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Looking ahead to better and brighter times, there is much to look forward to in 2022. We are preparing for the return of the British Dental Conference and Dentistry Show Birmingham, and the Dental Technology Showcase (DTS) in 2022. Of course, we will be adhering to all guidelines and recommendations at the time to prioritise the health and safety of all attending, but we are very confident that much will be as it always had been. With the biggest event of its kind back in business, there will be in-person education, networking and more for all to make the most of once again. More on that later…

For now, I hope you've had a great start to the year and are looking forward to a successful and enjoyable 2022 ahead.

Last year was turbulent for us all, but it was amazing to get back to in-person events with our first Dentistry Show London last September. The conference provided a long-awaited opportunity for individuals and teams across the profession to come together after almost 2 years apart. We were delighted to welcome 2,000+ delegates through the doors at Olympia, where there was live education, a bustling trade exhibition and outstanding speakers from around the world. Video calls were happily replaced with face-to-face conversations as people caught up with friends and colleagues for some much-needed networking and socialising. I'm sure anyone in attendance would agree that this created an amazing atmosphere for us all to enjoy!

Aside from the return of live events, 2021 brought many milestones for the dental profession. Practice and lab teams continued to battle the consequences of the pandemic and varying confidence levels among the general public in light of constantly changing nationwide rules and regulations. Dental SOPs have also been amended as the situation developed, with increasing material costs and transport concerns all adding to the challenges faced. In fact, the resilience and dedication of the dental profession has been astounding. Despite all of this and more, professionals have continued to deliver high-quality care for their patients – something for all to be very proud of.

Looking ahead to better and brighter times, there is much to look forward to in 2022. We are preparing for the return of the British Dental Conference and Dentistry Show Birmingham, and the Dental Technology Showcase (DTS) in 2022. Of course, we will be adhering to all guidelines and recommendations at the time to prioritise the health and safety of all attending, but we are very confident that much will be as it always had been. With the biggest event of its kind back in business, there will be in-person education, networking and more for all to make the most of once again. More on that later…

For now, I hope you have returned to work after taking time to rest and recharge. While some challenges remain and there will no doubt be new obstacles to face in the coming months, this year looks set to be a positive across the dental profession. There will certainly be plenty of opportunities to connect with like-minded peers and catch up with social activities after so much time apart! With this in mind, we look forward to welcoming you to Birmingham in May.

Alex Harden
Group Event Director
Dentistry Show Portfolio
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13-14 May 2022
The Dentistry Show London 2021 saw major live dental events return with a bang! After nearly two years of staying apart and interacting with the professional community via remote technologies only, individuals and teams took full advantage of the opportunity to finally engage with friends and colleagues face-to-face. With a buzz in the air and smiles all round, thousands of professionals travelled to London for long-awaited learning and networking.

**IN-PERSON LEARNING**

The benefits of in-person learning instantly came to the fore as the dynamic two-day educational programme kicked off on a bustling Friday morning. Delegates had seven theatres to choose from, enabling practitioners to tailor their learning experience according to their specific clinical interests, current situations and career ambitions.

Gill Millman, Principal of Cavendish Dental Clinic, said: “This was a well organised show with a good atmosphere. I’ve seen excellent presentations and lectures.”

Audiences across the conference were keen to learn and involved with both speakers and peers, asking questions, sharing experiences and clearly enjoying the ability to develop knowledge and skills without staring at their laptops. Programmes were designed to offer a snapshot of the latest innovations, techniques, materials and technologies being explored, delivering fast-paced, exciting and diverse education for all team members.

**HIGHLIGHTS**

With more than 100 speakers in attendance, including some industry leaders from the UK and abroad, there were many exciting highlights for delegates to enjoy. Claire Burgess was one such speaker that delegates really responded to, discussing the Bioclear method for predictable injection-moulding composite restorations.

**CONNECTING WITH THE INDUSTRY**

The extensive educational programme was not the only draw that delegates were excited to take advantage of at the Dentistry Show London.

Delegates also had the opportunity to discover more about products for their own practice, seeking bespoke advice from product experts and source offers on products for their own practice, training and service providers. This was the perfect chance for delegates to discover exciting new products, technologies and materials, seek bespoke advice from product experts and source training to develop the skills of the whole team. Among the many popular brands demonstrating their latest solutions were:

- Badin
- Align Technology
- Badr
- BD
- Bioclear Dental
- Apollo Software
- Coltene

As Juliane mentions, the exhibition hosted hundreds of dental manufacturers, suppliers, training and service providers. This was the perfect chance for delegates to discover exciting new products, technologies and materials, seek bespoke advice from product experts and source training to develop the skills of the whole team. Among the many popular brands demonstrating their latest solutions were:

- GSK
- Align Technology
- Badr
- BD
- Bioclear Dental
- Apollo Software
- Coltene

Delegate Uday Georgis, dentist at Cadet Dental Practice, added: “I am really impressed with the show and surprised on how many exhibitors came this year after stopping because of Covid.”

A fantastic start to the live events calendar, the Dentistry Show London 2021 was a massive hit with all in attendance – a very positive step in the right direction for the entire profession.

Find more details at london.dentistryshow.co.uk
A team affair

A TEAM AFFAIR
The Dentistry Show London 2021 has been praised by delegates, exhibitors and speakers alike, providing a fantastic return to major live dental events for all. Delivering a dynamic educational programme with world-class speakers and a diverse exhibition floor, the event enabled face-to-face interaction for the first time in almost two years.

Rachel McGrane from the Private Treatment Centre, said:
“Really good show, really interesting selection of speakers. Impressed by exhibitors and excited to discover new products. I came with my team, it’s a good bonding exercise and great to have contact with the wider industry.”

FACE-TO-FACE
Networking was top of the list for many delegates in attendance and the atmosphere was buzzing with excited chatter and laughter as friends and colleagues were finally able to catch up in person. The exhibition was full of activity and delegates were able to browse the 150+ stands for the latest products, technologies and training courses relevant to their role within the practice.
Sheryl Lard Boads from The Richard Beavan Practice commented:
“I’m excited to be here for the first time in a few years, especially after Covid restrictions. Happy to see old faces. It’s a good bonding exercise and great to have contact with the wider industry.”

Among the exhibitors on hand were:
- Action
- ADAM
- BADN
- BADT
- Bridge2Aid
- Carestream Dental
- DD
- Dentally
- Dentists’ Provider
- E.M.S. Electro Medical Systems
- GSK
- Henry Schein Dental
- J&S Davis
- Practice Plan
- Software of Excellence

ENHANCED CPD
Of course, the comprehensive educational programme was another highlight of the event, with many topics and speakers attracting full crowds. For team members, the Enhanced CPD Theatre was of particular interest, covering core CPD subjects and enabling attendees to refresh and top up their knowledge in important areas.

Chef Tivedy provided an insightful session on the three P’s of medical emergencies – Prevent, Preparation and Practice. He demonstrated how these can be implemented in practice to improve how dental teams responded in emergency situations, therefore increasing the chance of survival for the individual affected.

Marcia Fester, Admin Manager at SGP & Associates, described the session as:
“A brilliant lecture. Good information was given, resulting in us looking at medical emergencies in a new light.”

Jimmy Makdisi also drew a full house. Though presented remotely, delegates were still keen to get up-to-date on the latest radiology and radiation protection concepts and regulations. Jimmy’s unmatched experience in the field was clear for all to see.

Taking delegates onto the topic of oral cancer, Philip Lewis discussed potential symptoms and implored professionals to always “look for evidence”, rather than assuming something was not cancer. He highlighted the importance of screening, given that someone dies from oral cancer every three hours in the UK. He also stated that the examination begins as soon as the patient enters the practice and Practice. He demonstrated how to build resilience among the team was another hugely beneficial session.

I attended mostly for CPD and to find ways to upgrade my skills, I’m also here to purchase products and find courses. It’s always good to catch up on CPD and find ways to upgrade my practice and increase enthusiasm.”

MANAGEMENT AND BUSINESS SUPPORT
Aside from clinical topics for the team, the Dentistry Show London 2021 also presented various business and management-related topics. For example, Victoria Marsden shared the CQC’s strategy moving forward, with Agilo’s Head of Compliance Alex O’Neill offering tangible ways in which to adjust protocols for the anticipated new style-of CQC inspections. Decontamination in the practice and safeguarding for the whole dental team were also covered, providing plenty of food for thought. For those who had experienced a particularly hard time in the last months, Tracey Stuart’s lecture on how to build resilience among the team was another hugely beneficial session.

“I’m excited to be here for the first time in a few years, especially after Covid restrictions. Happy to see old faces. I came with my team, it’s a good bonding exercise and great to have contact with the wider industry.”

TOGETHER AGAIN
Following the success of 2021, the Dentistry Show London 2022 is set to offer even more for the entire dental team. There will be the same high calibre lectures, with globally renowned speakers and a diverse range of topics discussed and debated. Though any necessary health and safety precautions will be in place to ensure everyone’s peace of mind, we don’t doubt that even more people will attend ExCeL London this coming October for market updates and business insights. That means a larger pool of colleagues to engage with and learn from as we all continue to navigate this new world dentistry. We look forward to seeing you there!

Deki Bray, practice manager at Country Practice Dental Clinic, said:
“The show has been really well organised. It’s great to see everyone safely and catch up with friends after so long. Really nice to get the brain working too.”

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As you will know, CloserStill Media – the organisers of the British Dental Conference and Dentistry Show Birmingham, and DTS – recently added the Dentistry Show London to our portfolio. This means we now provide education and networking for individuals across the country. In ensuring the high standards of learning, speakers and organisation we are already known for with our other events, we aim to cater to the development needs and wishes of everyone in the modern dental profession. The success of the Dentistry Show London 2021 demonstrates the ongoing appetite for live events and we were thrilled with its success – not only as the first major live dental event in nearly 2 years, but also as the first London show in our care. Some of the feedback from the event included:

Dr Amit Rai, Speaker

“The show is busier than I thought any might be post-Covid. It’s excellent that live shows are back – they are important for professionals’ mental wellbeing. You need somewhere to belong, to share issues with others. Networking is also a big part of it. I am here to meet friends, find good offers on products for my own practice and get some CPD in. The location is perfect for me and, as a lecturer, I have been well-supported.”

Glenda Gardner, Straumann Group, Exhibitor

“It was really nice to be back face-to-face again, seeing some colleagues in the industry and our customers. The event provided lots of good educational content and lectures, plus there was great organisation leading up to event and CloserStill Media were great to work with. The highlights were talking to potential new customers and demonstrating the equipment to people face-to-face. Many delegates were saying the lectures were beneficial and how nice it was to be back at a live exhibition. Everyone that visited our stand seemed very upbeat and were keen to engage with the team.”

Dr Juliane Scandian, Delegate

“After a long pandemic, I was looking forward to meeting colleagues and discovering new products. The Dentistry Show London was well-organised, not only with all the safety measures, but also to welcome the dental team to a new normal. I’m really enjoying seeing everyone’s happy faces!”

Dr Uday Georgis, Delegate

“It was really nice to be back face-to-face again, seeing some colleagues in the industry and our customers. The event provided lots of good educational content and lectures, plus there was great organisation leading up to event and CloserStill Media were great to work with. The highlights were talking to potential new customers and demonstrating the equipment to people face-to-face. Many delegates were saying the lectures were beneficial and how nice it was to be back at a live exhibition. Everyone that visited our stand seemed very upbeat and were keen to engage with the team.”

Dr Amit Rai, Speaker

We are looking forward to building on the success of the Dentistry Show London 2021 with our Birmingham events in May 2022. Not only does the British Dental Conference and Dentistry Show Birmingham enable us to maintain momentum and keep the industry moving forward, but it also provides a chance for all members of the practice team to get up-to-date with the very latest materials, concepts and technologies on the market. The co-located DTS offers similar benefits for the laboratory team too, with lab-dedicated education and trade presence for dental technicians, orthodontic technicians, CDTs and lab owners to utilise. Whether you’re looking to get on top of current industry trends, find new solutions to upgrade your workplace or simply connect with colleagues from across the dental profession, you will have the perfect chance to do so.

Ultimately, we are all about bringing the profession together, uniting practice and lab teams in a safe and exciting environment where all can learn from and engage with the wider community after so long kept apart. Though always important, this connection with profession and trade is especially vital after the past couple of years. This has made the British Dental Conference and Dentistry Show Birmingham and DTS an even more important date in the diary for May 2022. As the largest event of its kind, this will offer an unrivalled selection of lectures, workshops and interactive sessions for all team members, with an extensive trade floor boasting hundreds of dental suppliers and manufacturers with a fascinating array of innovations, materials and technologies. Register your interest online today so you know as soon as booking officially opens!
Networking: It doesn’t have to be a chore

Networking is something that has become an integral aspect of many professions – dentistry has not escaped this phenomenon! There are varied opinions and feelings surrounding networking itself. It’s well known that some people absolutely despise the ordeal whereas others thrive in the world of networking. The general perception is that extroverts excel and introverts feel highly uncomfortable.

Why do some people dislike networking?

A small group of people have said that networking professionally makes them feel morally and physically dirty but what if really boils down to is that people feel intimidated during these interactions. In a controlled experiment 306 people were asked to write about times they engaged in either social or professional networking and were then asked to complete word fragments.

Those who wrote about professional networking filled in the fragments to read words such as, "WASH", "SHOWER", and "SOAP" (words typically associated with cleanliness) twice as frequently as those who wrote about social networking. Those who wrote about the social side filled the fragments in to read more neutral words such as "WISH", "SHAKER", and "STEP".

Networking: It doesn’t have to be a chore

This indicates that those whom have a negative relationship with networking are significantly affected by it emotionally/mentally.

Devora Zack, however, offers more detail into why people struggle with networking from a psychological and historical lens.

Remember Saber-Toothed Tigers? No, of course not but your brain does. Since the dawn of time man has grappled with beasts across the globe and, luckily, we have our fight-or-flight response to thank for the longevity of our survival. Zack suggests that walking into a networking event can be perceived by our brains as the same level of threat as being confronted by a Saber-Toothed Tiger when we still dwelled in caves. As well as this, catastrophic thinking is another reason why some people don’t enjoy networking events. Essentially, this is over-thinking and turning what could be a small setback into a perceived disaster which causes one a lot of anxiety.

Learn to love networking

As some people may feel uncomfortable when it comes to networking it is not something you can hide from in the dental profession; especially if you would like to reap some of the many benefits. Networking doesn’t have to be a negative experience. In fact, it can be quite positive and bring about new opportunities and advance your career; for instance. If you’re hoping to enhance your networking skills there are some strategies you can put in place to aid you with this.

Focusing on learning can become a motivational focus to ensure that networking events are a pleasant way to spend your time. Most people have a dominant motivational focus and psychologists refer to this as either a promotion or prevention mindset. People with a promotion mindset primarily think about growth, advancement, and accomplishments when it comes to networking whereas those in the latter group view it as a task they are obliged to take part in. Essentially, the two groups of people have two different attitudes when it comes to networking events – one positive and one negative. However, you can change your perspective on networking events and try to see them as a chance for something other than an obligation.

Identifying common interests can also make networking more productive because if you align in terms of goals and interests you’ll have the potential to forge meaningful working relationships. However, even if you meet someone you don’t share an interest or goal with you will likely find something valuable to offer. It isn’t always easy, but thinking beyond the obvious can bring about useful things to share – especially for people at the beginning of their career, because everyone has something to offer even when they think they don’t. Finding a higher purpose can also affect someone’s interest and effectiveness at a networking event. If someone feels that, for instance, attending will result in helping patients or supporting their practice in some way then it will feel more meaningful. What could your purpose be?

Networking: It doesn’t have to be a chore

TIPS FOR SUCCESS

Now you are ready to network with ease and positivity, why not put these incredible strategies into practice at the British Dental Conference and Dentistry Show Birmingham 2022? Here, you will be able to network with thousands of dentists, practice managers, dental hygienists and therapists, dental nurses, technicians, and laboratory owners. In summary, everyone can appreciate the challenges of networking, especially for those who are introverted. Although it can be seen as an obligatory part of one’s career, networking can take you on journeys in your career that you never would have otherwise imagined.

Networking: It doesn’t have to be a chore

Networking: It doesn’t have to be a chore

The next British Dental Conference and Dentistry Show Birmingham will be held on Friday 13th and Saturday 14th May 2022, Birmingham NEC, co-located with DTS.

For more information, visit birmingham.dentistryshow.co.uk, call 020 3997 0800 or email dentistry@closerstillmedia.com

birmingham.dentistryshow.co.uk

13-14 May 2022
**THE IMPACT OF DIGITAL AND DIRTY DATA**

Much of the world we live in is digital – not just within dentistry, but in every aspect of our personal lives. Gone are the days of calling a friend on their landline, watching a video or listening to a cassette tape. Even the cars we drive, our homes and the environments we work in often rely on digital algorithms, automated technologies and online platforms. However, the unprecedented rise in the use of digital has created concerns regarding its impact on the natural world. ‘Dirty data’ is just one of many factors contributing to climate change.

The rise of digital has been driven by many factors, the most significant often being the increased efficiency and time-saving advantages afforded. In some situations, a reduced risk of human error and enhanced quality of a product or service have also transformed our way of life. Having recognised the impact that digital may be having on the planet, developers are today looking to optimise technologies while minimising their carbon footprint. This is especially relevant following the recent COP26 in Scotland, where key issues regarding the climate crisis were brought to the fore.

**WHAT IS DIRTY DATA?**

So-called ‘dirty data’ is any data that takes up unnecessary space on the global database – and it can include simple things that we are all guilty of. For example, do you have duplicated photos on your mobile phone? Do you ever use two or more electronic devices at once? Do you focus on something else while streaming TV or video content? When was the last time you cleared archives in your messaging services like WhatsApp or Facebook Messenger? Do you have text messages that are years old and you’ll never read again?

All of these are dirty data – they are maintained on a digital device or in the cloud, even though they are obsolete. This may all seem very insignificant on an individual basis, but scale it up to the entire UK and this dirty data accumulates rapidly. According to the Institute of Engineering and Technology, unwanted photos alone are thought to account for up to 10.6kg of CO2 emissions every year – that’s the same as more than 10,500 return flights between London and Perth, Australia. Similarly, one hour of video streaming has a carbon footprint of roughly 55g of CO2. With adults in Britain spending an average of 5 hours on video streaming has a carbon footprint of roughly 55g of CO2. With adults in Britain spending an average of 5 hours a week watching TV or streaming video, that equates to over 13kg of CO2 annually, which would be the same as driving just under 300 miles.

**GENERAL DIGITAL IMPACT**

Dirty data aside, there are general concerns about how digital technologies are adding to the problem of global warming. One source from 2019 suggested that consumption of energy by information and communication technologies was increasing by 9% every year. This remains controversial given the difficulty of measuring the environmental impact of digital technologies and the speed with which solutions are developed, but it does highlight an interesting issue.

Of course, it’s not all bad news for digital on the green front. These solutions, particularly artificial intelligence (AI) technologies, may be part of the solution to climate change as well. The Royal Society has already noted potential for AI to be applied to support significant societal changes, including what can be done in the quest for net zero. If utilised soon, digital could help us to upscale renewable energy production, minimise energy waste and combat the climate crisis more efficiently.

**DATA, DIGITAL AND DENTISTRY**

Though there are currently no studies looking into the amount of unused and unwanted data saved within the dental world, we could safely assume it is substantial. Patient records for individuals you haven’t seen in years, duplicated x-ray images saved in files, old postal addresses and other incorrect information would all contribute. Of course, some of this data – especially old patient information – will need to be kept on the system and so there is little you can do about it, but there may be some opportunities to clean up databases, empty trash folders or sort through archives. You’ll be doing your small bit for the planet and your practice software and technologies may even benefit from increased available memory.

For advice on how to safely arrange your data for maximum benefit, as well as other ideas on reducing your business carbon footprint, why not come along to the British Dental Conference and Dentistry Show Birmingham in May 2022? There will be plenty of IT experts on hand to help, in addition to 300+ speakers, 100+ hours of content, 400+ exhibitors and 10,000+ visitors.

Until then, simply being aware of the small ways you can have an effect on the planet is important. Just 10 minutes spent sorting photos on your mobile phone next time you sit down with a cup of tea would be beneficial. It’s quick and easy, but it will make a difference.

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**The next British Dental Conference and Dentistry Show Birmingham will be held on**

**Friday 13th and Saturday 14th May 2022,**

**Birmingham NEC, co-located with DTS.**

For more information, visit [birmingham.dentistryshow.co.uk](http://birmingham.dentistryshow.co.uk), or email dentistry@closerstillmedia.com

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**birmingham.dentistryshow.co.uk**

**13-14 May 2022**
Reconnecting with the natural rhythm of dentistry

RECONNECTING WITH THE NATURAL RHYTHM OF DENTISTRY

Over the last two years everyone’s lives have been disrupted, whether you suddenly had to work from home or were furloughed, the natural rhythm of everything has pretty much been in a state of chaos. Some people reported not being able to sleep while others slept too much. At the time, mainstream media reported likely causes to be anxiety and possibly lack of exercise and social interaction. However, it could also have been that people’s circadian rhythms were disrupted.

WHAT IS A CIRCADIAN RHYTHM?

Circadian rhythms are physical, behavioural, and mental changes that typically run in 24-hour cycles. Most living organisms are affected by circadian rhythms including fruit flies, mice, plants, and fungi. Circadian rhythms are usually impacted by the changes in daylight and one that most people experience is sleeping at night and being awake during the day – a light related circadian rhythm.

BIological CLOCKS

Every living thing that is affected by circadian rhythms has a biological clock that regulates the circadian cycle and they’re made up of specific molecular proteins that interact with cells in the body. As well as this, each tissue and organ contains its own biological clock that determines the circadian rhythm that it follows. There have also been similar genes found again in fruit flies, mice, plants, and fungi that show that the clocks are molecular components.

The brain has its own circadian rhythm known as the master clock which coordinates all the clocks within a living organism and keeps them in sync.

WHAT is a circadian rhythm?

Circadian rhythms are physical, behavioural, and mental changes that typically run in 24-hour cycles. Most living organisms are affected by circadian rhythms including fruit flies, mice, plants, and fungi. Circadian rhythms are usually impacted by the changes in daylight and one that most people experience is sleeping at night and being awake during the day – a light related circadian rhythm.

ARe CIRCADIAN RHYTHms RELATED TO HEALTH?

Research has shown that circadian rhythms can affect the health of a person. They can influence functions in the body that relate to general health: hormone release, eating habits and digestion, and body temperature. All these functions are affected by the body’s circadian rhythms. Generally, however, it’s difficult to notice when these cycles are affected and most people notice changes to their sleep patterns in this context.

Circadian rhythms can, however, become disrupted and this can impact a person's health. Factors that change someone’s circadian natural cycles include mutations or changes in particular genes that regulate biological clocks, jet lag or shift work can impact the light-dark cycle, and light from electronic devices can confuse this too. These kinds of changes to a person’s circadian rhythm can cause sleep disorders and chronic health conditions such as obesity, diabetes, depression, bipolar disorder, and seasonal affective disorder (SAD). SAD has become more widely discussed over the last decade as people in the UK seem to suffer in the darker months – the lack of light possibly affecting their circadian rhythm – with many people adopting SAD light to try to combat symptoms of depression during the winter months.

The literature surrounding what affects circadian rhythms and how they relate to health is not extensive but research that has been carried out has linked disrupted natural cycles to conditions such as cardiovascular disease. As well as this, studies have identified circadian patterns linked to a broad range of cardiovascular events including angina, stent thrombosis, stroke and more. This indicates that a person’s circadian rhythm is important to maintain which can be achieved by ensuring good health, hygiene, and exercise. It’s no wonder the last two years have caused such internal chaos when people’s daily routines, exposure to light (too much or too little), and social interactions were disrupted.

COMBATING THE DISRUPTION

A lot of the natural rhythm of life is still somewhat unsettled and that includes how professionals network with each other. Events have started to get back up and running, albeit with extra safety measures in place and that’s why the British Dental Conference and Dentistry Show Birmingham 2022 is going to be a great way to reconnect with the community. You’ll be able to get back into the natural rhythm of the profession as you network with colleagues, learn from internationally renowned speakers, and take advantage of over 250 seminars and workshop sessions available. In summary, the chaos of the last two years has disrupted the world immensely.

However, most people have managed to get back in sync on a personal level while some parts of life are still catching up.

The next British Dental Conference and Dentistry Show Birmingham will be held on Friday 13th and Saturday 14th May 2022, Birmingham NEC, co-located with DTS.

For more information, visit birmingham.dentistryshow.co.uk, or email dentistry@closerstillmedia.com

The British Dental Conference and Dentistry Show Birmingham 2022 will afford many advantages for all members of the team in attendance. It is renowned throughout the UK dental profession as the go-to event of the year for a reason – well several actually! Aside from the diverse educational programme, world-class speakers and extensive trade floor, all of which are available to delegates free of charge, it is also a fantastic platform from which to engage with colleagues and network with the wider professional community.

The two-day event has, therefore, become a staple in thousands of dental professionals’ calendars.

FIRST, WHAT’S NEW FOR 2022?
We are delighted to be working with the British Association of Private Dentistry (BAPD) and the British Society of Paediatric Dentistry (BSPD) to bring delegates the latest clinical and regulatory updates. We will also be introducing some new speakers we have not heard from before, offering unique perspectives and exciting ideas that the whole team can take away and benefit from.

We will also see many of the old favourites returning for 2022. For example, among the highlights of the programme will once again be the BDA Theatre, which offers a dynamic and comprehensive speaker line-up to deliver practical and highly valuable information for members and non-members alike. Brought together by the British Dental Association (BDA) to deliver inspiring and relevant content, the highly anticipated speakers will include:

- Len D’Cruz
- Lochana Nanayakkara
- Riaz Yar
- Maeve McLernon
- Wendy Newman
- Deborah Gray
- Oliver Bailey
- Finlay Sutton
- And several more!

Other returning features for 2022 will be the Compliance Clinic, organised by Apolline – experts in compliance. This theatre will focus on compliance in a Covid world, offering a wealth of information and guidance to help delegates improve standards achieved throughout their businesses for greater confidence in CQC inspections and beyond. Sessions will include Pat Langley exploring the key points of compliance in the profession today, John Mike offering an update from the CQC, Nikia Hussain covering infection control and health and safety, as well as Sarah Buxton discussing recruitment, retention and managing staff sickness. Chris Barrow will also speak on affective leadership and how this could benefit a dental business in the modern era, while Lisa Bailey will promote the importance of team motivation for efficient practice management.

Additional theatres will provide dedicated education on a wide range of topics, from clinical and specialist fields like endodontics and periodontology, to more business-focused material designed to help boost practice performance. We will also be collaborating with various esteemed professional organisations in addition to those already mentioned. The British Academy of Cosmetic Dentistry will present the BACD Aesthetic Dentistry Theatre to explore subjects relating to cosmetic, implant and general dentistry. The British Society of Periodontology (BSP), British Association of Dental Nurses (BADN), British Society of Dental Nurses (BSDN), British Society of Dental Hygiene and Therapy (BSDHT), British Association of Dental Therapists (BADT) and Association of Dental Administrators and Managers (ADAM) will also be in attendance, supporting the programme with speakers and topics, as well as being available to members who wish to engage in-person once again.

In fact, there will be hundreds of organisations across the trade floor to connect with. An array of dental manufacturers, suppliers and training providers will be on hand to answer questions, demonstrate their latest innovations and provide on-stand learning to further enrich the delegate experience. Whether you’re looking for new equipment, different software to streamline your workflow or educational opportunities to boost staff retention, this will be the place for you!

There really will be something for everyone – dentists, practice owners and managers, dental nurses, dental hygienists and therapists and treatment coordinators. There will also be plenty on offer for those focusing on private or NHS dentistry, others with an interest in periodontology, endodontics, implants or orthodontics.

Other returning features for 2022 will once again be the BDA Theatre, which offers a dynamic and comprehensive speaker line-up to deliver practical and highly valuable information for members and non-members alike. Brought together by the British Dental Association (BDA) to deliver inspiring and relevant content, the highly anticipated speakers will include:

- Pat Langley
- John Mike
- Nikia Hussain
- Sarah Buxton
- Chris Barrow
- Lisa Bailey
- Len D’Cruz
- Lochana Nanayakkara
- Riaz Yar
- Maeve McLernon
- Wendy Newman
- Deborah Gray
- Oliver Bailey
- Finlay Sutton
- And several more!

Join the House of Dental team
We are looking to grow our team of Clinicians, Dental Nurses and Front of House staff across our Midlands practices. We are always looking to add like-minded individuals to our team and offer a supportive environment to nurture development.

For Clinicians, it’s an opportunity to work in a mixed-specialist practice and treat advanced cases with the necessary support and training.

For Dental Nurses and Front of House roles, we offer a unique bonding system, developed in-house, to ensure that there’s always an opportunity to progress and develop in your career.

Interested in joining the team? Email us on careers@houseofdental.co.uk.

birmingham.dentistryshow.co.uk

Be sure to save the dates in your diary and register your interest on the website today!
FRIDAY 13TH – SATURDAY 14TH MAY 2022!

birmingham.dentistryshow.co.uk

0121 476 6218
hello@houseofdental.co.uk

House of Dental
Inspiring an industry to improve the culture of dentistry

Our locations

Birmingham: House of Dental
31 Redhill Road, Birmingham
West Midlands, B31 3JS

Hinckley: House of Dental
34 Station Road, Hinckley
Leicestershire, LE10 1AP

‘At House of Dental, we want to inspire a change in Dentistry. We want to improve patient perceptions by providing life-changing treatments by the best clinicians which make coming to our dental practices a positive and trusting experience. We can only do this by providing the best quality service for our patients all under one roof’

Dr Karan Farmah
Co-founder at House of Dental

Follow our Socials
@hd.houseofdental /hd.houseofdental

houseofdental.co.uk
The British Association of Private Dentistry (BAPD) has grown quickly and significantly since its first year of inception. It is becoming the go-to organisation for all individuals involved in the delivery of private dentistry, giving them a voice and fighting for a better profession for all.

Board member Bertie Napier highlights what the organisation is currently focusing on: “Right now, we are dealing with day-to-day matters affecting practices to help steer them through the latest challenges presented by Covid. Many colleagues working in the private sector are associates or DCPs, so they don’t have first-hand access to the information and guidance provided by the regulators. The CQC, for example, are liaising with practice owners only, so it is up to individual principals to pass details onto their team. It is our mission to support our members by keeping them updated and informed, sharing facts without muddying the waters with third party funding perspectives.

“The BAPD is also continuing to establish and strengthen partnerships with key organisations to protect those working in private practice and create in-roads to representation at government and regulator level. This is just one way we are helping clinicians practise the kind of dentistry they want to, ensuring the wider governance and expectations that facilitate the delivery of the highest standard of care. Such areas are especially important for young dentists, who need an extra level of support as they navigate the early stages of their careers, particularly during such a difficult and uncertain time for the profession. It’s about promoting quality dentistry and enabling clinical excellence across the board, being inclusive of the entire profession as it is today.”

The BAPD will be programming and presenting the Private Dentistry theatre at the British Dental Conference and Dentistry Show Birmingham 2022. The Association will pull together an array of renowned speakers to share their expertise and offer guidance to help others maximise opportunities and enjoyment within the private dental arena. The goal will be to answer the big questions that individuals may have. Bertie adds: “I have worked with Alex Harden [Event Director] and her team through my association with other organisations. Their whole approach to events makes them great to work with. They are very proactive, very supportive and always open to ideas. I also think that of all the shows at the moment, this seems to have the highest attendance – they understand what the profession is looking for. It is definitely worth going to as there is always something for everyone. It is also a great chance for us all to get together and have important conversations to build the future of our profession.”

Details of the programme and speakers will be released shortly - watch this space! For now, we are delighted to be working with the BAPD for the British Dental Conference and Dentistry Show Birmingham 2022 and look forward to everything they will bring to the event.

birmingham.dentistryshow.co.uk
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**Exhibitor profiles**

**ENDOPERFECTION**

ENDOPERFECTION is a multi-award-winning manufacturer and distributor of endodontic instruments. Precision-built and created in the UK, EndoPerfection's VaryFlex files offer amazing value without compromising on quality and are simple to use. For example, the files have incredible flexibility due to the heat-treated nickel titanium alloy and a 13mm shank, which is shorter than usual, making working with VaryFlex very comfortable and easy. They can be used in much the same way as other popular files out there, however, file creator, EndoPerfection, believes very much in the importance of ongoing training and supporting clinicians in their endeavours, and so runs courses throughout the UK. Forthcoming events include the ever-popular ‘Hands-on rotary training’ on the following dates:
- 4 February, Gatwick
- 10 March, Manchester
- 23 March, York
- 31 March, Heathrow
- 27 April, Birmingham
- 5 May, London

For further information, please visit endoperfection.com

**UKLOUPES**

UKLOUPES has been selling loupes to dental professionals, all over the world for well over a decade. Our roots were in dental schools where the idea of a quality, affordable loupes brand was born. Those first dental students whom wore our loupes are now surgeons, lecturers, specialists and practice owners who still love their loupes. Since then customers have realised that our brand of loupes and lights provides exceptional quality and an affordable price. This, coupled with our helpful customer service, means we are still providing loupes to students and professionals well over a decade later. If you are interested to see the quality so many others have enjoyed, please stop by our stand H63 at the Dentistry show in Birmingham. We very much look forward to meeting you and having the opportunity to build you some of our loupes.

**TIDE**

TIDE is the UK’s leading business financial platform, on a mission to help small business owners save time (and money) on their banking and admin. Tide gives time back to people who work for themselves by offering business bank accounts that are opened in minutes. Even businesses who don’t open an account with Tide can still access our smart, intuitive technology to streamline admin tasks from invoicing to expense management, payments, payroll and accounting for FREE. Tide also offers unrivalled access to a wide range of credit options to help small business owners take their business to the next level in a way that works for them.

**Dental Compliance Made Easier**

Dental Compliance Made Easier is a specialist UK consultancy helping Dental Practices and their teams to achieve complete CQC compliance. Our services include full compliance management with access to our award winning cloud based portal, Mock CQC Inspections, CQC Registrations and CQC Discovery Days.
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