double your whitening
Welcome...

This fast-paced, interactive, one day seminar is designed specifically to help dental professionals double their whitening knowledge and success.

Enjoy nine expert speakers, each hosting 30 minute lectures on a huge range of topics, as well as a question and answer session with the panel.

This event offers seven verifiable continuing professional development hours.

If you are looking for an all-encompassing educational event that lets you minimise your time out of the practice but maximise your learning experience, this event is for you.

From business to bleaching, and training to Twitter, **DOUBLE Your Whitening** is the one-stop seminar for all the whitening advice you could need. With a little whitening guidance from the experts, the sky really is the limit and **DOUBLE Your Whitening** could help your practice profits rocket.

Taking place in the heart of London at Altitude 360, Millbank Cinema, this one-day seminar is for the entire dental team.

<table>
<thead>
<tr>
<th>Time</th>
<th>Speaker</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>08.00 – 09.00</td>
<td><em>Registration</em></td>
<td></td>
</tr>
<tr>
<td>08.00</td>
<td>British Bleaching Society Breakfast meeting</td>
<td></td>
</tr>
<tr>
<td>08.55</td>
<td>Payman Langroudi</td>
<td>Welcome &amp; intro</td>
</tr>
<tr>
<td>09.00 – 09.30</td>
<td>Linda Greenwall</td>
<td>Double your training</td>
</tr>
<tr>
<td>09.30 – 10.00</td>
<td>Zaki Kanaan</td>
<td>Double your options</td>
</tr>
<tr>
<td>10.00 – 10.20</td>
<td><em>Break and exhibition</em></td>
<td></td>
</tr>
<tr>
<td>10.20 – 10.50</td>
<td>Genevieve Keane</td>
<td>Double your teamwork</td>
</tr>
<tr>
<td>10.50 – 11.20</td>
<td>Uchenna Okoye</td>
<td>Double your profile</td>
</tr>
<tr>
<td>11.20 – 11.40</td>
<td><em>Break and exhibition</em></td>
<td></td>
</tr>
<tr>
<td>11.40 – 12.10</td>
<td>Nat Schooler</td>
<td>Double your Twitter interaction</td>
</tr>
<tr>
<td>12.10 – 12.40</td>
<td>Payman Langroudi</td>
<td>Double your predictability</td>
</tr>
<tr>
<td>12.40 – 13.40</td>
<td><em>Lunch break and exhibition</em></td>
<td></td>
</tr>
<tr>
<td>13.40 – 14.10</td>
<td>Nav Ropra</td>
<td>Double your inspiration</td>
</tr>
<tr>
<td>14.10 – 14.40</td>
<td>Jonathan Swarbrigg</td>
<td>Double your uptake</td>
</tr>
<tr>
<td>14.40 – 15.10</td>
<td>Tracy Stuart</td>
<td>Double your phone conversations</td>
</tr>
<tr>
<td>15.10 – 15.30</td>
<td><em>Break and exhibition</em></td>
<td></td>
</tr>
<tr>
<td>15.30 – 16.00</td>
<td>Daz Singh</td>
<td>Double your Facebook engagement</td>
</tr>
<tr>
<td>16.00 – 16.30</td>
<td>Dipesh Parmar</td>
<td>Double your bleaching and bonding</td>
</tr>
<tr>
<td>16.30 – 17.30</td>
<td>All speakers</td>
<td>Panel discussion</td>
</tr>
</tbody>
</table>
This one-day seminar will take place on 9 May 2014 at Altitude 360, Millbank Cinema.

29th Floor
Millbank Tower
21 - 24 Millbank
London SW1P 4QP

Taking the tube? Pimlico, Vauxhall tube station and Vauxhall national rail stations are just a short walk away.

Ticket prices
Individual prices
Dentist ticket rate £195+VAT
Hygienist, therapist, technician rate £125+VAT

Special offer for two colleagues
Bring a colleague along and pay just £325+VAT for two

Call 0800 371652 to book today

Did you know?
We are on Facebook and Twitter
Follow us for all the latest Double Your Whitening news

@FmcPro
Tooth whitening is the most requested treatment service beyond all other dental treatments in the dental practice. Tooth whitening treatments are now able to be undertaken by dentists using the new concentrations of gels. This opens up vast new opportunities to provide whitening treatments for patients. Your dental practice needs to be properly geared towards delivering and undertaking extensive excellent whitening programmes that result in happy patients who are walking ambassadors for your practice. It is essential for the whole practice team to build on this positive experience in order to be able to double your whitening treatments, and the turnover that you generate from whitening. As up to 85% of patients who have had their teeth whitened request further aesthetic dentistry, it is essential that the dental practice is well organised to plan ahead for this increase. The practice should prepare to double their treatments of aesthetic dentistry and be organised to deliver excellent results for patients.

This lecture will discuss the key strategies to DOUBLE your whitening treatments and create happy patients that can help you market your practice by doubling your new patient recommendations.

**Aim:** to provide delegates with the knowledge to DOUBLE and expand their whitening treatments for patients

**This lecture will help you to learn**
- How to double your whitening treatments
- How to double and expand your whitening programmes for patients
- How to set your fees to offer the full range of whitening treatments
- How to plan for hygiene and whitening maintenance for life
- How to deal with the patients that will not undertake home whitening
- How to manage whitening and hygiene as a maintenance treatment
- How to double your treatment planning output to help patients achieve a beautiful smile
- How to double your income from whitening and aesthetic dentistry

**Dr Linda Greenwall**
**BDS MGDS RCS MSc MRD RCS FF GDP(UK)**

Dr Greenwall is an international lecturer and an authority on tooth whitening and aesthetic dentistry as well as running a multidisciplinary private practice in London where she specialises in restorative dentistry and prosthodontics. She is an immediate past chairperson for the Alpha Omega Society 2012/13 and editor-in-chief of the journal *Aesthetic Dentistry Today.*

Her first book, *Bleaching Techniques in Restorative Dentistry,* won the award for Best New Dental Book 2001. Linda lectures extensively in the UK and internationally on tooth bleaching, aesthetic dentistry, practice management and controversies surrounding tooth whitening. She has written many papers for dentistry journals. Her latest book, *Success Strategies for the Aesthetic Dental Practice* has recently been published by Quintessence. In 2008, Linda launched and is past chair of the British Dental Bleaching Society (BDBS), which aims to lobby for changes in the controversial bleaching legislation, and to educate dentists in tooth whitening.
**double your options**

We all know that take-home whitening is of course the gold standard – however our patients are very different and come in all shapes and sizes. As such, they like options, with many being cash-rich and time-poor. With a few hints and tips, this lecture will show you that professionally-applied whitening really does work, despite the new regulations. There is a large segment of the population who will always want the quick route to white teeth and if you don’t offer it, they will find someone who does! Unfortunately this will often be the ‘illegal whiteners’. Even if patients predominantly go for take-home whitening, why not **DOUBLE** your options by also offering ‘professionally applied whitening’ to kick start the whitening experience?

Zaki is director of K2 Dental Seminars, where he has trained hundreds of dentists, hygienists and therapists in the art and science of power and home whitening techniques. He works at several prestigious dental clinics in central London, the City, and Harley Street and also runs K2 Dental, an award-winning private practice in the heart of Fulham Palace with his wife Dominique.

---

**Zaki Kanaan**

Zaki is a highly experienced and respected implant and cosmetic dentist and is well known in the dental community. He is currently president of the British Academy of Cosmetic Dentistry. He features prominently on the lecture circuit lecturing on all aspects of cosmetic dentistry with a special interest in dental implants, where he achieved a masters degree from the world renowned Guy’s Hospital in 2001. He also has a diploma in sedation, a diploma in hypnosis and is a licentiate of the Faculty of Homeopathy.

Through his expertise in all aspects of tooth whitening, he has been appointed UK dental adviser to Philips Oral Healthcare. After coming first in Private Dentistry’s poll of the top 20 Elite Dentists in the UK 2014, he was voted ‘UK Dentist of the Year’ at the Dental Awards in 2012. In 2013 he was voted in Dentistry’s poll of the Top 50 most influential dentists in the UK. He is a past president of the London Dental Fellowship and sits on the editorial board for the International Journal of Cosmetic Dentistry and was an editorial consultant for Dental Implant Summaries. He regularly appears on Channel 4’s Embarrassing Bodies programme carrying out complex implant treatments.
It is a team effort
Introduction to the speaker’s practice, and how the practice markets whitening as a team.

The role of the hygienist
Already motivated patients will want whiter, cleaner-looking teeth. As this is already the hygienist’s job, it is very easy for them to ask the patient if they would like their teeth whitened/cleaner. Structuring the hygienist appointment so that the dentist can come in and support the suggestion of whitening can help with this.

The role of the assistant
The use of record taking: using electronic practice management systems in the hygienist and dentist appointments to make sure the patients who have not been asked, get asked, or using stickers on paper notes.

The role of the receptionist
The importance of telephone training, and how trainers can make huge differences with simple telephone cues.

The role of the team
Badges for each team member. Posters, promotions, and photographs. Make sure the members of the team that want whitening have their teeth whitened. Use the team to use internal marketing at very low cost to promote tooth whitening.

Motivation for the team
Staff bonuses, the need to work out your profit margins, and what you can offer your team as a bonus.

Dr Genevieve Keane
BDS MFDS RCS
After years working in practice and hospital for the NHS, Genevieve is now a private dental surgeon working at Start Smiling dental clinic in Essex. She has been providing ethical cosmetic and restorative dental treatment for over a decade, and understands the pressure dental practices are under to perform and how demoralised unmotivated team members can feel. Start Smiling has extensively used team training as an important tool to weather the recent economic storm, maintaining sales, income and team motivation. Genevieve is a full member of the British Academy of Cosmetic Dentistry and the dental adviser on Granny.net.com.
Effective management of your practice profile requires two processes:

- An inward-looking focus on the constant pursuit of excellence in both clinical and non-clinical areas
- An outward understanding of the workings of local, online and national media to amplify your message to a greater audience

As one of the highest profile dentists in the country running her own multi-clinic practice, Dr Okoye appears often on television, including Channel 4’s makeover programme, 10 Years Younger, and radio and is a frequent contributing expert on the health panels of multiple boards and magazines. Dr Okoye will give delegates valuable insights into personal and practice reputation management; its positive effects and its possible pitfalls.

**Dr Uchenna Okoye**

Uchenna qualified at the prestigious Guy’s Hospital, London and has a special expertise and interest in cosmetic dentistry. She is the clinical director of London Smiling Dental Group and one of an elite group of dentists with membership in both the American Academy of Cosmetic Dentistry and the BACD. Previously on the board of the BACD, Uchenna now lectures and works closely with aesthetic dentists in the USA to ensure her clients have the best of all cutting-edge techniques available in the world. She is also an ambassador for Oral-B. She has completed extensive training in aesthetic dentistry in the USA including at the New York University (Rosenthal Institute) up to masters level. As an honorary clinician at St George’s Hospital London she routinely dealt with complex cases referred by other dentists and brings this expertise to her clients general dentistry needs.

Increasing predictability in any dental treatment allows dentists to confidently offer solutions to their patients. In a crowded marketplace for whitening, Payman will outline principles relevant to all whitening systems to give dentists a better understanding of case selection, what constitutes a challenging case and the knowledge necessary to give outstanding results every time.

**Payman Langroudi**

Increasing predictability in any dental treatment allows dentists to confidently offer solutions to their patients. In a crowded marketplace for whitening, Payman will outline principles relevant to all whitening systems to give dentists a better understanding of case selection, what constitutes a challenging case and the knowledge necessary to give outstanding results every time.
Twitter is a powerful tool for marketing a dental practice. Yet many dentists are uncertain as to how to integrate Twitter into their marketing strategy and how to use it for showing off their expertise and excellent customer service.

It is crucial to have the right social media strategy in place prior to getting involved. Without it your team may be posting the wrong content and may not understand what is expected.

Your image is important to the outside world, hence why planning is an important part of the social media marketing process. Without creating a content strategy and formalised marketing plan Twitter could be a complete waste of your time and money.

Creating a social strategy with your team can be a lot of fun and will strengthen relationships you have with your local referral partners and existing patients alike, creating more brand awareness and lots of new patients.

- **DOUBLE** your Twitter interaction in half an hour a day
- Use Twitter to show off your patient testimonials
- Make sure you have the right strategy in place

---

**Nat Schooler**
Consults, speaks, trains and writes about marketing, social media and business growth. He holds a practical education in business, thanks to his father, a seasoned MIT graduate and one of Britain’s leading business management experts.

Being half American and half English and an experienced world traveller. Nat brings his enthusiasm and outside the box vision to the table.

In his spare time he enjoys spending time with family, especially his young daughter Maya. Health and fitness is a major focus - in particular his daily Tai Chi practice and martial arts.
Do you encounter objections when selling whitening treatments to patients?
Want to know the secrets to effective communication?
Would you like to grow your business as well as your influence?

Human behavioural educator, speaker, and dentist Dr Nav Ropra explains the reasons why patients refuse whitening treatments and shares powerful insights into effectively communicating in your practice.
As dentists, we have a unique perspective on the world which ultimately determines our success in dentistry and even in everyday life. Knowing your unique blueprint will give you the greatest chance of remaining focused on your long term objectives in practice.
Dr Ropra explains why it is essential to understand what is truly important to you and how to convey it in a way that’s important to the patient.

In this interactive talk you will discover:
- Why it’s essential to understand your own blueprint
- New ways of communicating with patients
- How the process of selling whitening and caring are related
- Why people ‘open up’ or ‘close down’ to you depending on whether you are speaking to their highest values
- The difference between motivation and inspiration

Dr Nav Ropra
Dr Ropra is an international public speaker dedicated to inspiring individuals, dentists, dental practices and organisation. As a practicing dentist, Dr Ropra researches human behaviour and potential as it relates to the dental profession. He provides practical solutions to commonly asked questions by dental practitioners in a caring and intelligent manner based on his own experiences.
He has facilitated hundreds of individuals to dissolve emotional blocks which prevent them from fulfilling their purpose in life. In Dr Ropra’s one to one consultations, he shows individuals that they and others are loveable just the way they are.
Life needs both support and challenge for growth to occur and the maximum growth happens at the border of the two. In Dr Ropra’s workshops, the team gets to understand that the dynamic between each other and with patients is exactly what they need to grow.
Dr Ropra is dedicated to researching human behaviour and potential especially in the dental profession.
Jonathan Swarbrigg

Jon’s philosophy is that ‘teeth are for life’. He treats all patients with aesthetic, minimally invasive techniques using modern materials and equipment to preserve teeth, just as he would want his own teeth to be treated.

Jon qualified from Leeds Dental Institute in 1992 and passed membership exams of the Faculty of General Dental Practice in February 2005. In 2009 he was awarded the Diploma in Restorative Dentistry from the Royal College of Surgeons of England, being awarded the Dentsply gold medal for the most outstanding student.

Jon undertook research at Leeds University to gain an MSc in restorative dentistry in 2011 with a particular interest in endodontics, and was awarded Fellowship of the Royal College of Surgeons in 2012.

Jon has lectured extensively in the UK, Europe and most recently in South Africa on adhesive restorative dental techniques and materials.

Tracy Stuart

Tracy is a seasoned and proven practice development specialist for forward-thinking and innovative dental practitioners and their teams who understand they have to lead not follow if success is to be achieved.

Tracy has a fresh and innovative approach, but one that has delivered outstanding results for many of the practices she has had the pleasure of working with.

Tracy has walked in the shoes of every team member and ultimately the business owner and for this reason can relate to the challenges that the team face and also those as a business owner which makes her pretty unique!

Tracy is very well known for her hands-on and straight talking approach which has helped numerous practices ring fence their businesses in this highly competitive climate, whilst they concentrate on delivering the dentistry they have a real passion for.
Using social media to increase teeth whitening patients. Showcasing a simple and cost effective solution to increasing the number of teeth whitening cases at your clinic.

Tooth alignment, whitening and adhesive dentistry are now considered to be the basis of minimally invasive smile enhancement. Dipesh will outline in a step-by-step fashion how to improve patients’ smiles using a combination of these techniques.

His main interest lies in aesthetic and restorative dentistry, especially in the field of composite restorations. Dipesh has undergone numerous courses and seminars related to this subject and went on to win the Conservative Composite Smile at the Smile Awards 2012, the youngest dentist ever to do so.

Dr Daz Singh
Daz Singh graduated from the University of Liverpool in 2005. In 2008 he co-opened a private dental clinic in Liverpool city centre called Ollie & Darsh. It is now one of the leading dental practices in the UK providing aesthetic restorative based dentistry in combination with implants, Invisalign & Six Month Smiles.

Dipesh Parmar
Dipesh graduated from the University of Birmingham and has worked in general practice ever since. His interests lie in aesthetic adhesive restorative dentistry. He has presented locally and nationally on advanced resin techniques, and was the winner of the Conservative Composite Smile category at the Smile Awards 2012.
Learn how to convert
May 9, London