

# 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

# Objectives

- 1) Analyze the origin and efficacy of the Emotional Freedom Techniques (EFT) including peer reviewed, published research.
- 2) Utilize exposure techniques and tapping to reduce client distress.
- 3) Demonstrate 3 ways to release pain using Emotional Freedom Techniques (EFT).
- 4) Utilize a two-prong approach to treating social anxiety: EFT and social skill building.
- 5) Modify treatment plans to deliver EFT to a range of disorders.
- 6) Describe modifications to EFT for various client populations.

## 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

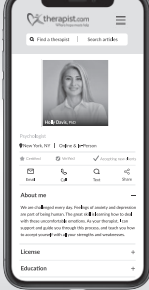
### Live Webinar Schedule (Times listed in Eastern)


- 8:00 Program begins
- 11:50-1:00 Lunch Break
- 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.

Limited time only

Create your  
**FREE**  
directory listing





Go to [therapist.com/tcom](https://therapist.com/tcom) to learn more.

Group Training  
Solutions Made Easy!

- ONLINE or in-person
- Customizable
- Easy remote access
- From 5 to 5000
- CE hours available



[www.pesi.com/inhouse](https://www.pesi.com/inhouse)

NON-PROFIT  
ORGANIZATION  
U.S. POSTAGE PAID  
EAU CLAIRE, WI  
PERMIT NO. 32729

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

# Emotional Freedom Techniques (EFT) and Tapping

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

## LIVE INTERACTIVE WEBINAR

Thursday  
October 26, 2023

Can't Attend Live?  
Get the On-Demand Training!



REGISTER NOW:  
[pesi.com/webcast/89741](https://pesi.com/webcast/89741)

Live Online –or– On-Demand!

# Emotional Freedom Techniques (EFT) and Tapping

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

- 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

## LIVE INTERACTIVE WEBINAR

Thursday  
October 26, 2023

Can't Attend Live?  
Get the On-Demand Training!



Register Now: [pesi.com/webcast/89741](https://pesi.com/webcast/89741)



A NON-PROFIT ORGANIZATION CONNECTING  
KNOWLEDGE WITH NEED SINCE 1979



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.

Target Audience:

Counselors • Social Workers • Psychotherapists • Marriage & Family Therapists • Nurses  
Psychologists • Substance Use Disorders Counselors • Occupational Therapists • Case Managers  
Chaplains/Clergy • Psychiatrists • Physicians • Other Mental Health Professionals

**100% SATISFACTION GUARANTEE**

**Risk Free Purchase!** PESI stands by our trainings and we have a 100% satisfaction guarantee. If you are not satisfied, please contact our customer service team at [www.pesi.com/info](http://www.pesi.com/info) or 800-726-3888 and we will make it right.

**PESI Offers Group Discounts!**  
To save on groups of 5 or more, contact us at [www.pesi.com/info](http://www.pesi.com/info)!

**Questions?** Visit our FAQ page at [www.pesi.com/faq](http://www.pesi.com/faq) or contact us at [www.pesi.com/info](http://www.pesi.com/info).

**Have a seminar idea? A manuscript to publish?** 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 **Spencer Jahnke** at [sjahnke@pesi.com](mailto:sjahnke@pesi.com).

Clinical Expert

**Robin Bilazarian, LCSW, DCSW, DCEP (Diplomate in Energy Psychology), and International Certified Master EFT Trainer,** is a brief therapy expert, author and speaker who uses passion and humor to share a wealth of knowledge and her twenty years of experience integrating EFT into mainstream mental health treatment. She is the author of the Amazon best-seller *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 a well-researched, comprehensive, mind-body treatment that rapidly desensitizes unwanted thoughts, emotions and connected physical reactions. EFT goes beyond supportive counseling and is actual treatment. It’s surprising how quickly turmoil dissipates; clients are usually better in one session - even if the issue is long standing.

Robin 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 more than thirty years of clinical practice includes employment in all levels of mental health treatment, including private practice and using EFT in a community mental health center and with medical staff. She was recruited and worked for fourteen years as an internal Employee Assistance Program counselor, bringing these highly effective, short-term techniques to medical staff and students in a regional trauma hospital. Her trainees also included police, fire fighters, first responders, educators, city workers and others. She ran numerous internal and external EFT workshops, including psychiatric rounds and community conferences. 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 maintains a private practice and has an employment relationship with Cooper University Hospital. She receives royalties as a published author. Robin Bilazarian receives a speaking honorarium and recording royalties from PESI, Inc. She has no relevant financial relationships with ineligible organizations.  
Non-financial: Robin Bilazarian has no relevant non-financial relationships.


CE CREDITS AVAILABLE FOR LIVE WEBINAR

This continuing education activity is designed to meet state board requirements for the following professionals: **Addiction Counselors, Counselors, Marriage and Family Therapists, Nurses, Occupational Therapists, Physicians, Psychologists, and Social Workers.**

For specific credit approvals, details, and planning committee disclosures, please see the “credit approvals and details” URL below. For speaker disclosures, please see speaker bios.

**National CE Credit Approvals For Live Webinar**  
Credits listed are for full attendance at the live webinar only. The CE certificate can be downloaded/printed after completing the webinar, passing the online post-test (80% passing score), and completing the evaluation. Please see schedule for full attendance start and end times. NOTE: Boards do not allow credit for breaks or lunch.


 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.

 PESI, Inc. is accredited as a provider of nursing continuing professional development by the American Nurses Credentialing Center’s Commission on Accreditation. Nurses in full attendance will earn 6.25 contact hours.

**Earn up to 6.25 CE Hours for one low price!**

 American Occupational Therapy Association Approved Provider

PESI, Inc. is an AOTA Approved Provider of professional development. Approved provider# 3322. This Distance Learning-Interactive activity is offered at .6 CEUs Intermediate, OT Service Delivery. The assignment of AOTA CEUs does not imply endorsement of specific course content, products, or clinical procedures by AOTA.

 PESI, Inc. is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

This program is Approved by the National Association of Social Workers (Approval #886759332-8002) for 6.0 Social Work continuing education contact hours.


**Self-study credit:** To check availability for your profession, go to [www.pesi.com](http://www.pesi.com) or call 800-726-3888 with your licensing board to verify acceptance of self-study credit for license renewal.

\*Content and materials in this course may include interventions and modalities that are beyond the authorized practice of your profession. 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 Kids, PESI Rehab, PESI AU, PESI UK, and Psychotherapy Networker.

For all credit approvals and details, visit: [www.pesi.com/webcast/89741](http://www.pesi.com/webcast/89741)

SIGN UP-TODAY!  
Choose your Learning Experience!

PESI offers multiple formats to fit your CE needs

 Scan me

**Register Online at:**  
[pesi.com/webcast/89741](http://pesi.com/webcast/89741)

Live Interactive Webinar (Option 1)

**October 26, 2023** [PWZ89740]  
**\$249.99** tuition  
8am Eastern time  
**Live Webinar Experience:**

- Participate live in real-time while connecting and collaborating with peers
- Ask the presenter your questions
- Earn a live CE certificate

**FREE BONUS:** Replay on-demand access for 90-days after webinar  
*\*Live CE is only available when viewed live*

**Get a Group Discount!** Contact us at [pesi.com/info](http://pesi.com/info) to save for groups of 5 or more

On-Demand Digital Seminar (Option 2)

**\$249.99** [POS052495]  
**Digital Seminar Experience:**

- Learn at your own pace with 24/7 access from your PESI account
- Access to the program materials
- Enjoy lifetime on-demand access
- Earn a self-study CE certificate

CE hours and approvals may vary from live event. Visit [www.pesi.com](http://www.pesi.com) or call 800-726-3888 to check for availability.

DVD (Option 3)

**\$249.99** [RNV052495]  
**DVD Experience:**

- Self-study CE certificate available

CE hours, approvals and cost of CE Certificates may vary from live event. Visit [www.pesi.com](http://www.pesi.com) or call 800-726-3888 to check for availability and pricing

**ADA NEEDS**  
We would be happy to accommodate your ADA needs; Please notify us at time of registration.

**QUESTIONS**  
Visit [pesi.com/faq](http://pesi.com/faq) or contact us at [pesi.com/info](http://pesi.com/info)

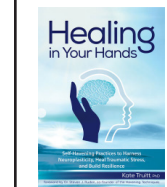
**TAXES AND SHIPPING**  
Taxes and shipping apply where applicable, see website for details

**OTHER WAYS TO REGISTER**  
**Phone: 800-726-3888**  
Fax: 800-554-9775  
Mail: PESI, Inc.  
PO Box 1000  
Eau Claire, WI 54702-1000

\*If mailing/faxing registration, find form at [www.pesi.com/form](http://www.pesi.com/form) or call 800-726-3888

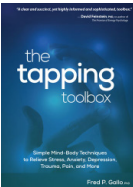


**Special Offer! Up To 25% Off!**



**Healing in Your Hands**  
*Self-Havening Practices to Harness Neuroplasticity, Heal Traumatic Stress, and Build Resilience*  
Dr. Kathryn Truitt, PhD, MBA  
~~\$24.99~~ **\$22.99\***

PUB087790



**The Tapping Toolbox**  
*Simple Body-Based Techniques to Relieve Stress, Anxiety, Depression, Trauma, Pain, and More*  
Fred Gallo, PhD  
~~\$24.99~~ **\$19.99\***

PUB087280

\* Discount Included with purchase of the Webinar