

Training *essentials*

5½ hrs CPD
VERIFIABLE AT
THIS EVENT

Clinical photography in the dental practice

Seeing is believing – show not tell

Digital dental photography plays a key role in the dental practice, significantly facilitating documentation, patient records, publication, marketing, treatment planning and diagnostics. This interactive hands-on course will cover the techniques of how to take quality, predictable dental photographs and incorporate them into your day-to-day practice. Photography in the practice can involve the whole dental team in the patient's treatment planning, help to increase case acceptance and will improve the profile of your practice.

What will you learn?

By the end of the course you will:

- be aware of how dental photographs can significantly aid your treatment proposals
- know how to choose the correct photographic equipment for your dental practice
- understand what your camera can do and how to use it
- learn the techniques for reproducible results
- recognise how photographs can enhance your communication with other dental professionals, patients and laboratory technicians
- understand how photographs can enhance your record keeping, maintain practice standards and avoid litigation.

Camera Clinic – this course will include a half day hands-on-training session for the whole dental team.

All course delegates must:

- agree to have their photograph taken
- bring a suitable digital camera
- bring retractors and mirrors (Photodent Ltd are offering a retractor and mirror package for £45).

If advice on equipment and accessories is required prior to the course, please contact Photodent Ltd at info@photodent.com or tel: 020 8343 1621

About the speakers



Peter Gordon

Director, Photodent Ltd

Peter spent 30 years in his private West End practice. He was appointed as UK Honorary Clinical Consultant to 3M for three years, and Honorary Clinical Consultant to Bayer for 18 years, lecturing world-wide. Peter introduced photography to the Dental Reference Services during the 12 years he worked as a Dental Reference Officer.



Philip Wander

GDP, Manchester

Philip qualified from the University of Liverpool in 1966 and obtained his MGDS from the Royal College of Surgeons in London in 1980. He is best known in the UK and internationally for his extensive articles as well as his BDJ textbook co-authored with Peter Gordon on *Clinical Dental Photography*, a topic on which he has lectured and demonstrated extensively.

Course information

London

Friday 2 December 2011

Friday 22 June 2012

British Dental Association
64 Wimpole Street
London W1G 8YS

BDA members: £170

Non-members: £230

Dental Care Professionals: £100

The above fees include refreshments, lunch and all course documentation.

9.30am – 4.30pm

(registration from 9.00am)

Who should attend?

This one-day interactive training course is suitable for the whole dental team.

Why should you attend

Dental photography has become a diagnostic tool that the whole dental team can utilise.

In association with:



Don't miss out, book your place today www.bda.org/training

Booking form

Clinical photography in the dental practice

Please complete this form in **BLOCK CAPITALS** and post or fax it, with your payment, to: Events Office, British Dental Association, 64 Wimpole Street, London W1G 8YS. **Tel:** 020 7563 4590 **Fax:** 020 7563 4591 **Email:** events@bda.org

Please photocopy this form for multiple bookings.

Title:	First name:	Surname:
Job title:	Organisation:	
BDA membership number (if applicable):	GDC number (if applicable):	
Address:		
		Postcode:
Telephone:	Mobile:	
Email:		
Booking contact (if different from above):		
Any special requirements, including dietary, disabled facilities, etc:		

I would like to book:

- Friday 2 December 2011, London (ET149)**
 Friday 22 June 2012, London (ET150)
- delegates @ £170 per person (BDA members)
 delegates @ £230 per person (Non-members)
 delegates @ £100 per person (DCPs)

* All costs include VAT, refreshments, a sandwich lunch and all course documentation

* Payments MUST be received prior to the event

The BDA will hold your personal data on its computer database and process it in accordance with the Data Protection Act. For details please visit <http://www.bda.org/legal/privacy-policy.aspx>

Data Protection Act

Do you wish to continue to receive BDA mailings?

(please tick box) Yes No

Do you wish to receive mailings from approved partners and suppliers?

(please tick box) Yes No

Electronic privacy

Do you wish to receive emails about BDA events?

(please tick box) Yes No

Do you wish to receive emails from approved partners and suppliers?

(please tick box) Yes No

Tick here if you wish to join the online professional networking group for BDA events (exclusive to BDA members only) Yes No

I understand that I will be able to opt out from receiving these communications at any time.

Booking terms and conditions

Full payment must be made prior to the date of the event. Once submitted this booking form constitutes a firm booking which can only be cancelled in accordance with our cancellation policy set out below. Once we receive your booking form we will send you a booking acknowledgement. If you have not received this acknowledgement prior to the date of the event, please contact us.

Cancellation policy

All cancellations must be received in writing either by fax to 020 7563 4591, or by email to events@bda.org, or by post to The Events Team, BDA, 64 Wimpole Street, London W1G 8YS. This must then be followed by a telephone call to confirm receipt.

Payment:

I enclose a cheque for £ made payable to the British Dental Association (please write the event code **ET149, ET150** on the back of your cheque)

or please debit my credit / debit card £
(tick box): Visa Mastercard Switch/Maestro

Card number:	
Valid from:	Expiry date:
Issue no (Switch/Maestro):	Security number (last three digits on the reverse of your card):
Name of cardholder (if different from above):	
Address of cardholder (if different from above):	
	Postcode:
Cardholder signature:	
Date:	

Cancellations received 29 days or more prior to the event will be entitled to a 100% credit voucher or refund. Cancellations received between 15 days and 28 days (inclusive) prior to the event will receive a 100% credit voucher to attend a future BDA event or a 75% refund. For late cancellations received between 1 day and 14 days (inclusive) prior to the event, no credit voucher or refund will be given. Failure to attend the event on the day will constitute late cancellation and no credit voucher or refund will be given. Substitutions are welcome at any time.

Due to unforeseen circumstances, the programme may change and the BDA reserves the right to cancel the event or alter the venue and/or speakers.

www.bda.org/training

Booking hotline: 020 7563 4590 Email: events@bda.org