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(Brochure contains 8 pages)



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*Dr Gregory Flint, Sheffield, WAC  
2009 delegate*

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# The World Aesthetic Congress 2010

## The UK's premier aesthetic congress

11-12 June 2010, Queen Elizabeth II Conference Centre, London

The ninth consecutive World Aesthetic Congress (WAC) is a unique opportunity for dentists and team members to learn from the world's leading experts in the increasingly dynamic and profitable field of aesthetic dentistry.

Attending WAC is essential whether you're new to aesthetic dentistry or experienced with a desire to remain at the forefront of this rapidly evolving area. Last year over 500 dentists, hygienists, technicians, team members and exhibitors benefited from the educational, networking and social opportunities that this prestigious annual event offers.



"2009 was my 5th World Aesthetic Congress. It was as good as ever, it's becoming a habit!"

André Bergh, WAC 2009 delegate

### Keynote speakers

- **Corky Willhite:** Composite bonding the ultimate aesthetics
- **David Winkler:** Adhesive aesthetic restorations: facts and fiction
- **Linda Greenwall:** Achieving aesthetic excellence with bleaching and bonding
- **Komal Suri:** Restorative & aesthetic case acceptance: dental and financial
- **James Russell:** Contemporary smile design dentistry
- **John Cranham:** Interdisciplinary restorative solutions
- **Pedro Pena:** Achieving aesthetic results with immediate post extraction implants
- **Chris Orr:** Building on success: using clinical photography to attract new patients and more
- **Sia Mirfendereski:** Predictable bleaching
- **Ashish Parmar & Rahul Doshi:** Treatment decisions and solutions to achieve the perfect smile
- **Anita Jupp:** Beating the economic crunch: unlock hidden profit with the help of your team

### Dentist and Team Programme

In addition to sound clinical training, a truly successful aesthetic practice needs the support of a strong, motivated team. Book your team onto this one-day programme so they can hear lectures from Ashley Latter, Mervyn Druian and Laura Horton.

### Hygienist, Therapist & Dentist programme

After the success of last year's programme we've another information-packed Hygienist, Therapist and Dentist Programme featuring Jo-Anne Jones, Mark James and Tim Ives.

### Alternative sessions

Don't forget to take advantage of the alternative sessions that run simultaneously to the main programme. These alternative sessions must be pre-booked. They have proven to be extremely popular in the past so book early.

### Exhibition

All delegates are encouraged to maximise their time during WAC by visiting the first class dental exhibition held in the Flemming and Benjamin Britten rooms. With over sixty of the world's most innovative dental companies all under one roof, take time to discover which of the latest aesthetic products and services are right for your practice.



### Money Saving Tip

If you only want to attend the exhibition pre-register now and receive a FREE pass! Don't forget, otherwise you'll have to pay £50 on the day. To secure your free exhibition only ticket call 0800 371652 before June 1.

## How to book...

Over the next five pages you will see the main WAC programme and timetable of lectures and alternative sessions. Simply choose the sessions you wish to attend and book your place by calling 0800 371 652 today. As places on the limited attendance sessions are booked on a first-come, first-served basis we advise you to book early to avoid disappointment.

## 2010 delegate prices

<b>Dentist standard delegate rate (Fri+Sat)</b>	<b>£567 +vat</b>	<b>(£666.23)</b>
<b>Subscriber dentist 10% discount (Fri+Sat)</b>	<b>£510 +vat</b>	<b>(£599.25)</b>
<b>DCP (Fri)</b>	<b>£225 +vat</b>	<b>(£264.38)</b>
<b>DCP (Sat)</b>	<b>£225 +vat</b>	<b>(£264.38)</b>
<b>DCP (Fri+Sat)</b>	<b>£300 +vat</b>	<b>(£352.50)</b>
<b>Special team price (Fri+Sat)</b>	<b>£987 +vat</b>	<b>(£1159.73)</b>
1 dentist + 2 team members		

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The first day of WAC includes Corky Willhite discussing using composite to achieve the ultimate aesthetics and David Winkler focusing on adhesive aesthetic restorations. Linda Greenwall shows you how to achieve aesthetic excellence with bleaching and bonding in the afternoon session. In addition, there is the Dentist and Team Programme and alternative sessions.

## Corky Willhite

### Composite bonding the ultimate aesthetics

Freehand composite restorations provide the most versatile technique available for making minor or major changes in dental appearance. With proper technique, their function and longevity rivals porcelain while providing benefits other materials can't match. This comprehensive session will benefit each attendee by sharing an organised step-by-step approach that includes operative technique as well as vital diagnostic and marketing skills to achieve "Ultimate Aesthetics" with composite bonding.

- Step-by-step procedure for individual tooth changes
- How to provide solutions for common problems
- Layering - understand when and why to use each material including tints and opaquers
- Dramatic smile makeovers - why porcelain isn't always the best option.

## David Winkler

### Adhesive aesthetic restorations: facts and fiction

This session will focus upon direct and indirect adhesive dentistry, taking the mystery out of the "dentin adhesive jungle", in an attempt to meet or exceed the patients' subjective expectations while fulfilling our professional obligations to treat according to well-defined functional and biological principles. Discover the many pitfalls of being on the cutting edge of dental advancements and how dentistry can be a very expensive hobby.

## Linda Greenwall

### Achieving aesthetic excellence with bleaching and bonding

Research has shown that 85% of patients who have had completed bleaching treatment choose to undertake further aesthetic treatments. The next most conservative option is to have bonding treatments. The key is to provide excellent aesthetic anterior bondings that mimic the natural teeth so that these anterior bondings are invisible. The session will cover the difficulties associated with immediate composite bonding after bleaching treatments, how to combine bleaching with bonding, bleaching techniques, bonding techniques, the selection of the correct composite, shade of composite and composite bleaching shades.

## Komal Suri

### Restorative & aesthetic case acceptance: dental and financial

Hundreds and thousands of pounds are spent every year on marketing and PR in an effort to increase the turnover of our businesses. How much of the money that is spent is actually turned into treatment acceptance? Dr Suri's lecture includes:

- Importance of and how to track patient acceptance
- Restorative and cosmetic dentistry consultation methods
- Finance discussions
- Patient literature and information
- Recognising personality profiles and changing presentation techniques accordingly.

## James Russell

### Contemporary smile design dentistry

Cosmetic dentistry in 2010 needs to be more perfect and less invasive than ever before if you're to exceed patients' expectations. This session will take you through the process step-by-step, right from consultation to completion. Emphasis will be placed on the options available to minimise tooth preparation via orthodontic pre-alignment using fixed and removable orthodontics, including the Inman Aligner.

## Dentist & Team Programme

### Ashley Latter

#### Turning opportunities into appointments

In a downtime economy every enquiry into your practice about your services must be treated correctly and converted into appointments and eventually clients. Many practices don't even measure where their leads come from and what part of their marketing is working the best for them. Practices up and down the country are missing out on thousands of pounds worth of opportunities every day.

- Create a memorable first impression on the telephone
- Understand the ethical sales approach and ensure that you speak the language of benefits
- Develop outstanding questioning techniques
- Talk about money more easily
- Develop a practice telephone protocol.

### Ashley Latter

#### It's all about the language

One of the main reasons why patients do not take up what dentists recommend is because they use the wrong language. In this session you and your team will discover what to say to improve your treatment uptake and make more of your patients say yes. These principles are applicable to other areas of the practice, such as when you are promoting your hygienist, teeth whitening and if you have a practice membership plan.

- Develop the communication skills to excite the patient into taking action
- Understand the language that prevents patients taking on board your ideas
- Communicate clearly, concisely and confidently
- Eliminate waffle & technical jargon when presenting to your patient
- Motivate the patient to take action now.

### Mervyn Druian

#### Case acceptance for all the team

Learn how to develop a practice philosophy and enhance the effectiveness of your team through this discussion of case presentation and case acceptance.

Friday 11 June

	Lecture Room 1	Lecture Room 2	Dentist & Team Programme	Alternative Sessions	Alternative Sessions	Alternative Sessions	Alternative Sessions (Limited to 6 attendees)
9.10 - 9.30	Welcome note						Sponsored by Clearvision
9.30 - 11.00	Corky Willhite Composite bonding the ultimate aesthetics	Komal Suri Restorative & aesthetic case acceptance: dental and financial	Ashley Latter Turning opportunities into appointments	Thomas Wehner Painter and sculptor: laboratory and chairside shade systems	Len Boksman Predictable crown and bridge impressions and simplified temporisation	Bruno Silva Rehabilitation of the atrophied maxilla/mandible with fixed prosthesis using implant direct	Rob Walsh Changing times: time to change your dental practice into a dental business
11.00 - 11.30	Refreshment break held in the exhibition areas						
11.30 - 13.00	Corky Willhite <i>Above session continued</i>	Komal Suri <i>Above session continued</i>	Ashley Latter It's all about the language	Damon Adams What's new in all-ceramics	Len Boksman <i>Above session continued</i>	Malcolm Counihan The front door of your business has moved	Rob Walsh Changing times: time to change your dental practice into a dental business
13.00 - 14.00	Lunch break held in the exhibition areas						
14.00 - 15.30	David Winkler Adhesive aesthetic restorations: facts and fiction	James Russell Contemporary smile design dentistry	Mervyn Druian Case acceptance for all the team	Damon Adams <i>Above session continued</i>	Krishan Joshi Website conversion and google rankings in a web 2.0 world	Corky Willhite Adding incisal length for function and aesthetics <b>Hands-on</b>	Rob Walsh Changing times: time to change your dental practice into a dental business
15.30 - 16.00	Refreshment break held in the exhibition areas						
16.00 - 17.30	Linda Greenwall Achieving aesthetic excellence with bleaching and bonding	James Russell <i>Above session continued</i>	Laura Horton A successful patient orientated practice – the steps to success revealed	John Butler The art and science of hypodontics – practical application of hypnotherapy in dentistry	Thomas Wehner Post-operative sensitivity and desensitising: marketing myths vs. reality	Corky Willhite <i>Above session continued</i>	Rob Walsh Changing times: time to change your dental practice into a dental business

All sessions must be pre-booked

To book call 0800 371652 or visit [www.independentseminars.com/wac](http://www.independentseminars.com/wac)

You will learn how to increase your practice profitability and learn the art of relationship building with your team. You will be shown how to acquire the skills needed for this vital aspect of your career.

## Laura Horton

### A successful patient orientated practice – the steps to success revealed

For a practice to be successful it has to be business and customer orientated. For your practice to be perceived as high value to your patients your customer service must be outstanding. This session will show you how to create value in the treatments your practice offers. Laura will teach you the best way to make a great first impression and how to set a customer service experience. This session will include an insight as to how the role of the treatment coordinator is the driving force for positive change in modern day practices.

## Alternative Sessions

### Thomas Wehner

#### Painter and sculptor:

#### laboratory and chairside shade systems

Dentine shines through enamel, the dentist sees a multitude of shade transitions from the cervical to the incisal area, created by three dimensions of tooth substance. A dental technician has to reproduce this appearance with only two dimensions, like a painter. Painters require many colours to create the illusion of optical depth. Restoring directly, the dentist is not in the situation of a painter, but is a sculptor. Only two restoratives are required: one with the optical properties of dentine, the other with those of enamel, and layered accordingly. Until recently, the question of shade selection has been addressed from the viewpoint of a painter.

This has resulted in complicated approaches for direct restoration, often to a point where direct restoration was not more affordable than indirect restoration. This session looks at new approaches that take the dentist's perspective and drastically simplify aesthetic restoration of anteriors.

## Damon Adams

### What's new in all-ceramics

Knowledge of the latest indirect dental materials is vital to maximising the aesthetic and functional success of any type of all-ceramic restoration. This must include a thorough understanding of current clinical indications, preparation and impression requirements, factors related to occlusion, cementation, and post and core techniques, as well as a realistic assessment of all-ceramic material strengths and weaknesses. In this session, Dr Adams will discuss some of these relevant issues in an effort to help you optimise long-term clinical results and maximise your profits.

## John Butler

### The art and science of hypnodontics – practical application of hypnotherapy in dentistry

This session promotes the integration of clinical hypnotherapy into orthodox dental practice. Dr Butler will introduce you to the benefits of dental hypnosis for your practice. These include increased

patient satisfaction, alleviating dental anxiety and phobia, reducing pain and discomfort, improving patient compliance, hypnoanalgesia, improvement of haemostasis during dental procedures, and reducing or eliminating gagging.

- **Eliminate stress and burn-out amongst staff as a result of more cooperative patients**
- **Reduce financial loss due to a lack of patient attendance (phobia and anxiety)**
- **Reduce patient discomfort**
- **Increase ease of administration of treatment**
- **Increase dental health behaviours (flossing, check-ups, regular brushing).**

## Len Boksman

### Predictable crown and bridge impressions and simplified temporisation

Simplification with predictability in crown and bridge seems hard to achieve unless you have materials and techniques that work in synchronicity. This session will present impression and temporisation systems that lead to increased productivity and time savings with less clinical variability. These systems will facilitate the insertion of crown and bridge restorations and veneers with minimal time spent. Also discussed will be tissue management and how various haemostatic agents affect polyvinyl siloxane materials and subsequent bonding.

- **Impressions - the use of matched systems**
- **Retraction cords**
- **Hemostatic agents**
- **Materials for crown and bridge temporaries**
- **Bite registrations - why they are a problem for the lab and you.**

## Krishan Joshi

### Website conversion and Google rankings in a web 2.0 world

Krishan will show you how to create websites that convert visitors into enquiries and rank multiple times on the first page of Google. Protect yourself from the dangers of Facebook and Twitter and find out how to use YouTube and video sites for Google rankings and conversion.

## Thomas Wehner

### Post-operative sensitivity and desensitising: marketing myths vs. reality

Marketing brochures seem to promise that desensitisers can solve all your sensitivity problems. However, the truth is there is no magic answer! Sensitivity is only a symptom and can have multiple causes. Correct diagnosis is a must in order to take appropriate action. In this session Dr Wehner will include the five fundamentally different reasons for post-operative sensitivity, the seven different forms of pain sensation, when desensitisers will help and how to choose a desensitiser.

- **How to diagnose areas of sensitivity**
- **The basics and pitfalls of polymerisation**
- **Treatment mistakes in adhesive technique**
- **Why high-intensity curing never was a good idea**
- **What to do for bleaching.**

## Bruno Silva

### Rehabilitation of the atrophied maxillae/mandible with fixed prosthesis using Implant Direct

This session reviews current techniques and products available for restoring the resorbed mandible and maxillae. Delegates will be shown how to identify and treatment plan such cases. A hands-on component will be included.

## Malcolm Counihan

### The front door of your business has moved

Malcolm will discuss the increasing importance of websites and online marketing for dentists looking to increase private patient numbers. Focuses include:

- **How to reduce patient anxiety before the first appointment**
- **The importance of "soft" issues when marketing to new patients**
- **How patients judge clinical expertise**
- **The web vs. traditional media – what works and why**
- **How dentists can utilise video to reach their target market.**

## Corky Willhite

### Adding incisal length for function and aesthetics (hands-on, limited attendance)



This session is aimed at the dentist who wants to achieve the ultimate in life-like direct resin restorations while enjoying the artistry of creatively replacing tooth structure with his or her own skills. Learn what it takes, using your own hands, to build a freehand composite veneer and add incisal length to small or worn teeth. This session will help you to improve the resin restorations your patients want and need. Attendees will complete their own composite restoration featuring one of the most common situations making a tooth longer for a better look and function.

## Alternative Sessions

(limited to 6 attendees)

## Rob Walsh

### Changing times: time to change your dental practice into a dental business

Imagine having access to a board of dental pioneers who have dedicated their time to helping you maximise the success of your dental business. Imagine the questions you could ask to help you overcome the challenges that threaten your professional and personal success. Imagine the insights you could discover as you tap into the experience, the knowledge and the 'hard miles' they have to share. Clear Vision's interactive workshop puts three highly experienced and innovative dental figures at your disposal. It is limited to six business owners per session, giving you the chance to discuss your individual situation.



CLEAR VISION  
dental consultancy

All sessions must be pre-booked

To book call 0800 371652 or visit [www.independentseminars.com/wac](http://www.independentseminars.com/wac)

Day two brings you more superb lectures, with John Cranham, Pedro Pena and Chris Orr among the world renowned speakers. Saturday also hosts the Hygienist, Therapist and Dentist Programme as well as the alternative sessions. Make sure you book these in advance to guarantee your place. For full speaker and session information visit: [www.independentseminars.com/wac](http://www.independentseminars.com/wac)

## John Cranham

### Interdisciplinary restorative solutions

This fast paced session is designed to give the dental team the latest information on state of the art cosmetic-aesthetic procedures. The first half of the session will go over the 12 essential ingredients to a beautiful smile, and the four requirements for occlusal stability. Diagnostic tools will be reviewed in detail, looking at the advantages and disadvantages of digital photography, digital imaging, cone beam and mounted diagnostic study models. The second half of the session will look at the four treatment options that involve all specialties in dentistry.

## Pedro Pena

### Achieving aesthetic results with immediate post extraction implants



The placement of the implants in the alveolus post-extraction has become a routine procedure over the last few years and it has strengthened as the elected procedure in the post-extraction defects TYPE 1 (Hammerle et al, ITI Consensus). There are a series of considerations that we should take into account when performing this kind of treatment:

- One of the fundamental conditions that should exist is the proof that the implant placed in the post-extraction alveolus has the appropriate “primary stability”
- There is some controversy on whether it is recommended to place a graft in the 1 and 2mm gaps that will remain between the implant and the vestibular bone of the patient.

These arguments and others will be discussed during the session, with clinical cases to illustrate the procedures.

## Chris Orr

### Building on success: using clinical photography to attract new patients and more

Clinical photography is one of the most useful tools for improving your skills in aesthetic dentistry. Once you have mastered the clinical techniques, you may ask yourself “what’s next?” This session will discuss the benefits of standardisation of photographic technique for optimum results, image management and what can be done with the photographs once you have them to show off your clinical skills in the best light, for internal and external marketing.

- Learn a standardised set of photographs for restorative treatments
- How to organise, store and manage clinical photographs effectively
- How to make and use a portfolio for internal marketing
- Usage of clinical photographs for external marketing.

## Sia Mirfendereski

### Predictable bleaching

Sia Mirfendereski will be discussing the role bleaching plays as the foundation of elective dentistry in his practices. He will discuss the very latest breakthroughs in deep bleaching, with particular reference to achieving highly predictable results without sensitivity and the role of bleaching in attracting, treating and retaining high-value patients.

- Appreciate the role of bleaching in NHS, mixed and private practices
- Achieve results for every patient with minimal sensitivity or fadeback.

## Ashish Parmar & Rahul Doshi

### Treatment decisions and solutions to achieve the perfect smile

Achieving successful and optimal aesthetics requires detailed treatment planning and sequencing of therapy, and many often require a multidisciplinary approach. Comprehensive information on conservative preparation designs, adhesive placement techniques, and the role of accurate aesthetic and functional provisionals will be discussed.

- Prep design, occlusal considerations, bite registration and impression taking
- Treatment plan and communication principles via chairside provisionals
- Adhesive concepts, selecting and integrating restorative materials and adhesive protocols
- Discover which system and restoration types work best for single and multiple teeth.



	Lecture Room 1	Lecture Room 2	Hygienist, Therapist & Dentist Programme	Alternative Sessions	Alternative Sessions	Alternative Sessions
			Sponsored by Phillips Oral Healthcare			
9.30 - 11.00	<b>John Cranham</b> Interdisciplinary restorative solutions	<b>Sia Mirfendereski</b> Predictable bleaching	<b>Jo-Anne Jones</b> Just because they need it doesn't mean they'll want it: strategies for oral health and client compliance	<b>Jason Smithson</b> Mastering posterior direct resins: A simplified approach	<b>Ken Harris</b> Getting veneers ruined my life: a systematic approach to minimal veneer preparation	<b>Rob Storrar</b> Expanding the myth
11.00 - 11.30	Refreshment break held in the exhibition areas					
11.30 - 13.00	<b>John Cranham</b> <i>Above session continued</i>	<b>Ashish Parmar &amp; Rahul Doshi</b> Treatment decisions and solutions to achieve the perfect smile	<b>Mark James &amp; Tim Ives</b> Caries, new preventive concepts in risk assessment and management for the dental team	<b>Jason Smithson</b> <i>Above session continued</i>	<b>Ken Harris</b> Pink is the new white; simple & predictable aesthetic gingival surgery for the general dentist	<b>Barry Oulton</b> Drilling – no thanks
13.00 - 14.00	Lunch break held in the exhibition areas					
14.00 - 15.30	<b>Pedro Pena</b> Achieving aesthetic results with immediate post extraction implants	<b>Ashish Parmar &amp; Rahul Doshi</b> <i>Above session continued</i>	<b>Jo-Anne Jones</b> Teenagers – what their mouths are telling you but they're not: practical information on teen health issues	<b>Barry Oulton</b> NTI-iss predictable results and a new income stream for my practice	<b>Mervyn Druian</b> Veneers made simple	<b>Jason Smithson</b> Mastering posterior direct resins: A simplified approach <i>Hands-on</i>
15.30 - 16.00	Refreshment break held in the exhibition areas					
16.00 - 17.30	<b>Chris Orr</b> Building on success: using clinical photography to attract new patients and more	<b>Anita Jupp</b> Beating the economic crunch: unlock hidden profit with the help of your team	<b>Mark James &amp; Tim Ives</b> Practical implementation of a caries risk assessment and management programme for all the team	<b>Ian Buckle &amp; John Cranham</b> Solving complex cases – interdisciplinary treatment planning		<b>Jason Smithson</b> <i>Above session continued</i>

Saturday 12 June

All sessions must be pre-booked

To book call 0800 371652 or visit [www.independentseminars.com/wac](http://www.independentseminars.com/wac)

## Anita Jupp

### Beating the economic crunch: unlock hidden profit with the help of your team

Join Anita where she will show you how, with the help of your team, your practice can strive to reduce the implications of the current economic climate, and unlock opportunities in your practice for growth. This session aims to help dentists and their teams take their practice to the next level of success, even during these trying, and often frustrating, economic times. Anita will highlight how the potential lost revenue in many dental practices is often due to inefficient systems, and how by empowering your team you can maximise staff potential and unlock practice profit.

- How to revive lost revenue by streamlining business systems
- 10 ways to eliminate lost revenue
- How to control overhead and spending in your practice
- How to eliminate accounts receivable and collecting the fees you've earned
- Improve patient presentations to maximise treatment acceptance.

## Hygienist, Therapist & Dentist Programme



### Jo-Anne Jones

#### Just because they need it doesn't mean they'll want it: strategies for oral health and client compliance

Dealing with client barriers is a common struggle for dental professionals. "I can't afford it," "Do I really need that?" and "I don't like to floss!" are just a few examples of common push-backs we hear from clients. In addition to client barriers, dental professionals face their own personal and professional barriers. If these challenges are ignored, dental professionals can experience career burnout, practice stagnation, and a loss of creativity during client care.

This session explores the realities of the profession with the science, psychology and solutions of client success, practice success and professional growth. An examination of barriers to compliance as well as exploring the psychology of adopting new behaviours will be discussed.

## Mark James & Tim Ives

### Caries, new preventive concepts in risk assessment and management for the dental team

Caries assessment and risk management is a modern paradigm that promotes an evidence based caries management system that is founded upon a team approach and an understanding of the nature, prevention and treatment of dental caries.

This session demonstrates the principles that the World Dental Federation (FDI) founded in 2002 for caries management and demonstrate its practical application. It is also designed to help the dental team implement these evidence based strategies into preventive practice in a fun and informative way.

## Jo-Anne Jones

### Teenagers – what their mouths are telling you but they're not: practical information

The current and sometimes shocking health behaviors and trends in the younger generation can influence their oral and systemic health. The dental professional has an opportunity during the dental visit to identify risk behaviours and intervene with the teenager to make positive health choices.

Oral and overall health issues associated with diet, eating disorders, obesity and substance abuse will be discussed. Examining high risk behaviours and gender differences prepare the dental professional to initiate conversations that will provide guidance with the health decisions that face the youth of today.

## Mark James & Tim Ives

### Practical implementation of a caries risk assessment and management programme for all the team

Following on from the earlier session delegates will participate in saliva and bacterial testing as a part of a caries risk assessment to understand the multiple benefits of the Philips range of power brushes and other associated dental health products in relation to caries risk assessment.

## Alternative Sessions

### Jason Smithson

#### Mastering posterior direct resins: A simplified approach (lecture)



This session focuses on effective case selection for predictable posterior resins and then works through

the philosophy of the simplified approach. This protocol addresses instrumentation, preparation design and margin finishing, the advantages of heating composite, and a novel placement technique using only a probe and a microbrush. Effective strategies for creating anatomically correct, precise contacts in the class 2 situation are explored.

Using form alongside creative but simple characterisations is discussed in order to allow the operator to achieve beautiful restorations consistently that are not indistinguishable from natural tooth structure.

- Understand when posterior composite resin placement is predictable and when it's not
- Discussion of a simplified stratification technique using internal tints and a novel placement technique to achieve life-like resin restorations
- Presentation of a predictable technique to achieve anatomical contours in a class 2 situation that requires minimal finishing.

## Barry Oulton

### NTI-tss predictable results and a new income stream for my practice

This session looks at the benefits of introducing NTI-tss into dental practices and how it can change the life of patients who suffer with symptoms that NTI-tss can quickly resolve. Discover how the NTI-tss system can treat symptoms such as headaches, migraines, backache, broken teeth, wear and tension.

Dr Oulton will explain how NTI has made a difference to his patients' lives, resulting in numerous referrals and recommendations, which in turn has positively impacted upon the growth and profits of his practice. Hear how NTI-tss has stopped the daily debilitating headaches for one 17-year-old student patient, and enabled a near suicidal patient to cease her dependency on antidepressants, painkillers and beta-blockers to reduce her continual jaw pain.

- Introduction to muscles and hyperactivity
- Muscle palpation and diagnosis of bruxism
- The theory behind nociception and disclusion
- NTI-tss appliances— designs and specifications
- How to make and fit an NTI appliance (practical demonstrations).



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**Ian Buckle & John Cranham**  
**Solving complex cases – interdisciplinary treatment planning**

This session will provide you with the information to solve complex dental problems. A programmed approach to treatment planning will be presented so that you will learn how to solve the four functional and 12 aesthetic goals when given any set of circumstances. Special emphasis will be placed on best restorative options, and when orthodontic/orthognathic alternatives should be considered. Attendees will learn how and when to open the vertical dimension of occlusion, and when it should not be opened. A programmed approach to full-mouth reconstruction, whether it is teeth, dental implants, precision attachment partials or a combination, will be the cornerstone of this session.

**Ken Harris**  
**Getting veneers ruined my life: a systematic approach to minimal veneer preparation**

Advances in dental materials and fabrication techniques have now enabled technicians to create porcelain laminate veneers of minimal thickness. Although minimal tooth reduction is a desirable goal, it is still generally acknowledged that at least some tooth surface reduction is required. However, unless enough tooth reduction is carried out by the clinician there may not be enough room for the technician to build adequate thickness of porcelain without producing over-contoured restorations. This session will outline a simple and precise clinical technique to facilitate minimum tooth surface reduction while still allowing enough room for the technician to create aesthetic porcelain veneers without having to over-contour the restorations outwards in a labial direction.

**Ken Harris**  
**Pink is the new white; simple and predictable aesthetic gingival surgery for the general dentist**

The rules of smile design for teeth are now well established but similar rules also apply to the gingival anatomy. Historically, dentists have shown little regard for the appearance of the gingival tissue in the smile, but in such litigious times we continue to ignore its importance at our peril. Put simply, the appearance of the gingival framework around restorations is playing an increasing role

in our patients' acceptance of our cosmetic dental treatment.

However, when striving to create the perfect gingival framework for our porcelain, the temptation just to remove a small amount of gum tissue around perhaps one or two maverick teeth is often too much to resist. A thorough knowledge of the anatomy of the gingival complex is needed to alter gingival levels predictably, and yet many practitioners either ignore or seem blissfully unaware of the rules or, more than likely, are just downright confused.

This session will fully describe a precise clinical technique to alter gingival height simply and predictably without violating "biologic width."

**Mervyn Druian**  
**Veneers made simple**

You will be taken through a step-by-step procedure of a complex veneer case, including case planning, case preparation, temporisation, case seating and completion. A series of 'before' and 'after' cases will be shown to demonstrate that, following hands-on sessions, these cases can all be handled in your practice. A number of Extreme Makeover UK cases will be shown as well. Be enthused by all things cosmetic and see how you too are capable of aspiring to this level of dentistry.

**Rob Storrar**  
**Expanding the myth**

It is essential to visualise the outcome for each case from the outset, if the best end result is to be achieved. In this session Rob will share with you his 'blueprint for success' that if followed, will give you satisfied customers time and time again. He will cover accurate bite analysis, centric relation and centric occlusion, treatment plans, deprogrammers (passive or active), record-taking/base line data and materials, dispatching to the lab, and the creation of the diagnostic wax-up.

**Barry Oulton**  
**Drilling – no thanks**

This session is an opportunity to hear about Icon, a new and innovative method of intercepting early caries. Dr Oulton will talk about the science and research behind Icon, how to use it and how it fits with his practice philosophy. He will describe how he diagnoses suitable cases, develops the prevention process through his hygiene team and how it acts

as an effective income stream for the practice. The session will start with a talk about Icon and the experience Dr Oulton has had using the product. This will be followed by an opportunity to look at and try Icon hands-on with models. Come and see something completely different that could change the way you perform dentistry.

**Jason Smithson** **COSMEDENT®**  
**Mastering posterior direct resins: simplified approach (hands-on)**

Following on from the lecture, the hands-on component will introduce you to the technique with a very simple class 1 restoration using a single shade of composite resin. This exercise focuses on mastering instrumentation and the establishment of anatomical form in the restoration.

You will then progress through two further exercises: class 1 with palatal extension (stratified shades and internal tints) and class 2 (stratified shades and internal tints). Each exercise introduces a new skill and gradually builds competence and confidence. The final exercise is a composite onlay replacing the MB cusp of an upper first molar. Many attendees are surprised by how easily they can achieve this with their new-found skills.

- The practical placement of direct composite resin restorations in molar teeth: simple class 1; complex class 1 with palatal extension; complex class 2; composite onlay.
- A strategy for predictable class 2 contacts (The Trident V3 matrix).



**2010 delegate prices**

<b>Dentist standard delegate rate (Fri+Sat)</b>	<b>£567 +vat</b>	<b>(£666.23)</b>
<b>Subscriber dentist 10% discount (Fri+Sat)</b>	<b>£510 +vat</b>	<b>(£599.25)</b>
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<b>DCP (Fri+Sat)</b>	<b>£300 +vat</b>	<b>(£352.50)</b>
<b>Special team price (Fri+Sat)</b>	<b>£987 +vat</b>	<b>(£1159.73)</b>
<b>1 dentist + 2 team members</b>		

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The fee for this event is detailed above, discounts apply (as shown). The fee is payable by cheque or credit card. Cancellations must be received in writing 21 days prior to the congress. A refund of 90% of the booking rate will be made. After this date, no refunds will be given under any circumstances. Independent Seminars reserves the right to change the conference sessions or speakers in cases of illness or other conditions beyond its control. \*For overseas bookings please note that UK Customs and Excise requires all delegates to pay VAT.

**Friday 11 June**

	Lecture Room 1	Lecture Room 2	Dentist & Team Programme	Alternative Sessions	Alternative Sessions	Alternative Sessions	Alternative Sessions (Limited to 6 attendees)
9.10 - 9.30	Welcome note						Sponsored by Clearvision
9.30 - 11.00	<b>Corky Willhite</b> Composite bonding the ultimate aesthetics <input type="checkbox"/>	<b>Komal Suri</b> Restorative & aesthetic case acceptance: dental and financial <input type="checkbox"/>	<b>Ashley Latter</b> Turning opportunities into appointments <input type="checkbox"/>	<b>Thomas Wehner</b> Painter and sculptor: laboratory and chair-side shade systems <input type="checkbox"/>	<b>Len Boksman</b> Predictable crown and bridge impressions and simplified temporisation <input type="checkbox"/>	<b>Bruno Silva</b> Rehabilitation of the atrophied maxillae/mandible with fixed prosthesis using implant <input type="checkbox"/>	<b>Rob Walsh</b> Changing times: time to change your dental practice into a dental business <input type="checkbox"/>
11.00 - 11.30	Refreshment break held in the exhibition areas						
11.30 - 13.00	<b>Corky Willhite</b> <i>Above session continued</i> <input type="checkbox"/>	<b>Komal Suri</b> <i>Above session continued</i> <input type="checkbox"/>	<b>Ashley Latter</b> It's all about the language <input type="checkbox"/>	<b>Damon Adams</b> What's new in all-ceramics <input type="checkbox"/>	<b>Len Boksman</b> <i>Above session continued</i> <input type="checkbox"/>	<b>Malcolm Counihan</b> The front door of your business has moved <input type="checkbox"/>	<b>Rob Walsh</b> Changing times: time to change your dental practice into a dental business <input type="checkbox"/>
13.00 - 14.00	Lunch break held in the exhibition areas						
14.00 - 15.30	<b>David Winkler</b> Adhesive aesthetic restorations: facts and fiction <input type="checkbox"/>	<b>James Russell</b> Contemporary smile design dentistry <input type="checkbox"/>	<b>Mervyn Druian</b> Case acceptance for all the team <input type="checkbox"/>	<b>Damon Adams</b> <i>Above session continued</i> <input type="checkbox"/>	<b>Krishan Joshi</b> Website conversion and google rankings in a web 2.0 world <input type="checkbox"/>	<b>Corky Willhite</b> Adding incisal length for function and aesthetics <b>Hands-on</b> <input type="checkbox"/>	<b>Rob Walsh</b> Changing times: time to change your dental practice into a dental business <input type="checkbox"/>
15.30 - 16.00	Refreshment break held in the exhibition areas						
16.00 - 17.30	<b>Linda Greenwall</b> Achieving aesthetic excellence with bleaching and bonding <input type="checkbox"/>	<b>James Russell</b> <i>Above session continued</i> <input type="checkbox"/>	<b>Laura Horton</b> A successful patient orientated practice – the steps to success revealed <input type="checkbox"/>	<b>John Butler</b> The art and science of hypnodontics – practical application of hypnotherapy in dentistry <input type="checkbox"/>	<b>Thomas Wehner</b> Post-operative sensitivity and desensitising: marketing myths vs. reality <input type="checkbox"/>	<b>Corky Willhite</b> <i>Above session continued</i> <input type="checkbox"/>	<b>Rob Walsh</b> Changing times: time to change your dental practice into a dental business <input type="checkbox"/>



**Please use the tick boxes to book and guarantee your place at your chosen seminars. All sessions MUST be pre-booked.**

**Saturday 12 June**

	Lecture Room 1	Lecture Room 2	Hygienist, Therapist & Dentist Programme	Alternative Sessions	Alternative Sessions	Alternative Sessions
9.30 - 11.00	<b>John Cranham</b> Interdisciplinary restorative solutions <input type="checkbox"/>	<b>Sia Mirfendereski</b> Predictable bleaching <input type="checkbox"/>	<b>Jo-Anne Jones</b> Just because they need it doesn't mean they'll want it: strategies for oral health and compliance <input type="checkbox"/>	<b>Jason Smithson</b> Mastering posterior direct resins: A simplified approach <input type="checkbox"/>	<b>Ken Harris</b> Getting veneers ruined my life: a systematic approach to minimal veneer preparation <input type="checkbox"/>	<b>Rob Storrar</b> Expanding the myth <input type="checkbox"/>
11.00 - 11.30	Refreshment break held in the exhibition areas					
11.30 - 13.00	<b>John Cranham</b> <i>Above session continued</i> <input type="checkbox"/>	<b>Ashish Parmar &amp; Rahul Doshi</b> Treatment decisions and solutions to achieve the perfect smile <input type="checkbox"/>	<b>Mark James &amp; Tim Ives</b> Caries, new preventive concepts in risk assessment and management for the dental team <input type="checkbox"/>	<b>Jason Smithson</b> <i>Above session continued</i> <input type="checkbox"/>	<b>Ken Harris</b> Pink is the new white; simple & predictable aesthetic gingival surgery for the general dentist <input type="checkbox"/>	<b>Barry Oulton</b> Drilling – no thanks <input type="checkbox"/>
13.00 - 14.00	Lunch break held in the exhibition areas					
14.00 - 15.30	<b>Pedro Pena</b> Achieving aesthetic results with immediate post extraction implants <input type="checkbox"/>	<b>Ashish Parmar &amp; Rahul Doshi</b> <i>Above session continued</i> <input type="checkbox"/>	<b>Jo-Anne Jones</b> Teenagers – what their mouths are telling you but they're not: practical information on teen health issues <input type="checkbox"/>	<b>Barry Oulton</b> NTI-iss predictable results and a new income stream for my practice <input type="checkbox"/>	<b>Mervyn Druian</b> Veneers made simple <input type="checkbox"/>	<b>Jason Smithson</b> Mastering posterior direct resins: A simplified approach <b>Hands-on</b> <input type="checkbox"/>
15.30 - 16.00	Refreshment break held in the exhibition areas					
16.00 - 17.30	<b>Chris Orr</b> Building on success: using clinical photography to attract new patients and more <input type="checkbox"/>	<b>Anita Jupp</b> Beating the economic crunch: the help of your team <input type="checkbox"/>	<b>Mark James &amp; Tim Ives</b> Practical implementation of a caries risk assessment and management programme for all the team <input type="checkbox"/>	<b>Ian Buckle &amp; John Cranham</b> Solving complex cases – interdisciplinary treatment planning <input type="checkbox"/>		<b>Jason Smithson</b> <i>Above session continued</i> <input type="checkbox"/>