

LET ME ENTERTAIN YOU...

Aesthetic dentist Rahul Doshi explains why dental conventions and conferences are far from the label of 'boring'

Robbie Williams made headlines again by stating that the Brit Awards this year were as boring as a 'dentists' convention. Sarcastic as this comment was, it brought two things to mind: has Robbie Williams ever been to a dental conference and, if he has, of course he's going to find people romancing over teeth boring! Let's face it - the scientific community differs greatly from the world of entertainment! However, it compelled me to ponder over another more relevant issue - are dental conventions and conferences really boring?

The truth is that they now provide a huge variety of learning and connections than has ever been the case. Having walked the halls of the Dentistry Show, and knowing what is in store for dentists and their teams at the upcoming 10th Anniversary BACD conference, BDTA, BDA and the Dentistry LIVE conferences, tells me a completely different story.



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FUSION OF ACTIVITIES

Dental conferences today are not what they used to be. They are in fact an exciting blend of education, insight and togetherness of a profession. Their formats have changed to cater for dentists, associate dentists, specialists, teams, managers and laboratory technicians in different ways. This enables everyone to make the most of their specific roles when they get back to their practices and laboratories. Indeed, they even create a business haven of networking opportunities for sales reps and dental companies.

These days a conference can have

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multiple lectures going on in different fields of dentistry at the same time; different workshops enabling a hands-on approach; live theatres of various clinical applications; new product launches; networking opportunities and charitable events. All this occurs whilst meeting with friends and colleagues over coffees, drinks, lunches and dinners. What an amazing way of celebrating the unity of a profession as a whole. Dental conferences cater in multiple ways for different people in a fusion of activities.

IN THE KNOW

Education and information lie at the core of most dental conferences, and there is no

easier way to take your practice or careers to the next level. There are so many ideas and discussions taking place in this academic arena that opportunity is abundant.

As with all things, it's a matter of perspective. If you perceive dental conferences as a series of lectures alone, then you will have limited the scope of your advancement. However, if you take advantage of all the various possibilities, then you will be maximising on your time and learning ways of increasing your potential at work. Often it's the small talk that gives way to bigger prospects.

One tip is to plan ahead of the conference as to the kind of help you are looking for and how best to attain it. For example, if you need more information on practice management and business, then it will be a great opportunity to not only seek out the various seminars alluding to this, but also to make it part of your agenda to meet with other people 'in the know'. You get to meet directly with speakers who are dedicated to specific topics of dentistry. This way you can get specific answers to your questions as well as general motivation.

THE BUZZ

I have always found dental conferences to be highly inspiring. Surrounding yourself with such great learning mediums can only enhance your interest and motivation in dentistry. This always shows in your practice and to your patients the week after the conference - the buzz takes a while to settle!

So, I'd like to say to Robbie Williams, that you have to be a dental professional to understand this, but dental conferences are actually the pinnacle of entertainment, education and camaraderie in our industry. And so let us entertain you!

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