

Outline

Origin and Research

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

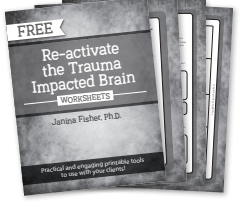
- 7:30** Registration/Morning Coffee & Tea
- 8:00** Program begins
- 11:50-1:00** Lunch (*on your own*)
- 4:00** Program ends

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.

Objectives

- 1) Explain the origin and efficacy of the Emotional Freedom Techniques (EFT) including peer reviewed, published research.
- 2) Implement self-applied, light touch or tapping on acupoints to calm and rebalance the body system while thinking about disturbing upsets to create a desensitized state as measured by continuous dropping of the SUDS level.
- 3) Distinguish that EFT is a mind-body treatment that desensitizes unwanted thoughts, emotions and physical discomfort.
- 4) List exploratory questions to elicit the *first or worst* defining event and how to treat it in all manifestations in the past, present and future.
- 5) Demonstrate EFT techniques for stress, phobias, generalized anxiety disorder, panic and traumatic events.
- 6) Describe how EFT can greatly diminish frustrating OCD compulsions and unwanted habits.
- 7) Utilize a two-prong approach to treating social anxiety: EFT and social skill building.
- 8) Describe why EFT works in conjunction with and beyond talk therapy and how it often cuts quickly through resistant problems.
- 9) Explore working with pain reduction using acupoints and psychological constructs of metaphors and emotions.
- 10) State the ethical concerns of not working outside knowledge base and obtaining ongoing “permission” to use these methods.

— **FREE** —
**Worksheets
& Video**
To Help The Traumatized Brain



www.pesi.com/traumabrainws

Bring any Training On-Site!

- **Cost Effective for Groups**
- **Customizable**
- **Flexible**

CE credits included!

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



Cedar Rapids, IA
Monday, December 16, 2019

Des Moines, IA
Tuesday, December 17, 2019

Omaha, NE
Wednesday, December 18, 2019



REGISTER NOW: pesi.com/express/75409

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

Cedar Rapids, IA
Monday, December 16, 2019

Des Moines, IA
Tuesday, December 17, 2019

Omaha, NE
Wednesday, December 18, 2019





A Non-Profit Organization Connecting Knowledge With Need Since 1979

REGISTER NOW: pesi.com/express/75409

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.



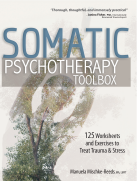
PESI Inc. is proud to offer this seminar (at these locations only) **free** of charge (on live seminar tuition) for veterans and active duty military personnel. **Limited seats available; advance online registration required.**

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 CD or DVD Package: You can purchase a self-study package on the subject. You will receive a set of CDs or DVDs 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 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 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 cespi@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.

Nebraska 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 Practitioners, and 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.

Iowa Nurses: PESI, Inc. is an approved provider by the Iowa Board of Nursing. Provider #: 346. Full attendance at this activity qualifies for 6.3 contact hours. Full attendance in the activity is required; no partial contact hours will be issued for partial attendance. These contact hours are used for your license renewal. You will need to provide your license number to PESI. PESI must have this number on file in order for your hours to be valid.

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: This activity consists of 6.0 clock hours of continuing education instruction. 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. 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.

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

Social Workers: 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.

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.



SCAN HERE
FOR A SPECIAL OFFER ON
BOOKS & CARD DECKS

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

QUESTIONS? Call **800-844-8260** or e-mail us at info@pesi.com.

ONLINE

pesi.com/express/75409

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 for your records)

☐ CEDAR RAPIDS, IA

December 16, 2019 75409CRA

DoubleTree Cedar Rapids Convention Complex
350 First Ave NE • 52401
(319) 731-4444

☐ DES MOINES, IA

December 17, 2019 75409DSM

Des Moines Marriott Downtown
700 Grand Avenue • 50309
(515) 245-5500

☐ OMAHA, NE

December 18, 2019 75409OMA

DoubleTree Hotel Omaha Downtown
1616 Dodge St • 68102
(402) 346-7600

REGISTER NOW

pesi.com/express/75409

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 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 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

\$219.99 – choose one of the options below:

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

☐ **\$249.99** 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 16 digits ☐ VISA 13-16 digits ☐ AE 15 digits ☐ Discover Novus 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) \$219.99 (RNV052495)

___ Seminar on CD* (audio) \$219.99 (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 _____



FOR OFFICE USE ONLY

Fed ID # 26-3896894 © 2019 PESI, Inc.

KF