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FOR IMMEDIATE RELEASE:

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**ABMP Opens Online Registration for
14th School Issues Forum in April**
Introduces Instructor Training Program

(Golden, Colo., Feb. 18) – Associated Bodywork & Massage Professionals

(ABMP) today said online registration is open for the 14th annual ABMP School Issues Forum, April 22-24 in Alexandria, Va., at the Westin Alexandria Hotel.

ABMP's School Issues Forum is a setting where owners, directors and members of the massage and bodywork profession can educate, inspire, network and talk shop with peers. This year, ABMP is launching a program for instructors emphasizing core skills for working with adult learners. All administrator and instructor attendees are eligible for as many as 15 NCBTMB-approved continuing education (CE) hours for the program's administrator and instructor tracks.

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“The instructor training program builds on the enthusiasm and appreciation schools have expressed for our live regional instructor trainings,” said Anne Williams, ABMP director of education. “We’ve received great reviews on our educator resources and the ABMP textbook, *Teaching Massage: Fundamental Principles in Adult Education for Massage Program Instructors.*”

Some of the instructor training topics at this year’s ABMP School Issues Forum include:

- Advanced Certification: What’s the Impact?
- Comprehensive Orientations: Why You Should Integrate One Now!
- Essential Classroom Management Skills.
- Learning Objectives: The Foundation of Curriculum.
- Massage School Curriculum: What’s Next?
- The Massage Therapy Body of Knowledge Project.
- Principles and Practice of Core Learning Theories.
- Understanding Adult Learners and Choosing Instructional Methods.
- Effective Retention Strategies.

As in years past, attendees will have a flexible format in a relaxed environment that encourages participation.

Topics for school owners and administrators include:

- Advanced Certification: What's the Impact?
- Building a Better Business.
- Comprehensive Orientations: Why You Should Integrate One Now!
- Effective Admissions Workshop.
- The Future of Vocational Education.
- Massage School Curriculum: What's Next?
- Online Education: What are the Trends?
- The Massage Therapy Body of Knowledge Project.

Online registration is open at www.abmp.com/school_administrators/forum or by calling Kathy Laskye at 800-458-2267, ext. 649. ABMP member schools can attend for \$425; the non-member school fee is \$485. Administrators receive a \$50 discount for bringing one instructor to the event.

ABMP is a national professional membership association serving the massage therapy profession. Founded in 1987 and headquartered in Golden, Colo., ABMP is the largest massage membership association in the United States with more than 70,000 massage therapist members.

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