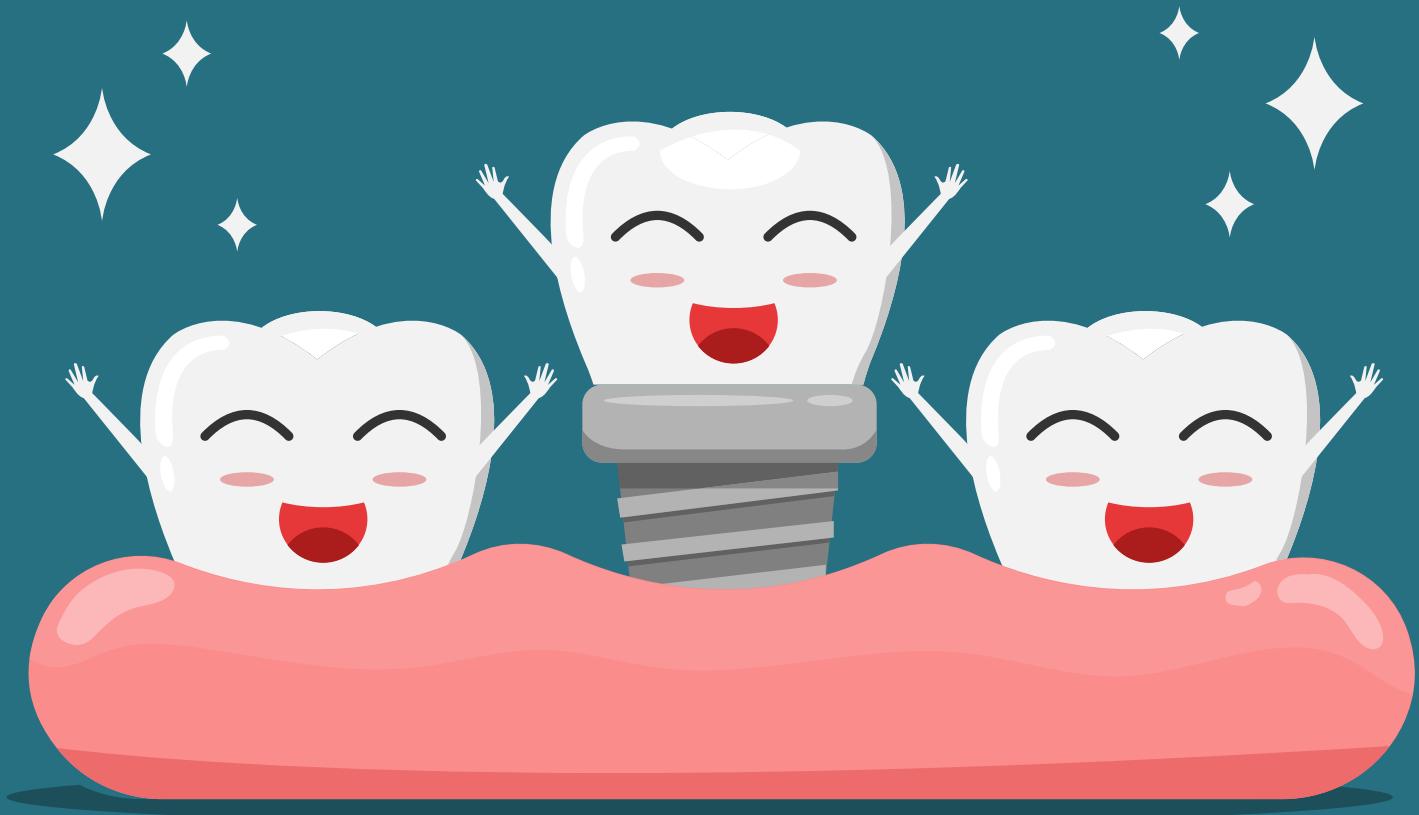


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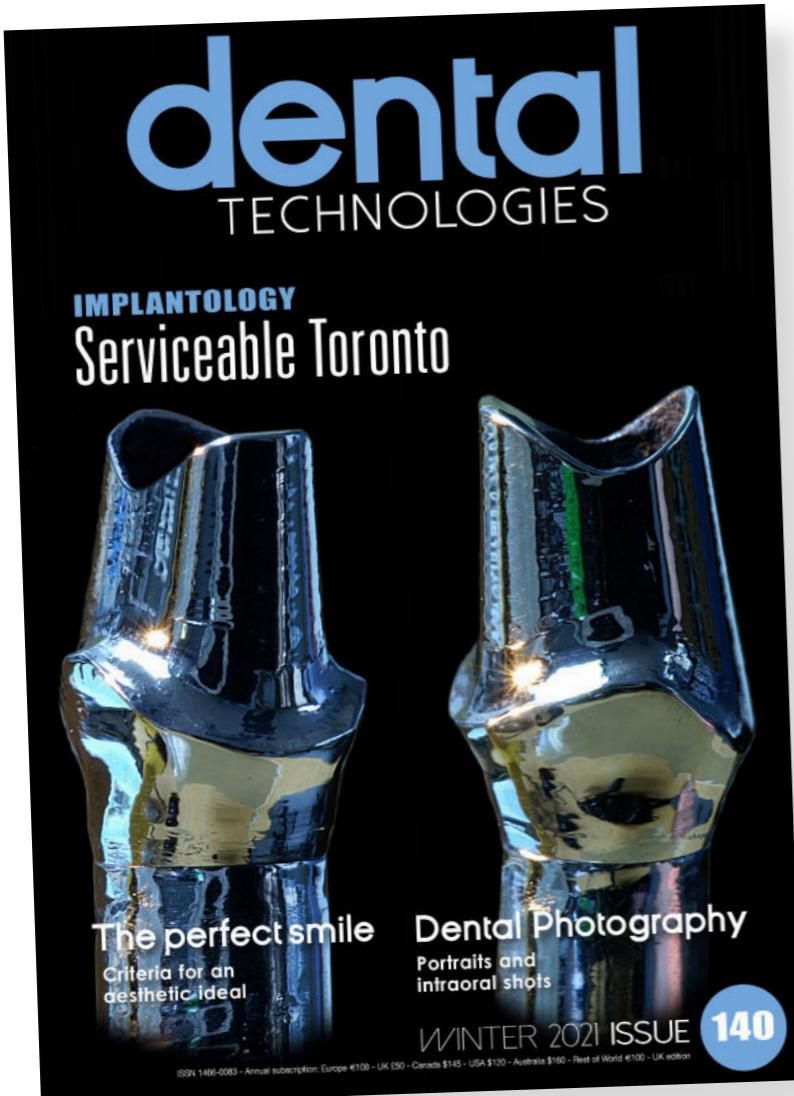
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Whether you're already a loyal subscriber or want to check out the magazine to see what we have to offer, the Dental Technologies team look forward to meeting you at stand N° G10 at the DTS.



Dental Technologies Magazine is also excited to announce the launch of its completely new website in February 2022. The new site will be more ergonomic, allowing visitors to subscribe, browse and order back issues more easily. In addition, during the launch phase of our new site, all online classifieds will be completely free of charge for dental labs!

Dental Technologies is a print magazine for technicians. Established way back in the previous century (1999, to be exact :) we've been committed to providing subscribers with quality content for over 20 years. Articles are written by technicians for technicians, and focus on everything from aesthetics, implants and the digital workflow to removables and nifty techniques. Subscribing will keep you in touch with developments in the profession, helping you to make informed decisions about techniques and equipment.



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Visit our website or call +44 (0)20 3957 6862 to secure your **free pass** to the industry's most anticipated event of the year!



# WELCOME

There are many reasons why the Dental Technology Showcase (DTS) remains the event not to miss for the dental lab community. Not least of these is the eclectic speaker line-up, including some of the biggest names in the industry from the UK and abroad. Delegates can hear from these leading lights and get involved with some of the biggest conversations of our time – plus, you can attend as a delegate for free!



**In fact, there are** various ways for individuals to engage with others, from post-lecture debates or Q&As, to fully interactive sessions and workshops. The trade floor will also be the perfect place to connect with product experts and seek bespoke advice on new technology. What's more, the event will host a variety of social events to provide even more opportunity for socialising and networking. It really is the place to be in 2022 – so make sure you don't miss out!

The diverse educational programme will cover a huge range of topics to interest and inspire every member of the lab team, from dental technicians to orthodontic dental technicians, lab owners and CDTs. A spotlight will be placed on digital dentistry and how cutting-edge technologies may help your lab to not only weather the rest of the Covid-19 storm, but also come out the other side as a truly thriving business. You'll be able to hear from peers to learn what's worked best for them and why, gaining a plethora of useful hints and tips to apply to your own situation on Monday morning.

DTS is the only lab-dedicated event of this size, making it a must-attend for all team members. It also continues to be presented in collaboration between CloserStill



Media and the Dental Laboratories Association (DLA), ensuring the relevance of its programme and calibre of its speakers. Various other professional associations and organisations will be on hand to meet members and discuss the benefits they offer, with several also supporting the different theatres throughout the event too.

So, no matter where you are in your career, how this past couple of years have impacted you and what you hope to achieve in the future, DTS 2022 will have something for you. Watch this space for programme details and speaker announcements in the coming weeks!

**Alex Harden**  
Group Event Director  
**Dentistry Show Portfolio**





# Dental Technology Showcase

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Save the dates - lab team



## DON'T FORGET

DTS is completely free for delegates to attend, so it makes for an excellent two days out of the lab for the whole team! Save the dates and register your interest online to make sure you don't miss out.

**FRIDAY 13TH –  
SATURDAY 14TH  
MAY 2022!**

## SAVE THE DATES - LAB TEAM

The Dental Technology Showcase (DTS) 2022 is not an event to miss for anyone who is serious about raising quality standards and securing the future of their lab business. It will offer two days of practical content, useful ideas and product discovery for all members of the lab team to take advantage of. The goal is to elevate the service your lab offers clients and their patients, while also creating exciting opportunities for career progression and maximum job satisfaction for the whole team.

### REUNITE AND REBUILD PARTNERSHIPS

So, why DTS? It is the largest lab-dedicated event of its kind in the UK. It is also presented in association with the Dental Laboratories Association (DLA) to ensure an outstanding programme, exceptional speakers and a carefully tailored experience for modern dental technicians and the team. The partnership between CloserStill Media and the DLA remains strong several years after its inception, ensuring the very best conference for the lab team of today.

But they won't be the only professional organisation in attendance. DTS 2022 will also see representatives from a variety of other regulatory bodies and societies on hand to engage with delegates and discuss the very latest member benefits available. These include the Orthodontic Technician's Association (OTA), British Association of Clinical Dental Technicians (BACDT), the CQC and others.

For anyone wishing to find out more about these organisations or the benefits



of becoming a member, they will be available on the trade floor to connect with. In fact, this will be the perfect platform from which to expand your professional network in every direction. In addition to the 80+ companies available, the trade floor will be the ideal place to meet with friends and colleagues after so long apart. It's been almost two years since the last lab-dedicated event in the UK – make the most of this opportunity to finally catch up with everyone in person! Dentistry is about partnerships and relationships – build both at DTS 2022!

### LEARN AND GROW

DTS 2022 will also offer an educational programme to rival any other. We can't wait to introduce the latest feature added to the programme – the DDAF Theatre. This will provide a spotlight on digital dentistry for the modern dental laboratory, with various leading technicians, dentists and manufacturers taking part in important conversations to help shape the future of the profession. The aim is to explore challenges and start on the road to devising solutions, collaboratively.

Back by popular demand will also be several theatres you have come to know and love. The DTS Lecture Theatre will present a comprehensive programme covering both technical and business topics, with the OTA Seminars and CDT Conference ensuring sessions to support the development of all lab team members.

**EVENT HIGHLIGHTS  
FOR DTS 2022  
INCLUDE:**

**2,500+**  
VISITORS

**80+**  
EXHIBITORS

**50+**  
SPEAKERS

**40+**  
HOURS OF CONTENT

# OVERCOMING UNCONSCIOUS BIAS AND PROMOTING EQUAL OPPORTUNITIES



Equality and diversity have been hot topics among global societies of late, with various movements and campaigns aiming to raise awareness of the issues and instigate change. The message has reached all corners and industries, with the Lego Group<sup>i</sup> announcing its intention to stop marketing specific toys to either girls or boys. This comes after results from a survey showed that most children involved – from various nations worldwide – associated toys with a particular gender. It also suggested that girls were less restricted in what was 'acceptable' for them to play with, while boys were more restrained by traditional views of typical toys for their gender. While the removal of gender bias from the company's advertising will no doubt have a positive impact on sales, it does communicate the lengths to which traditional perceptions, marketing and societal norms have perpetuated gender stereotypes.

A similar concept can be seen across the adult working world. There are

women according to a 2021 report.<sup>ii</sup>

several jobs that have traditionally been gender biased – for example firefighters, plumbers and metal-workers would have typically been seen as 'men's jobs'; with nurses, midwives and primary school teachers being more 'female roles'.

Even in dentistry, it was only a few years ago when the number of female



dentists overtook the number of male clinicians registered with the GDC in the UK. A profession that had previously been dominated by men, is now far more diverse than it was before, with 51% of dentists registered being

level of encouragement and praise within the industry? Are there any gender stigmas that exist within the profession?

Of course, these are not questions that dental technicians individually can always address, but it's important to be aware of any barriers that people may encounter. Similarly, it is the responsibility of the profession to ensure that everyone has equal opportunities to develop their skills, to grow and to build a long and prosperous career in the sector.

## REMOVING UNCONSCIOUS BIAS

There are various things you can and should do in the workplace to avoid gender bias, including hiring or promoting according only to skill and dedication, being gender inclusive throughout the working environment and not allowing discrimination by gender in any way among the team, even if it is 'just banter'. Going further, it is important to consider whether any unconscious bias is present and how you might remove this too.

The concept of unconscious bias is an interesting one. Basically, it is the idea that even people who are aware of potential bias and actively try to avoid it in their behaviour and treatment of others, may still have subconscious prejudices that influence their decisions. The Implicit Association Test (IAT) was created by Yale freshmen to help identify these unconscious tendencies, covering a broad range of topics that include gender bias. As the BDA has suggested,<sup>iv</sup> taking some of these tests may help individuals to better understand their potential unconscious biases so that they can manage them more effectively. This could be just as important an exercise for dental technicians as dentists and individuals in any other industry.

## EQUAL OPPORTUNITIES

Aside from creating a diverse and safe working environment for everyone in

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the lab, ensuring equal access to career progression opportunities is just as important. Promotions should be awarded for talent and dedication alone, and assumptions should not be made about an employee's preferences, working hours or abilities based on their gender.

When it comes to skill development and training, the same opportunities should be offered to all as well. This may include providing in-house CPD or facilitating the

entire team in attending external training courses or events. The Dental Technology Showcase (DTS) is an excellent choice for the whole dental lab team, regardless of the background, interests or career ambitions. The two-day educational programme offers hours of Enhanced CPD through lectures, workshops and on-stall learning, enabling all professionals to further their knowledge and capabilities in the areas of their choosing.

<sup>i</sup>Lego News. Girls are ready to overcome gender norms but society continues to enforce biases that hamper their creative potential. October 2021. <https://www.lego.com/en-us/aboutus/news/2021/september/lego-ready-for-girls-campaign> [Accessed November 2021]

<sup>ii</sup>GDC. Registration report – January 2021. [https://www.gdc-uk.org/docs/default-source/registration-reports/registration-report--january-2021968d3638-0fe9-4b96-8a5f-4fb5464f9a17.pdf?sfvrsn=27f55447\\_3](https://www.gdc-uk.org/docs/default-source/registration-reports/registration-report--january-2021968d3638-0fe9-4b96-8a5f-4fb5464f9a17.pdf?sfvrsn=27f55447_3) [Accessed November 2021]

<sup>iv</sup>GDC. Registration report – January 2018, [https://www.gdc-uk.org/docs/default-source/registration-reports/registration-report--january-2018.pdf?sfvrsn=d14a2407\\_2](https://www.gdc-uk.org/docs/default-source/registration-reports/registration-report--january-2018.pdf?sfvrsn=d14a2407_2) [Accessed November 2021]

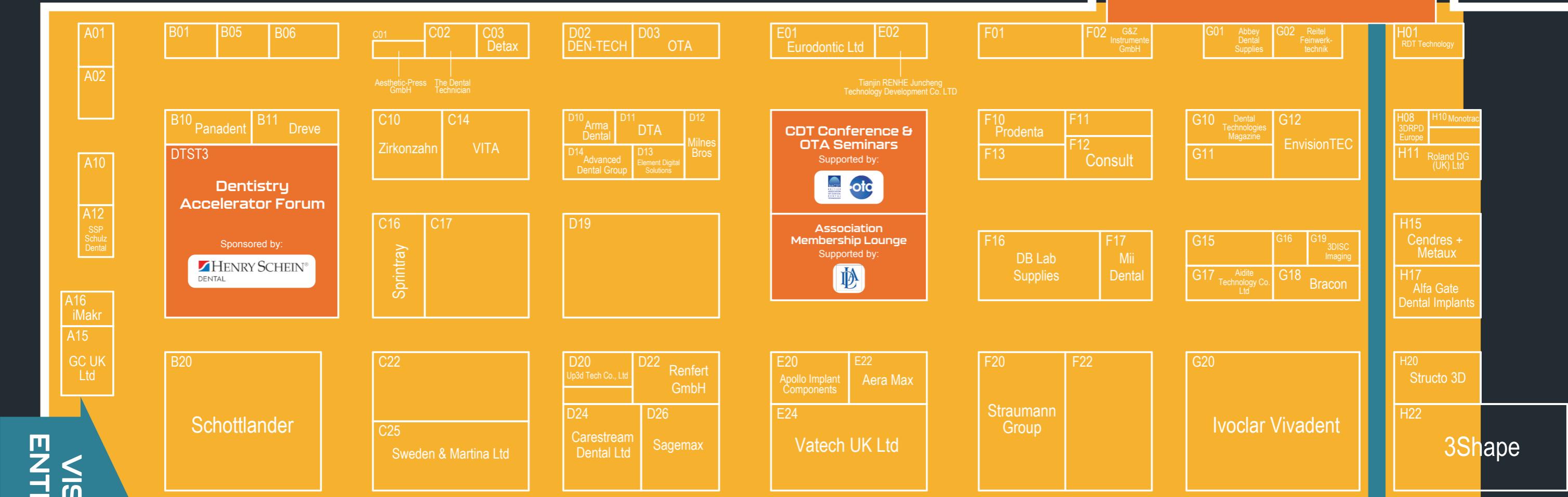
<sup>v</sup>BDA. Dentistry and unconscious bias. News Centre. Blog. March 2021. <https://bda.org/news-centre/blog/Pages/Dentistry-and-unconscious-bias.aspx> [Accessed November 2021]





# DENTAL TECHNOLOGY SHOW

# FLOORPLAN 2022



## 2022 EXHIBITOR LIST

Title	Stand	Title	Stand	Title	Stand	Title	Stand	Title	Stand	Title	Stand
3DISC Imaging	G19	Apollo Implant Components	E20	Detax	C03	Mii Dental	F17	Roland DG (UK) Ltd	H11	Tianjin RENHE Juncheng Technology Development Co.	E02
3DRPD Europe	H08	Arma Dental	D10	Dreve	B11	Milnes Bros	D12	Sagemax	D26	LTD	
3Shape	H22	Bracon	G18	DTA	D11	Monotrac	H10	Schottlander	B20	Up3d Tech Co., Ltd	D20
Abbey Dental Supplies	G01	Carestream Dental Ltd	D24	Element Digital Solutions	D13	OTA	D03	Sprintray	C16	Vatech UK Ltd	E24
Advanced Dental Group	D14	Ceramet UK	H15	EnvisionTEC	G12	Panadent Ltd	B10	SSP Schulz Dental	A12	VITA	C14
Aera Max	E22	Consult	F12	Eurodontic Ltd	E01	Prodenta	F10	Straumann Group	F20	Zirkonzahn	C10
Aesthetic-Press GmbH	C01	DB Lab Supplies	F16	GC UK Ltd	A15	RDT Technology - Valplast	H01	Structo 3D	H20		
Aidite Technology Co. Ltd	G17	Den-Tech	D02	iMakr	A16	Reitel Feinwerktechnik	G02	Sweden & Martina Ltd	C25		
Alfa Gate Dental Implants	H17	Dental Technologies Magazine	G10	Ivoclar Vivadent	G20	Renfert GmbH	D22				

TO BOOK YOUR STAND CALL ALEX ON +44 (0)20 7348 5270 OR EMAIL [A.HARDEN@CLOSERSTILLMEDIA.COM](mailto:A.HARDEN@CLOSERSTILLMEDIA.COM)



# LEADERSHIP IN THE DENTAL LAB OF TODAY

In any industry or workplace, it is crucial for the team to work together effectively if they are to optimise the quality of products and services delivered, alongside enhancing efficiency and job satisfaction. In the dental laboratory, collaboration and communication between team members can have a significant impact on everything from precision of restorations or devices fabricated to turnaround times and client happiness – all of which influence the long-term stability of the business. But how does teamwork make the dream work? Creating a culture for co-operation starts at the top, meaning that effective leadership is vital.

## WHAT MAKES AN EFFECTIVE LEADER?

Leadership is about much more than simply telling others what to do and delegating tasks. It is about getting involved, motivating individuals and helping everyone work towards a common goal for the benefit of clients, patients and the business.

There are many qualities to effective leadership, including:

### GOOD COMMUNICATION

A leader must be able to communicate clearly with their team, to share the vision of the business and engage with everyone. This is important not only for ensuring the lab's culture and ethos

are fulfilled, but also for encouraging individuals to discuss their own ideas or concerns.

### EMPATHY

Good communication is a two-way street, so listening to what team members have to say and understanding their situation is important to foster good working relationships. This is particularly important at a time when so many people and their families have been impacted by Covid.

### POSITIVITY

The past couple of years have really put this to the test, but being positive in the workplace is crucial for team morale. Happier employees are not only more productive, but also more likely to go the extra mile for clients and to stay with the business for longer.

### CONFIDENCE

To support the team and manage the business, leaders need to have confidence in their own skills and conviction in their decisions. This is also vital for inspiring others and encouraging everyone to take pride in their work.

### RESPONSIBILITY AND HUMILITY

Being accountable for their work and for their team's performance shows that a leader is working with them and not against them. Similarly, humility and modesty prevent arrogance and makes a leader more approachable and relatable.

## IMPROVING LEADERSHIP SKILLS

The importance of a good leader has never been greater in dentistry than it is right now. Many dental lab teams have been pushed to the limit with ever-changing social restrictions, growing demands on their time and maybe even job instability. Providing strong leadership can aid staff retention<sup>i</sup> and one study suggested it could more than double business income.<sup>ii</sup>

Whether you are a lab owner, a senior member of the team or aspiring to lead a lab team in the future, there are several things you can do to improve your leadership skills. For example, there are various training courses available to meet any budget and needs, which can offer some practical guidance on how to manage the team and create a positive and productive working environment.

Make sure you are confident with your technical skills and that you have sufficient experience with the technology and materials in the lab so you can support others. It's just as helpful to reflect on your leadership methods to see if there are any ways in which you could better handle situations or help colleagues more effectively.

There are several recognised leadership styles and considering which you use and which might be useful to implement could prove advantageous for your team and your laboratory. From an

authoritarian to participative, delegative, transactional and transformational approach, utilising traits of several leadership styles can often be most effective in the dental lab.

If you'd like to know about how you could improve leadership for your business, or to seek recommended training courses in the area, don't miss the Dental Technology Showcase (DTS) 2022. The lab-dedicated event offers two days of education and inspiration, helping all members of the dental lab team to enhance both their hard and soft skills for the development of their careers and their laboratories. The trade floor will also be a great place to find further training and to network with peers from across the profession for significant added value.

## LEADING THE WAY FOR A BRIGHTER FUTURE

There's no getting away from the challenges that dental technicians and lab owners have faced and continue to face in the UK. The need for effective leadership has never been greater in order to support the team and guide them in meeting the evolving needs of dentists and their patients. Only by continuing to work together can lab teams secure the future of their laboratories and their careers.



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<sup>i</sup>Belle, Clement and De Neve, Jan-Emmanuel and Ward, George, Does Employee Happiness have an Impact on Productivity? (October 14, 2019). Said Business School WP 2019-13, Available at SSRN: <https://ssrn.com/abstract=3470734> or <http://dx.doi.org/10.2139/ssrn.3470734>.

<sup>ii</sup>ISL Recruitment. The retention report. Tech Scaleups 2019. <https://islrecruitment.co.uk/wp-content/uploads/2019/04/retention-report-final-version-2019.pdf> [Accessed November 2021]

<sup>iii</sup>Zenger J. Great leaders can double profits, research shows. January 2015. <https://www.forbes.com/sites/jackzenger/2015/01/15/great-leaders-can-double-profits-research-shows/?sh=5599e12c6ca6> [Accessed November 2021]

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