses on cutting-edge techniques of EFT to treat the anxiety spectrum disorders including:


- Phobias
- Generalized Anxiety
- Social Anxiety Disorder
- Panic
- OCD
- Acute Traumatic Stress Reactions

These mind-body methods are emerging into mainstream mental health, trauma treatment, coaching, employee assistance programs and sport psychology arenas as rapid, effective, non-invasive, calming, desensitizing tools. Do not miss this opportunity to learn evidence-based techniques you can use immediately with your clients and improve treatment outcomes.

Robin Bilazarian, LCSW, DCSW, DCEP

With passion and humor, brief therapy expert, author and lecturer Robin Bilazarian, LCSW, DCSW, DCEP (Diplomate in Energy Psychology) and International Certified Master EFT Trainer shares a wealth of knowledge and her 20-year experience integrating EFT into mainstream mental health treatment. EFT is a comprehensive mind-body treatment that rapidly desensitizes unwanted thoughts, emotions and connected physical reactions. EFT goes beyond supportive counseling and is actual treatment, where clients are usually better in one session - even if the issue is long standing. Her book on this topic is *Tapping the Mighty Mind - Simple Solutions for Stress, Conflict, and Pain*. Her passion is to bring these rapid, thorough and gentle meridian and cognitive based techniques into mainstream clinical mental health treatment. EFT is surprising in how quickly turmoil dissipates. She obtained her MSW degree from the University of Pennsylvania and the University of North Carolina/Chapel Hill and interned at Duke Medical Outpatient Psychiatry. Her 30 plus years of clinical practice includes employment in all levels of mental health treatment, including using EFT in a community mental health center and now, with medical staff. She was recruited to bring these highly effective, short-term techniques to medical staff and medical students in a regional trauma hospital where she runs numerous internal and external EFT workshops, including psychiatric rounds and community conferences. She also has a private practice for the past 30 years. She speaks nationally and internationally on this topic and presents frequently for NASW and Rutgers University. She is a sought after expert in working with anxiety spectrum disorders.


Speaker Disclosure:  
Financial: Robin Bilazarian is in private practice. She has an employment relationship with Cooper University Hospital. Ms. Bilazarian receives a speaking honorarium from PESI, Inc.  
Non-financial: Robin Bilazarian has no relevant non-financial relationships to disclose.



PESI, Inc. is proud to offer this seminar (at these locations only) *free* of charge (on live seminar tuition) for veterans and active duty military personnel. *Limited seats available; advance online registration required.*

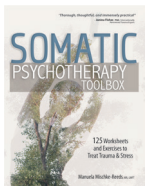
**Hassle-Free Cancellation Policy:** If you contact us before the event date, you can exchange for a DVD or CD/digital manual package on the subject (self-study continuing education credit may be available), a certificate to attend another seminar, or receive a tuition refund less a \$30 cancel fee. Substitutions are permitted at any time.

**Seminar on DVD or CD Package:** You can purchase a self-study package on the subject. You will receive a set of DVDs or CDs that include a digital copy of the seminar manual and post-test/evaluation. You and your colleagues can receive CE hours for a nominal fee. To determine if homestudy credits are available for your profession go to [www.pesi.com](http://www.pesi.com) or call 800-844-8260. Check with your licensing board to verify acceptance of self-study credits for license renewal. Order today by using the order form on this brochure or by calling 800-844-8260.



The nation’s top speakers and authors contact PESI first. If you are interested in becoming a speaker or have a new topic idea, please contact Kay Friske at [kfriske@pesi.com](mailto:kfriske@pesi.com) or call 715.855.6362.

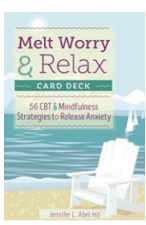
SAVE BY INCLUDING THESE PRODUCTS WITH SEMINAR REGISTRATION!



**Somatic Psychotherapy Toolbox**  
*125 Worksheets and Exercises to Treat Trauma & Stress*

**By Manuela Mischke-Reeds, MA, MFT**

From over 25 years of clinical experience, Manuela Mischke- Reeds, MA, LMFT, has created the go-to resource for mental health therapists who want to incorporate somatic techniques into their daily practice. Highly-effective for clients dealing with trauma and stress disorders, somatic psychotherapy is the future of healing the entire person-body and mind.



**Melt Worry and Relax Card Deck**  
*56 CBT & Mindfulness Strategies to Release Anxiety*

**By Jennifer L. Abel, Ph.D.**

Do you worry too much? Feel anxious, stressed, or tired? This deck provides you with 56 useful and effective anti-anxiety strategies to help you relax. Based in cognitive therapy, mindfulness, relaxation and behavioral therapy, each card will help you melt worry and anxiety quickly and easily.

Questions? Call Customer Service: 800-844-8260

Seminars Designed Especially for

Counselors • Social Workers • Psychotherapists • Marriage & Family Therapists • Nurses • Psychologists  
Addictions Counselors • Occupational Therapists • Case Managers • Other Mental Health Professionals

Live Seminar Continuing Education Credit Information

*Credits listed below are for full attendance at the live event only. After attendance has been verified, pre-registered attendees will receive an email from PESI Customer Service with the subject line, "Evaluation and Certificate" within one week. This email will contain a link to complete the seminar evaluation and allow attendees to print, email or download a certificate of completion if in full attendance. For those in partial attendance (arrived late or left early), a letter of attendance is available through that link and an adjusted certificate of completion reflecting partial credit will be issued within 30 days (if your board allows). Please see "LIVE SEMINAR SCHEDULE" on this brochure for full attendance start and end times. NOTE: Boards do not allow credit for breaks or lunch.*

*If your profession is not listed, please contact your licensing board to determine your continuing education requirements and check for reciprocal approval. For other credit inquiries not specified below, or questions on home study credit availability, please contact [cepesi@pesi.com](mailto:cepesi@pesi.com) or 800-844-8260 before the event.*

*Materials that are included in this course may include interventions and modalities that are beyond the authorized practice of mental health professionals. As a licensed professional, you are responsible for reviewing the scope of practice, including activities that are defined in law as beyond the boundaries of practice in accordance with and in compliance with your profession's standards.*

*PESI, Inc. offers continuing education programs and products under the brand names PESI, PESI Healthcare, PESI Rehab and Psychotherapy Networker.*

**ADDICTION COUNSELORS:** This course has been approved by PESI, Inc., as a NAADAC Approved Education Provider, for 6.0 CE in the counseling services skill group. NAADAC Provider #77553. PESI, Inc. is responsible for all aspects of their programming. Full attendance is required; no partial credit will be awarded for partial attendance.


**COUNSELORS:** This intermediate activity consists of 6.25 clock hours of continuing education instruction. Credit requirements and approvals vary per state board regulations. Please save the course outline, the certificate of completion you receive from the activity and contact your state board or organization to determine specific filing requirements.

**IDAHO COUNSELORS:** This intermediate activity consists of 6.25 clock hours of continuing education instruction. Credit requirements and approvals vary per state board regulations. Please contact your licensing board to determine if they accept programs or providers approved by other national or state licensing boards. A certificate of attendance will be awarded at the end of the program to participants who are in full attendance and who complete the program evaluation.

**MARRIAGE & FAMILY THERAPISTS:** This activity consists of 380 minutes of continuing education instruction. Credit requirements and approvals vary per state board regulations. You should save this course outline, the certificate of completion you receive from the activity and contact your state board or organization to determine specific filing requirements.

**NURSES/NURSE PRACTITIONER/CLINICAL NURSE SPECIALISTS:** PESI, Inc. is accredited as a provider of continuing nursing education by the American Nurses Credentialing Center's Commission on Accreditation.


Nurses in full attendance will earn 6.3 contact hours. Partial contact hours will be awarded for partial attendance.



**OCCUPATIONAL THERAPISTS & OCCUPATIONAL THERAPY ASSISTANTS:** PESI, Inc. is an AOTA Approved Provider of continuing education. Provider #: 3322. Full attendance at this course qualifies for 6.0 contact hours or .6 CEUs in the Category of Domain of OT and Occupational Therapy Process. Partial credit will be issued for partial attendance. The assignment of AOTA CEUs does not imply endorsement of specific course content, products, or clinical procedures by AOTA. Course Level: Intermediate.



**PSYCHOLOGISTS AND PSYCHIATRISTS:** The following state psychologist boards recognize activities sponsored by PESI, Inc. as an approved ACCME provider: Alaska, Arkansas, California, Colorado, Georgia, Illinois, Indiana, Kentucky, Maine, Maryland, Missouri, Nebraska, Nevada, New Hampshire, New Jersey, New Mexico, Oklahoma, Pennsylvania, South Carolina and Wisconsin. This activity consists of 6.0 clock hours of continuing education instruction. Certificates of attendance will be issued for you to submit to your state licensing board to recognize for continuing education credit. Full attendance is required; no partial credits will be offered for partial attendance.



**PSYCHIATRISTS:** PESI, Inc. is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for psychiatrists. PESI, Inc. designates this enduring material for a maximum of 6.0 AMA PRA Category 1 Credit(s). Psychiatrists should only claim credit commensurate with the extent of their participation in the activity.

**CANADIAN PSYCHOLOGISTS:** PESI, Inc. is approved by the Canadian Psychological Association to offer continuing education for psychologists. PESI, Inc. maintains responsibility for the program. This program is approved for 6.0 continuing education hours.

**CALIFORNIA PSYCHOLOGISTS:** PESI, Inc. is approved by the CPA OPD to sponsor continuing education for psychologists. Provider #PES010. PESI maintains responsibility for this program and its contents. PESI is offering this activity for 6.25 hours of continuing education credit. Full attendance is required; no partial credits will be offered for partial attendance.

**SOCIAL WORKERS NASW:** This program is approved by the National Association of Social Workers (Approval #886759332-3885) for 6.25 continuing education contact hours in Clinical Social Work.

**WASHINGTON SOCIAL WORKERS/COUNSELORS/MARRIAGE & FAMILY THERAPISTS:** This activity has been submitted to the Washington Licensed Mental Health Counselors, Licensed Marriage and Family Therapists and Licensed Clinical Social Workers Board. Approval pending.

**OTHER PROFESSIONS:** This activity qualifies for 380 minutes of instructional content as required by many national, state and local licensing boards and professional organizations. Save your course outline and certificate of completion, and contact your own board or organization for specific requirements.

How to Register: EMOTIONAL FREEDOM TECHNIQUES (EFT) AND TAPPING

QUESTIONS? Call 800-844-8260 or e-mail us at [info@pesi.com](mailto:info@pesi.com).

ONLINE  
[pesi.com/express/73453](http://pesi.com/express/73453)

PHONE  
800-844-8260  
Please have credit card available

FAX  
800-554-9775

MAIL  
PESI, Inc.  
PO Box 1000  
Eau Claire, WI  
54702-1000

2 Check location: (make copy of locations)

☐ **SPOKANE, WA**  
**September 9, 2019**  
Mirabeau Park Hotel & Conference Center  
N 1100 Sullivan Rd • 99037  
(509) 924-9000

73453SPO

☐ **BELLEVUE, WA**  
**September 10, 2019**  
Sheraton Bellevue  
100 112th Ave NE • 98004  
(425) 455-3330

73453BEL

☐ **TACOMA, WA**  
**September 11, 2019**  
Pacific Grill Event Center  
1530 Pacific Ave • 98402  
(253) 272-6469

73453TAC

REGISTER NOW  
[pesi.com/express/73453](http://pesi.com/express/73453)

**ADA NEEDS**  
We would be happy to accommodate your ADA needs; please call at least two weeks prior to the seminar date.

**WALK-INS**  
Walk-ins are welcome but admission cannot be guaranteed. Call M-F 7:00-6:00 Central Time for space availability if registering within one week of seminar.

**TUITION OPTIONS**

- **FREE Military Tuition:** PESI Inc. is proud to offer this seminar (at these locations only) free of charge (on live seminar tuition) for veterans and active duty military personnel. *Limited seats available; advance online registration required.*
- **\$30 Tuition:** If you are interested in being our registration coordinator for the day, go to: [www.pesi.com/coord](http://www.pesi.com/coord) for availability and job description, or call our Customer Service Dept. at 800-844-8260.
- **Groups of 5 or more:** Call 800-844-8260 for discounts.
- **Discounted Student Rate:** As part of its mission to serve educational needs, PESI, Inc. offers a reduced rate of 50% off standard tuition for students. Enclose a current student schedule with registration form. Go to [www.pesi.com/students](http://www.pesi.com/students) or call 800-844-8260 for details. *Advance registration required.* Cannot be combined with other discounts.

**1 Please complete entire form** (to notify you of seminar changes):  
*please print; staple duplicate forms.*

**Mail Code:** \_\_\_\_\_  
*See mail code box on address panel on reverse side*

Name \_\_\_\_\_ Profession \_\_\_\_\_

Employer Name \_\_\_\_\_

Employer Address \_\_\_\_\_

Dept/Floor/Suite \_\_\_\_\_

City \_\_\_\_\_ County \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Home/Cell Ph ( ) \_\_\_\_\_

Dept. Ph ( ) \_\_\_\_\_

\*E-mail address \_\_\_\_\_

**\*Registrant’s e-mail is required to receive your certificate of completion and registration confirmation.**

**3 Check tuition:**

**TUITION** with seminar manual

**\$199.99** – choose one of the options below:

- ☐ per person for 2 or more preregistering together —OR—
- ☐ single registration postmarked 3 weeks prior to seminar date

☐ **\$229.99** standard

**ADD-ON PRODUCTS**  
Distributed at seminar—FREE SHIPPING!

☐ **\$34.99\* Somatic Psychotherapy Toolbox** book

☐ **\$16.99\* Melt Worry and Relax Card Deck**

*\*Attendees add applicable state and local taxes except in AK, DE, MT, NH, OR*

**4 Indicate method of payment:**

**ALL REGISTRATIONS MUST BE PREPAID.**  
**Purchase orders welcome (attach copy).**

☐ Check enclosed payable to **PESI, Inc.**

☐ MC ☐ VISA ☐ AE ☐ Discover Novus  
16 digits 13-16 digits 15 digits 16 digits

Card # \_\_\_\_\_

Card Exp. \_\_\_\_\_ V-Code #\*: \_\_\_\_\_

Signature \_\_\_\_\_

(\*MC/VISA/Discover: last 3-digit # on signature panel on back of card.)  
(\*American Express: 4-digit # above account # on face of card.)

**CAN'T ATTEND THE SEMINAR?** See below for individual product orders

**Emotional Freedom Techniques (EFT) and Tapping**

- \_\_\_ Seminar on DVD\* (video) \$199.99 (RNV052495)
- \_\_\_ Seminar on CD\* (audio) \$169.99 (RNA052495)

\_\_\_ **Somatic Psychotherapy Toolbox** book\* \$34.99 (PUB085450)

\_\_\_ **Melt Worry and Relax Card Deck**\* \$16.99 (PUB084385)

CE hours and approvals on products may differ from live CE approvals.

\*Shipping is \$6.95 first item + \$2.00 each add'l item.

\*\*Residents add applicable state and local taxes except in AK, DE, MT, NH, OR

Product total \$ \_\_\_\_\_

\*Shipping \_\_\_\_\_

**Subtotal** \_\_\_\_\_

\*\*Tax \_\_\_\_\_

**TOTAL** \_\_\_\_\_