

**SHOOT
YOUR
PATIENTS
TO BUILD YOUR
PRACTICE!**



**An ON TARGET DENTAL SEMINAR on
DENTAL PHOTOGRAPHY**

VENUES in MANCHESTER and WAKEFIELD



Shoot Your Patients to Build Your Practice



This unique course will help you take your practice to the next level. Numbers are strictly limited to maximise the hands-on participation schedule.

You will learn in an informative and practical way: how to build your practice, increase patient uptake of treatment plans, and deliver patient education to the highest standards.

You will have access to all necessary equipment to use – cameras, accessories and laptops – as well as learn from a professional photographer and technical expert – Simon Smith of Bob Rigby Photographic Ltd.

You will learn:

- How to choose and use equipment
- The importance of lighting
- How to take a complete set of photographs for a new patient
- How to take studio quality portraits
- How to easily import patient photographs into PowerPoint and other presentation programmes – with music.

On return to your Practice you will be able to use these skills to improve treatment plan and case acceptance, and produce perfect and predictable pictures.

Seeing is believing – show not tell

Digital dental photography has become a diagnostic tool and has opened new pathways into the world of Dental Photography. Dental photography techniques have evolved into a pictorial portrayal of dentistry; vivid imagery which helps immensely to improve our communication skills with patients and technicians.



COURSE FEE £495.00 inc VAT

This fee includes all refreshments, meals, handouts (including a unique demonstration CD disk) and use of cameras, mirrors, retractors and laptops.

For further details, please contact:

Phil Wander, Chetwynd, 21 Knutsford Road,
Wilmslow, Cheshire SK9 6JB.

Tel: 07831 148896 or email: philthetooth@onetel.com

Wakefield

March 20th

Manchester

Saturday March 21st

Wakefield

Friday May 8th

Wakefield

Friday 19th June

Manchester

Saturday 20th June

Wakefield

Friday 25th September

Manchester

Saturday 26th September

Programme



Dental Photography Course – The Digital Dental Practice

9.00am Registration, Coffee & Introduction

9.30am Presentations/Lectures:

- The importance of Clinical Photography
- Uses of Photography in the Dental Practice
- Principles of Macro Photography
- Choosing & Using Equipment & Accessories
- Basic Positioning, Framing & Focusing
- Repeatable Results.

10.30am Coffee Break and discussion – Jargon busting!

11.00am - 1.00pm

Hands on Session

- Portrait Photography
- Accreditation Photography - the series of photographs for the British Academy of Cosmetic Dentistry (BACD) and the American Academy of Cosmetic Dentistry (AACD).

All participants will be able to take this series of shots using equipment provided (cameras, mirrors and retractors).

Delegates with their own Equipment will have the services of Simon Smith of Bob Rigby Photographic Ltd to advise and discuss in his Camera Clinic.

1.00pm - 2.30pm Lunch and Discussion

2.30pm - 4.30pm (includes working tea break)

The Digital Darkroom

- Software,
- Image management, storage, manipulation and enhancement.
- The application and benefits of Histograms

The Digital Dental Consultation

- Co-Diagnosis
- How to involve your team
- Patient Education and Case acceptance
- “Smile-Vision” imaging. Laptop computers are provided for participants to try their hand at improvement techniques

By the end of the day our goal is that each dentist will be able to present a copy of a treatment plan proposal for an imaginary patient on a CD disk to take away with them.

Name	_____
Address	_____ _____ _____
Tel:	_____
Email	_____
No. of places	<input type="text"/>
Total £	<input type="text"/>
Names of additional delegates	
@ £495 each	

Shoot Your Patients to Build Your Practice

Dental Photography Course – The Digital Dental Practice

To reserve a place please complete this coupon and return together with payment to:

Phil Winder, Chetwynd, 21 Knutsford Road, Wilmslow, Cheshire SK9 6JB.
Please make cheques payable to On Target Dental Seminars.



“Philip is a master in making photography easy to understand so that we have been able to apply our new knowledge and enthusiasm to our practice straight away.”

“This was a thoroughly enjoyable day. Philip is an excellent teacher and I would recommend this course to all dentists and their teams.”



Dr Phil Wander

has over 40 years experience in both NHS and Private Dental Practices.

He co-authored with Dr Peter Gordon the BDJ Textbook “Dental Photography,” written numerous articles, and has lectured extensively throughout the UK on the topic.



Dr Phil Broughton

is one of the UK's leading dental surgeons. Having honed his skills firstly as head of dentistry for Shell UK, he then worked with several major dental clinics in this country and Europe. He now has a dental clinic, The Mall, in Manchester city centre, which specialises in cosmetic dentistry.



Trust...



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The Dental Directory

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