

BDCDS

15-16 MAY, NEC BIRMINGHAM

TWO INSPIRING HEADLINE SPEAKERS

PIERS LINNEY AND ELIZABETH DAY

**6 PAGE
EXCLUSIVE
PRODUCT SHOWCASE**
DISCOVER WHAT THE
TRADE ARE BRINGING
TO DENTISTRY FOR 2026

**BEYOND
AESTHETICS
ALIGNMENT
FOR LIFE**
GINA VEGA

**LOOKING AHEAD
THE FUTURE
OF DENTISTRY**
JASON WONG MBE

**CREATING A
FUTURE-READY
PRACTICE**
MATT NOLAN

**SHAPE
THE FUTURE OF
DENTISTRY**
UNIVERSITY OF
BIRMINGHAM SCHOOL
OF DENTISTRY

**A NEW
PARADIGM**
RAY



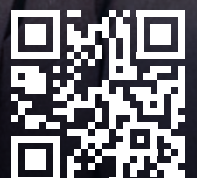
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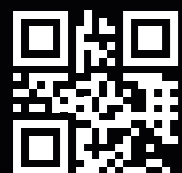
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SHOWCASE



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A NOTE FROM **ALEX HARDEN,** **PORTFOLIO DIRECTOR..**

The countdown to the 2026 British Dental Conference & Dentistry Show has begun, and we're delighted to welcome you to what promises to be one of our most dynamic editions yet. As dentistry continues to evolve at pace, this year's event is designed to equip you with the knowledge, tools and connections you need to stay ahead.



Inside this pre-event magazine, you'll discover everything in store for 2026. Our world-class conference programme brings together over 200 leading voices from across the profession, delivering practical insight, fresh perspectives and real-world strategies you can implement immediately. From thought-provoking keynote sessions to interactive workshops and live demonstrations, there's something to inspire every member of the dental team.

and everyday solutions that can transform your practice. It's your opportunity to explore, compare and invest in the future of your business, all under one roof!

At its core, the show is about connection. Whether you're reconnecting with colleagues, meeting new peers, or engaging with industry leaders, BDCDS 2026 offers invaluable opportunities to expand your network and exchange ideas. Be sure to register in advance and download the official show app to plan your schedule, book meetings and make the most of your visit.



We are especially excited to welcome our headline speakers this year, Piers Linney MBE and Elizabeth Day. Bringing their unique perspectives on leadership, resilience and high performance, their sessions promise to be both inspiring and highly relevant to today's rapidly changing professional landscape.

We would also like to extend our sincere thanks to our partners and supporters. This event simply wouldn't be possible without their continued collaboration, expertise and commitment to advancing the profession. Their support plays a vital role in bringing the show to life each year.

it serves. We look forward to welcoming you through the doors and sharing two days of learning, collaboration and innovation as we shape the next chapter of dentistry, together.

The exhibition floor will once again feature more than 400 trusted suppliers and emerging innovators, showcasing cutting-edge technologies, digital advancements

We're incredibly proud of how this event continues to grow alongside the profession

Warm regards,
Alex Harden
Portfolio Director

DOWNLOAD THE DENTISTRY SHOW & DTS EVENT APP

- Start planning your day at #BDCDS26
- Network with your peers
- Set up meetings with Exhibitors
- Bookmark your favourite sessions



CONTENTS

| | |
|----------------------------------|-------------------------------|
| 07 Programme introduction | 35 Student competition |
| 09 Conference programme | 41 Product categories |
| 22 Speakers | 48 Product showcase |
| 28 Floorplan | 49 On-stand education |
| 30 Exhibitor list | 52 Distributors wanted |
| 34 Ray: A new paradigm | 54 Advisory board |



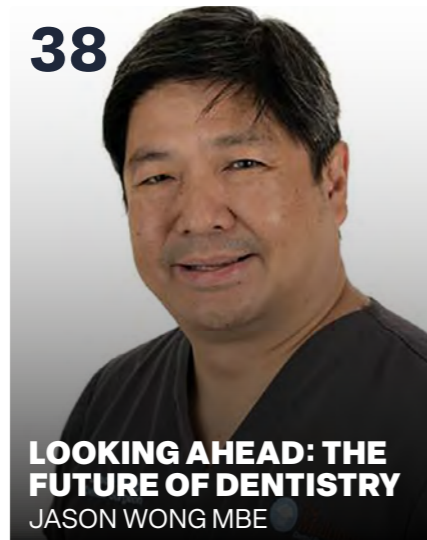
26
TWO INSPIRING HEADLINE SPEAKERS
PIERS LINNEY AND ELIZABETH DAY



32
BEYOND AESTHETICS: ALIGNMENT FOR LIFE
GINA VEGA



36
CREATING A FUTURE-READY PRACTICE
MATT NOLAN



38
LOOKING AHEAD: THE FUTURE OF DENTISTRY
JASON WONG MBE

WHAT'S BACK/WHAT'S NEW?

The British Dental Conference & Dentistry Show continues to advance and grow to reflect the changes in the dental industry. Not only are your favourite theatres returning, BDCDS has taken on your feedback and will be bringing you new and improved experiences.

NEW AND IMPROVED FOR 2026

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ADI Implant Theatre

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Starting Out Theatre

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DATE
Saturday 16th May 2026


TIME
10:15 am - 11:00 am

VENUE
NEC Dentistry Show Birmingham

THEATRE
BACD Aesthetic and Digital Dentist Theatre

Jurgita Sybaite
Restorative Dentist

Dr Jurgita Smiles

 @dr.jurgita.smiles

 www.drjurgitasmls.com



 The materials discussed will include Tokuyama composites and related products
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PREPARING FOR WHAT'S NEXT IN DENTISTRY AT BDCDS 2026

Dentistry rarely stands still, but this year feels particularly pivotal.

As NHS England's dental contract reforms come into effect this April, introducing mandated and better-paid urgent care, the profession once again finds itself navigating structural change. Workforce shortages continue to challenge practices across the UK, with retention pressures especially pronounced within NHS dentistry. At the same time, private practice is expanding, investor confidence is rising, and digital and AI-led workflows are reshaping how practices operate.

With urgent care reform being introduced, understanding how these changes will be secured and implemented is critical. Eddie Crouch will explore how the BDA is working to shape reform and what it means in practical terms for dentists and practice owners. These discussions are not abstract; they influence recruitment decisions, financial planning and the structure of services within practices.

Technology is also redefining modern practice. Artificial intelligence is no longer a distant concept. It is already influencing diagnostics, imaging and practice management. Piers Linney MBE will examine how AI is already transforming dental practices, clinical decision-making and business strategy from the inside out.

Leadership, however, extends beyond systems and software. Dentistry is shaped by people, and in a high-pressure profession, resilience and emotional intelligence matter more than ever. Elizabeth Day will bring a powerful perspective in a fireside chat exploring the connection between success and failure.

Clinical excellence remains central to BDCDS, always with a practical focus. Periodontal stability underpins long-term patient health, yet achieving consistent outcomes in general practice can be challenging. Paul Baker will focus on structured, evidence-based periodontal approaches that clinicians can apply with confidence.

Demand is also growing for minimally invasive and aesthetic solutions. Nik Sethi and Professor

Riaz Yar will explore composite-led strategies for managing toothwear, while Tif Qureshi and Shiraz Khan will examine ortho-occlusal aesthetics, demonstrating how function and aesthetics must work together to deliver predictable outcomes. As private demand increases, integrating clinical precision with cosmetic expectations is becoming essential.

Private dentistry continues to grow, driven by constrained NHS access and rising patient expectations. In the Money Playbook session, Simon Thackery, Cat Edney and Hooria Olsen will explore how teams can protect, grow and optimise earnings. Financial literacy is no longer reserved for practice principals; it is fundamental to building resilient teams and sustainable models of care.

Practice leadership also requires preparation for more complex patient relationships. Lisa Bainham's session on complaint management highlights the importance of proactive systems that protect both reputation and morale. In a more transparent, digitally connected world, strong governance is essential.

A key strength of the show remains its focus on the whole team. Dentistry is not viewed solely through the lens of the dentist. Hygienists, therapists, nurses and managers all play critical roles in prevention, patient communication and operational efficiency.

This is reflected throughout the programme. Professor Mike Lewis will share practical guidance on mouth cancer checks, reinforcing the role of hygienists and therapists in early detection. Elaine Tilling will explore smoking, vaping and nicotine alternatives, while Nina Farmer will focus on lifestyle advice and nutrition. These sessions highlight how modern dentistry extends beyond treatment to influencing behaviour and supporting overall health.

Implant dentistry continues to advance in sophistication. Sally Rayment will address solutions for patients experiencing repeated restorative failure, while Robert Endicott will



explore safer approaches to IV sedation. As implant provision becomes more integrated into practice, refining clinical judgement and risk management is increasingly important.

We are also introducing a dedicated Facial Aesthetics Practice Theatre this year, reflecting the diversification many dentists are considering. For some, it represents expansion; for others, refinement of existing expertise. It signals how contemporary practice models continue to evolve.

Sarika Shah and Anna Roberts will explore emotionally intelligent leadership and emotionally connected marketing. Recruitment and retention challenges cannot be solved by salary alone. Culture, communication and authentic leadership are central to building motivated, resilient teams.

We are delighted to share this year's programme and thank our advisory board, partners, speakers and sponsors for their contributions. With such a breadth of topics, there is something valuable for every member of the dental team.

Océane Amoa-Thompson

Senior Content Producer

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BDA THEATRE

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FRIDAY 15 MAY

09:10 Why follow-up Traumatic Dental Injuries (TDIs)?
10:10 Julie Kilgariff, Consultant in Endodontics, Dundee Dental Hospital

10:25 HEADLINE SESSION **Implement AI**

11:10 Putting AI to work
Piers Linney MBE, Co-Founder & Executive Chairman, Implement AI

11:25 BDA HEADLINE SESSION

12:25 Changing NHS dentistry: how the BDA secures reform
Eddie Crouch, Chair, BDA
Shiv Pabary MBE, Chair, General Dental Practice Committee (GDPC), BDA
Russell Gidney, Chair, Welsh General Dental Practice Committee
Joe Hendron, Vice Chair, GDPC, BDA
Vijay Sudra, Vice Chair, GDPC, BDA

12:40 How deep is too deep? Reconceptualising caries removal and pulp management
13:40

David Edwards, Specialist Endodontist and Clinical Fellow in Restorative Dentistry, Newcastle School of Dentistry

13:55 Common oral surgery complications - avoidance and cure
14:55

Chris Waith, Dentist with special interest in oral surgery, Manchester

15:10 Single missing tooth restorative dilemmas and solutions
16:10

Lambis Petridis, Professor and Chair of Prosthodontics, UCL Eastman Dental Institute, London

16:25 BDA presidential meeting

16:55 Dave Cottam, BDA outgoing president (2025-2026)
Callum Youngson MBE, BDA incoming president (2026-2027)



SATURDAY 16 MAY

09:10 Diagnosis and management of the typical periodontal patient: a case discussion
10:00

Nikos Mardas, Professor in Periodontology and Implant Dentistry, Barts and the London School of Medicine and Dentistry, Queen Mary University of London

10:10 A whistlestop tour of paediatric dentistry: tips for GPs from a paediatric dentist **British Society of Paediatric Dentistry**
11:00 Improving children's oral health
Supported by BSPD

Prabhleen Anand, Consultant in Paediatric Dentistry, Eastman Dental Hospital

11:30 HEADLINE SESSION

12:30 A fireside chat with Elizabeth Day: what failure teaches about building a successful business and brand

Elizabeth Day, Author and Podcaster, How To Fail

13:00 Is this case "cancer-urgent" or not, and what's OMFS going to do about it? Cancer versus urgent and routine presentations in primary care
13:55

Alexander Goodson, Consultant Maxillofacial, Head and Neck Surgeon, Queen Alexandra Hospital, Portsmouth

14:10 What's on the dental daily menu? Direct composites – when, where and how?!
15:05

Ahmed Tadfi, Dentist, Fulham Road Dental London

BDA CDS Group: Special care tips for everyday dentistry



15:20 Managing the anticoagulated patient in primary care
15:45

Sinuba Naidu, Senior Dental Officer, Special Care Dentistry, Birmingham Community Health Care Trust

15:45 Bisphosphonates - Current guidance and new developments
16:05

Susan Baines, Consultant in Special Care Dentistry, NHS Lothian

16:05 Steroid crisis? Managing patients on steroids without the panic
16:30

Natalie Bradley, Consultant in Special Care Dentistry, King's College Hospitals, London

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STARTING OUT THEATRE

NEW FOR 2026

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FRIDAY 15 MAY

- 09:30 Master posterior composites in four steps**
- 10:00** Kiran Shankla, Restorative and Cosmetic Dentist, Kendrick Dental
- 10:15 Associate contracts unlocked: what every early-career dentist should know**
- 10:45** Claire Bennett, Practice Management Consultant, BDA
- 11:00 Oral surgery - messing up and learning the hard way**
- 11:30** Chris Waith, Dentist with special interest in oral surgery
- 11:45 Mastering modern endodontics for young clinicians**
- 12:15**
- 13:45 From foundation to future: career pathways for young dentists**
- 14:30** Jeremy Boyles, Chair, BDA Young Dentist Committee
Natalie Bradley, Consultant in Special Care Dentistry, King's College Hospitals, London
Hannah Woolnough, Suffolk LDC chair, England Council rep, East of England branch, ODS Dentist and Associate Dentist, Island House Dental Care
- 14:45 Designing the dentist you want to become: purpose, habits and growth**
- 15:15** Affan Saghir, Principal Dental Surgeon and Practice Owner, Space Dental
- 15:30 Cosmetic periodontology: is that even a thing?!**
- 16:00** Devan S Raindi, Specialist Periodontist, British Society of Periodontology and Implant Dentistry
- 16:15 Before you bond: functional and aesthetic treatment planning using the align, brighten, contour (ABC) approach**
- 16:45** Affan Saghir, Principal Dental Surgeon and Practice Owner, Space Dental

SATURDAY 16 MAY

- 09:30 Understand the structure of dentistry in the UK and what it is like to work in general practice**
- 10:00** Len D'Cruz, Head of Indemnity, BDA
Nuzha Dissi, Policy Officer, BDA
- 10:15 NHS frameworks, rules and regulations: what you need to know to work successfully within these constraints**
- 10:45**
- 11:00 Navigating associate contracts to help you make informed decisions**
- 11:30** James Goldman, Associate Director of Advisory Services, BDA
- 13:30 Tips for undertaking the Overseas Registration Exam**
- 14:00** Len D'Cruz, Head of Indemnity, BDA
- 14:15 An essential guide to the GDC and working in a regulated profession**
- 14:45**
- 15:00 Getting the best out of working in your practice within the UK legal framework**
- 15:30** Vanessa Pirga, Acting Head of Operations (Advisory Services), BDA, and Practice Owner
- 15:45 What is indemnity cover and why do you need it in the UK?**
- 16:15** James Goldman, Associate Director of Advisory Services, BDA
Sarah Williams, Practice Management Consultant, BDA





BACD AESTHETIC & DIGITAL DENTIST THEATRE

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FRIDAY 15 MAY

- 09:15 - 10:00** **Frame the case: how to capture, organise and communicate every detail your lab needs**
Shivam Kotecha, Scientific Director, British Academy of Cosmetic Dentistry
- 10:15 - 11:00** **Shaping success: why anatomy makes or breaks anterior composites**
Liv Schorah, Cosmetic Dentist, Ruh Dental
- 12:15 - 13:00** **2-appointment dentures: the digital advantage**
Jamie Sawdon, Clinical Expert- Removables, Dandy
- 13:15 - 14:00** **The future of removables: a 100% digital workflow with optima by Corus**
Ashley Byrne, Associate Director, Corus Byrnes
Rob Legget, Director, SDC Lab
- 14:15 - 15:00** **The deep margin playbook: techniques for posterior success**
Zain Rizvi, Dentist, Merivale Dental Practice
- 15:15 - 16:00** **Ortho occlusal aesthetics: the functional approach to aesthetics**
Tif Qureshi, Dentist, IAS Academy / BAPD
Shiraz Khan, Dentist, SCULPT
- 16:15 - 17:00** **Dental photography made simple for everyday clinical practice**
Abbas Ali Jagani, Dental Therapist, Bullsmoor Dental & Aesthetics Clinic

SATURDAY 16 MAY

- 09:15 - 10:00** **Sleep disordered breathing**
Meghan Chard, Co-Owner, Rothley Lodge Dental Practice
- 10:15 - 11:00** **Achievable anterior composites for non-artists**
Jurgita Sybaite, Restorative Dentist, Dr Jurgita Smiles
- 13:45 - 14:30** **2-appointment dentures: the digital advantage**
Jamie Sawdon, Clinical Expert- Removables, Dandy
- 14:45 - 15:30** **Just jack 'em open part 1**
Neil Gerrard, Dentist and BACD Fellow, Clifton Dental Studio
Richard Coates, Cosmetic / Implant and General Dentist, Riveredge Cosmetic Dentistry
- 15:45 - 16:30** **Just jack 'em open part 2**
Neil Gerrard, Dentist and BACD Fellow, Clifton Dental Studio
Richard Coates, Cosmetic / Implant and General Dentist, Riveredge Cosmetic Dentistry

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CLINICAL EXCELLENCE THEATRE



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FRIDAY 15 MAY

- 09:15 - 10:00** **Straight teeth, crooked problems: orthodontic risk and consent**
Amardeep Singh, Senior Registrar in Orthodontics, Birmingham Dental Hospital
- 10:15 - 11:00** **What's next? An update from the Chief Dental Officer**
Jason Wong MBE, Chief Dental Officer England, DHSC & NHSE
- 11:15 - 12:00** **Regenerative dentistry for elite athletes: managing early enamel lesions beyond fluoride and fillings**
Mide Ojo, General Dentist and Founder, Refresh Dental
- 14:15 - 15:00** **Beyond aesthetics: transforming patients oral health utilising invisalign and digital tools**
Gina Vega, Clinical Director, Educator, Mentor, Bishopsgate Dental Care
- 15:15 - 16:00** **Periodontal treatment failure: practical strategies to optimise outcomes**
Jay Parmar, Specialist Periodontist, British Society of Periodontology
- 16:15 - 17:00** **Beyond the file: making irrigation work for you**
Risha Patel, Specialist Endodontist, Fulham Road Dental | Hon. Communications Officer - British Endodontic Society

SATURDAY 16 MAY

- 09:15 - 10:00** **Achieving periodontal endpoints in general practice**
Paul Baker, Specialist Periodontist, British Society of Periodontology and Implant Dentistry
- 10:15 - 11:15** **The challenge of managing periodontal health; evidence-based patient self-care**
Devan S Raindi, Specialist in Periodontics, British Society of Periodontology and Implant Dentistry
- 12:45 - 13:30** **Tooth wear management: tips and techniques**
Neil Poyser, Consultant and Specialist in Restorative Dentistry, Queen's Medical Centre, Nottingham
- 13:45 - 14:30** **Can RCT wait? A clinical guide to pulp preservation**
Marian Vallina, Specialist Endodontist, The Dental Referral Centre, Dronfield
- 14:45 - 15:30** **Failure in endodontics**
Philip Mitchell, Consultant, GSTT/KCL
- 15:45 - 16:30** **Challenges in replacing missing teeth**
Sarrah Jawad, Consultant in Restorative Dentistry, Guy's and St Thomas' NHS Foundation Trust





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PRACTICE OWNERS & BUSINESS MANAGEMENT THEATRE

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FRIDAY 15 MAY

- 09:15 - 10:00** **Professional, proactive, prepared: mastering complaint management in 2026** 
Lisa Bainham, ADAM Chairperson, Dental Practice Managers Association (ADAM)
- 11:00 - 11:30** **Start-up, scale-up, and succession: expert insights for dentists** 
David Angus, Head, Braemar finance
- 11:45 - 12:15** **While you were closed: how an AI receptionist fills your diary around the clock** 
India Healy-O'Connor, Co-Founder and CEO, LindaAI
- 12:30 - 13:00** **Why patients will choose to buy from you? Stand out in an AI world** 
Max Rivens, Managing Director, Vendo Digital
Toby Raeburn, Head of Creative, Vendo Digital
- 13:15 - 13:45** **Is Google SEO & AI powering the success of most dental practices?** 
Shaz Memon, Director, Digimax
- 14:45 - 15:15** **The future of dentistry** 
Matt Nolan, Head Dental Officer, Simplyhealth
Lianne Scott-Munden, Volunteer, DENTAID
- 15:30 - 16:00** **How to leverage specialist expertise into SEO dominance** 
Ali Attrill, Founder, Transcend Dental
- 16:15 - 17:00** **In tune or out of line? Creating practice harmony through brave conversations** 
Lisa Bainham, ADAM Chairperson, Dental Practice Managers Association (ADAM)

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Toby Raeburn, Head of Creative, Vendo Digital
- 10:45 - 11:15** **The future of dentistry** 
Matt Nolan, Head Dental Officer, Simplyhealth
Lianne Scott-Munden, Volunteer, DENTAID
- 12:45 - 13:15** **Sell smart, sell strong: seven buyer priorities that maximise practice value** 
Tom Orchard, Head of Practice Sales, Lily Head Dental Practice Sales
- 13:30 - 14:00** **Why more patients will not fix your practice cash flow** 
Gagan Kumar, Founder, Limitless Coaching
- 15:00 - 15:30** **Building a high-value dental practice buyers will pay more for** 
Alison Bates, Business Development Team Manager, Henry Schein Dental Practice Sales
Nirmalan Patkunan, Principle Dentist, Feel Good Dental
- 15:45 - 16:30** **Professional, proactive, prepared: mastering complaint management in 2026** 
Lisa Bainham, ADAM Chairperson, Dental Practice Managers Association (ADAM)

SHAPE THE FUTURE OF DENTISTRY REGISTRATION IS FREE FOR ALL DENTAL PROFESSIONALS





DENTAL BUSINESS THEATRE

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The business of dentistry

FRIDAY 15 MAY

- 10:00 Dental practice profitability in 2026**
10:45 Andy Acton, Director, Frank Taylor & Associates
Mike Blenkham, Partner and Head of Dental, UNW LLP
Magdalena Harding, Specialist Financial Adviser, Wesleyan Financial Services
Iain Stevenson, Head of Dental, Wesleyan Financial Services
- 11:00 Regulation, complaints & litigation: what's changing?**
11:45 Theresa Thorp, Executive Director Regulation, General Dental Council
Nigel Jones, Strategy Director, Practice Plan
Stephen Henderson, Dental Adviser, Stephen Henderson Dental Consultancy Ltd
Len D'Cruz, Head of Indemnity, BDA
Simon Thackeray, President of the BAPD. Practice Principal Dentist, Expert Witness
- 12:00 The tech-powered patient journey**
12:45 Les Jones, Creative Director, Practice Plan
Michael Bentley, Dental Consultancy and practice training, New Beginnings
Adam Smith, Sales Director, Boxly
Kish Patel, CEO Founder, Smile Care Group
Jin J. Vaghela, Founder, Smile Clinic Group & Smile Dental Academy
- 13:00 NHS dentistry 2026: reform and the road ahead**
14:15 Nigel Jones, Strategy Director, Practice Plan
Eddie Crouch, Chair, BDA Board, British Dental Association
Lauren Harrhy, Founder of Mental Dental, Co-founder of Confidential
Shiv Pabary MBE, Chair, BDA General Dental Practice Committee
- 14:30 Employment law essentials: what's new?**
15:15 Les Jones, Creative Director, Practice Plan
Sarah Buxton, Director and Employment Solicitor, Buxton Coates Solicitors
Mark Topley, Dental Consultant, Mark Topley Exceptional Team Performance
- 15:30 Moving from NHS to private dentistry**
16:15 Katrina James, Area Manager, Practice Plan
Zoe Close, Head of Sales, Practice Plan
Louise Anderson, Regional Support Manager, Practice Plan Group
Manish Chitnis, Practice Owner and Principal Dentist, Dental Concepts

SATURDAY 16 MAY

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Jin J. Vaghela, Founder, Smile Clinic Group & Smile Dental Academy
Chris Barrow, Extreme Business Coach, Extreme Business Academy
- 15:30 Moving from NHS to private dentistry**
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Louise Anderson, Regional Support Manager, Practice Plan Group
Manish Chitnis, Practice Owner and Principal Dentist, Dental Concepts

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PRIVATE DENTISTRY THEATRE

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FRIDAY 15 MAY

- 09:45 The money playbook: how the dental team can protect, grow and optimise earnings in a changing financial landscape**
10:15 Simon Thackeray, Owner, Thackeray Dental Care
Cat Edney, Dental Therapist
Hooria Olsen, Dental Surgeon, British Association of Private Dentistry
- 10:30 From startup to standout: seven marketing principles for every dental practice owner**
11:15 Shaz Memon, Founder, Digimax
- 13:30 Creating a future-ready practice: sustainability, profitability and growth**
14:15 Matt Nolan, Head Dental Officer, Simplyhealth
Deborah Marsland, Senior Marketing Manager, Simplyhealth
- 14:30 Unlocking the power of teeth whitening: better patient experiences and stronger practice revenue**
15:15 Meenal Patel, General Dentist, MP Aesthetics
- 16:30 Communications that transform: from surgery to lab, team to patient, and practice to public**
17:00 Manrina Rhode, Cosmetic Dentist and Owner of DRMR Clinic and Academy, DRMR Clinic and Academy
Helen Pestana, Managing Creative Director, IBIZ Consulting
Jenna Ellis, Registered Dental Technologist, Go Digital Dental
Cat Edney, Dental Therapist

SATURDAY 16 MAY

- 09:30 The next big thing in dentistry: health, AI, and the technology shaping our future**
10:00 Tif Qureshi, Dentist, IAS Academy / BAPD
Rachel Derby, Clinical Director and Owner, Chapel Dental
Victoria Holden, Practice Principal, BAPD President Elect
- 12:45 Creating a future-ready practice: sustainability, profitability and growth**
13:30 Matt Nolan, Head Dental Officer, Simplyhealth
Deborah Marsland, Senior Marketing Manager, Simplyhealth
- 15:45 The emerging generation: what young dentists are really facing and how to thrive**
16:15 Bertie Napier, Private Practice Principal, Past President BACD, BAPD, The BAPD
Sherya Aggarwal, Board Member, BAPD
Imaan Khalid, Private Dental Associate, BAPD
Soroor Chenari, Board Member, BAPD
Vicky Bu, Dentist, DRMR Clinic and Academy

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NEXT GENERATION CONFERENCE

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FRIDAY 15 MAY

- 09:30** **FIPO elevate your predictability**
10:15 Josh Patel, Dentist, Cromer House Dental Care
Joe Patel, Dentist, Cromer House Dental Care
- 10:30** **Align bleach and bond for lifetime dentistry**
11:15 Tif Qureshi, Dentist, IAS Academy / BAPD
- 12:30** **Don't extract me: saving compromised teeth with vertiprep and ortho extrusion!**
13:15 Sanjay Sethi, Restorative and Implant Dentist & Co-founder, Square Mile Dental Centre & Elevate Dent
Elaine Mo, Senior Lecturer / Dentist, ELEVATE Dental
- 14:30** **Complaints handling and avoiding pitfalls**
15:15 Moira Duncan, Senior Dento-Legal Adviser, MDDUS
- 14:45** **Rising stars: student innovation showcase**
15:30
- 15:30** **Toothwear: the evergrowing problem and management with injection moulding**
16:15 Riaz Yar, Director & Co-Founder, Elevate-Dent Education
Nikil Sethi, Dentist & Co-founder, Square Mile Dental Care & Elevate dent

SATURDAY 16 MAY

- 09:30** **Supercharge your treatment plan**
10:15 Sorabh Patel, Partner and Principal Dentist, Dental Beauty Blackheath and Lee
- 10:30** **AI in dentistry: managing risk, regulation and responsibility**
11:15 Kieran Bhakta, Dento-Legal Adviser, MDDUS
- 12:45** **Hate endo? Ignite the passion inside**
13:30 Daniel Flynn, CEO, Toothsaver
- 13:45** **Inside-out leadership: building emotionally intelligent practices & emotionally connected marketing**
14:30 Sarika Shah, Dentist and Practice Principle, Flourish as a Female
Anna Roberts, Client Director, MiSmile
- 15:45** **Empowering young dentists: marketing your brand**
16:30 Krishan Joshi, Founder & CEO, Dental Focus

FACIAL AESTHETICS PRACTICE THEATRE



SPONSORED BY



FRIDAY 15 MAY

- 09:40** **HEADLINE SESSION**
10:40 **The future of facial aesthetics in dentistry: regulation, policy and clinical best practice**
Anni Seaborne, Head of General Dentistry, Bupa Dental Care
Helen Graham, Programme Director, Skin Ageing and Aesthetic Medicine MSC, University of Manchester
Jalpesh Patel, Member of the Education and Training Committee, JCCP
Andrew Rankin, Acting co-chair and registrar, JCCP

Launching this year at BDCDS, the Facial Aesthetics Practice Theatre provides a dedicated platform for dental professionals navigating the rapidly evolving facial aesthetics sector.

You will be at the centre of discussions on:

- Patient safety, consumer confidence, and ethical practice
- Training, licensing, and insurance considerations for clinicians
- Strategic opportunities created by the growth of regulated aesthetic services
- Practical guidance for practitioners seeking to expand or future-proof their services

This is your chance to see real insights of aesthetic in practice, the innovative products and services on offer, as well as connect with a fellow audience actively seeking guidance, solutions, and inspiration in the facial aesthetics space.



ADI IMPLANT THEATRE



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The ADI does not endorse any sponsored content in this theatre.

FRIDAY 15 MAY

- 09:30** **The game changing treatment for your patients who break everything!**
10:15 Sally Rayment, Restorative Dentist, The Implant Centre
- 10:30** **Biology before technique: a framework for predictable implant and grafting outcomes**
11:15 Stavros Eleftheriou, Specialist Oral Surgeon, ADI
- 13:30** **Michelin standards**
14:15 Dipesh Kothari, Implant Dentist, ADI
- 15:30** **A full digital workflow for full-arch immediate loading: a simple and predictable approach**
16:15 Jordi Gargallo, Professor of Oral and Maxillofacial Surgery Department, Universitat Internacional de Catalunya
- 16:30** **Screwless full arch bridges**
17:00 Jason Buglass, Dentist, Implantem Ltd

SATURDAY 16 MAY

- 09:30** **Delayed versus immediate implant placement in the upper anterior region**
10:15 Neha Khade, Dentist, Riverside Dental Spa
- 12:45** **The future of dentistry with 5D: innovation and new paradigms**
13:30 Jongcheol Kim, Chief Researcher, Ray Co. Ltd.
- 13:45** **An innovative approach to posterior maxillary atrophy: avoiding sinus lifting and unnecessary all-on-X**
14:30 Bardhyl Rraci, Oral Surgeon, Dielli Dent
- 14:45** **Peri-implant and periodontal inflammation: systemic implications and risk assessment**
15:30 Saagarika Sharma, PhD Researcher, University of Portsmouth
- 15:45** **IV sedation for implant cases: is there a safer way?**
16:30 Robert Endicott, Founder and Dedicated Sedationist, UKSedation





DENTAL HYGIENIST & THERAPIST SYMPOSIUM

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FRIDAY 15 MAY

- 09:30 - 10:00** **From clinic to classroom: accessing doctoral study as a dental professional**
Robert Leigh, Dental Therapist, British Association of Dental Therapists (BADT)
- 10:15 - 11:00** **Saving your smiles: facing mental health challenges among dental hygienists and dental therapists**
Philippa Barnwell, Postgraduate Researcher and Dental Hygiene Therapist, The University of Greenwich and Thistle Dental Group
- 12:15 - 13:00** **The impact of female hormones on the periodontium**
Juliette Reeves, Dental Hygienist, Perio-Nutrition
- 15:15 - 16:00** **Top tips for an effective mouth cancer check**
Mike Lewis, Clinical Ambassador, Mouth Cancer Foundation
- 16:15 - 17:00** **Mastering biofilm control: practical periodontal strategies for dental hygienists and therapists**
Rhianna Clarke, Dental Therapist, St Georges Hospital/The Aspire Clinic

SATURDAY 16 MAY

- 09:30 - 10:15** **How social media can play a significant role in improving oral health**
Anna Peterson, Dental Therapist, Whelby Dental
- 13:00 - 13:45** **Integrating oral care into head and neck cancer management**
Jocelyn Harding, Dental Hygienist, Mouth Cancer Foundation
- 15:00 - 15:45** **Paediatric dentistry in primary: management of a child in dental pain**
Leon Bassi, Clinical Lecturer Primary Dental Care (DTH Practice), University of Liverpool
- 16:00 - 16:30** **Orthodontics: know your role**
Nikhil Gogna, Consultant Orthodontist, Bristol Dental Hospital



DENTAL NURSES' FORUM

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FRIDAY 15 MAY

- 09:15 - 10:00** **Digital dentistry: the future for DCPs**
Rebecca Silver, Dental Nurse Guru / BADN Panel of Representatives, BADN
- 10:15 - 11:00** **Laughter to legislation**
Janet Pickles, Chairwoman, R A Medical Services Ltd
- 11:15 - 12:00** **From myth to management: understanding legionella risks in dental settings**
Sylvia Leszkiewicz, Director and Senior Legionella Consultant, The First Principle Group Ltd
- 12:15 - 13:00** **Healthcare waste management**
Pete Gibbons, Owner and Decontamination specialist, DeconPete - DCP
- 13:15 - 14:00** **Small moments matter: how dental nurses can strengthen teams, reduce stress, and feel seen at work**
Christina Radics, Dentist, Former Dental Owner, Coach, Christina Radics Coaching
- 15:15 - 16:00** **50 years of smiles: what really shapes oral health and what comes next**
Rachael England, Head of Policy and Advocacy, Oral Health Foundation
- 16:15 - 17:00** **When a patient tells you they're suicidal**
Preetee Hylton, President, British Association of Dental Nurses










































SATURDAY 16 MAY

- 09:30 - 10:15** **Smoking, vaping and oral nicotine patches: out of the frying pan, into the fire?**
Elaine Tilling, Independent Clinical Education Specialist, Patron SBDN
- 10:30 - 11:15** **Dental record keeping: top tips for dental nurses and oral health practitioners**
George Wright, Deputy Dental Director and Dentolegal Consultant, Dental Protection
- 12:45 - 13:30** **Nutrition and lifestyle advice in the dental setting**
Nina Farmer, Clinical Educator, Ikigai Oral Hygiene
- 13:45 - 14:30** **Oral cancer and the role we can all play**
Emma Riley, Oral Health Practitioner, Macmillian
- 15:45 - 16:30** **2025 resuscitation council guidelines and to explain their practical implications for clinical practice**
Heidi Cresswell, Treasurer, Society of British Dental Nurses










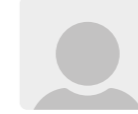



























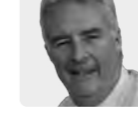




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BDCDS 2026 ANNOUNCES TWO INSPIRING HEADLINE SPEAKERS

PIERS LINNEY AND ELIZABETH DAY

The British Dental Conference & Dentistry Show (BDCDS) is proud to unveil two exceptional headline speakers for its 2026 programme, bringing powerful insight from the worlds of technology, business, media and personal development to the dental profession.

Friday Headline Speaker: Piers Linney MBE



Kicking off the Friday programme, entrepreneur, investor and former Dragons' Den star Piers Linney MBE makes the case for urgent, decisive action on AI. In this no-nonsense session, Linney will draw on his experience advising firms across sectors and explore why a cautious, 'wait and see' approach isn't just risky, it's fatal.

Piers Linney MBE is an entrepreneur, investor, a 'top artificial intelligence voice' on LinkedIn and the co-founder of next generation technology partner, Implement AI, which supports businesses of all sizes to understand and implement AI-related technologies.

With AI moving faster, scaling wider, and rewriting the rules of business in real time, Linney will share insights on how AI is already transforming dental practices, clinical decision-making and business strategy from the inside out.

Expect a hard-hitting, forward-looking take on:

- Why AI is different from every wave of tech that came before it
- How it's already reshaping patient care, practice management and commercial strategy
- What leaders must do now to stay relevant and competitive

THIS SESSION WILL CHALLENGE YOUR ASSUMPTIONS AND HELP YOU TAKE ACTION BEFORE IT'S TOO LATE

Friday 15 May

Implement AI

BDA Theatre

10:25-11:10

POWERFUL INSIGHTS FROM THE WORLDS OF BUSINESS & MEDIA

Saturday Headline Speaker: Elizabeth Day



Elizabeth Day is an award-winning author and broadcaster and founder of Daylight Productions. She is the author of 10 books, spanning both fiction and non-fiction and is a Sunday Times Number 1 bestseller. Her chart-topping podcast, How To Fail With Elizabeth Day, is a celebration of all of the things that haven't gone right. Every week, in a one-on-one interview, a guest discusses what they have learned from failure. Previous guests of How to Fail include Phoebe Waller-Bridge, Kate Winslet, Jon Bon Jovi, Michelle Yeoh, Kazuo Ishiguro, Malcolm Gladwell, Stanley Tucci, Jamie Dornan, Gloria Steinem, Chimamanda Ngozi Adichie, Andrew Scott and Simon Cowell.

On Saturday, Elizabeth Day, will take part in an inspiring and thought-provoking fireside chat exploring the powerful connection between success and failure.

As leadership and entrepreneurship continue to thrive across the dental profession, this headline session will focus on resilience, growth and the strength gained through failure. Day will explore ambition, vulnerability, leadership and the power of learning from failure, themes that resonate strongly with today's business owners navigating change, expansion and professional growth. This inspiring session will connect with those building, leading and growing modern dental practices and is not to be missed.

READY TO RETHINK FAILURE? BE PART OF THIS UNMISSABLE SESSION AND LEARN HOW RESILIENCE AND VULNERABILITY CAN DRIVE REAL SUCCESS

Saturday 16 May

BDA Theatre

11:30-12:30

“Together, these two headline sessions reflect our commitment to delivering a programme that goes beyond clinical excellence – addressing the technological, emotional and strategic realities of contemporary dentistry. We are confident these personalities will not only offer fantastic insight, but will inspire the whole dentistry community.”

Stewart Turner, Event Director

2026 EXHIBITOR LIST

| COMPANY | STAND |
|---|-------|
| 3Shape | D20 ✓ |
| Abano Healthcare | H59 |
| Acteon UK | D40 |
| ADD Vision | G80 |
| A-dec Dental UK Ltd | B40 |
| Admetec | F20 |
| Aerona Software Ltd | H10 |
| Aesthetic Medical Partnership Ltd | N80 |
| Agilio Software | J30 |
| AI Receptionist, Chatbot and CRM by Super Kit AI | L76 ✓ |
| Ai4Dental | D04 |
| Aidite Technology Co. Ltd | G15 |
| Aksim Surgical | J17 ✓ |
| Albert Waeschle | J99 |
| Align Technology | C30 |
| Amabilia Medical | K03 ✓ |
| Anglian Dental | L83 |
| Apollo Implant Components | H13 ✓ |
| APPLY3D | F19 |
| AR Instrumed | B60 |
| Ashley Latter | N60 |
| Association of Dental Administrators & Managers | L08 |
| Association of Dental Implantology | E85 |
| Attenborough Direct / ICE Postgraduate Dental Institute | K75 |
| Augma Biomaterials | H02 |
| AWS Mortgages | J74 |
| B.A. International | D62 |
| Barclays Bank | F64 |
| Bbite | L10 |
| BDA Benevolent Fund | H94 |
| BDA Museum | M54 |
| Belmont | F40 |
| BH Projects | G40 |
| Bioclear Matrix UK | N82 |
| BioGaia UK | A66 ✓ |
| Boxly | F25 |
| Braemar Finance | F74 ✓ |
| Bredent | B04 |
| Bridge2Aid | H94 |
| Bristol CAD/CAM | H11 |
| British Academy of Cosmetic Dentistry | P70 |
| British Association of Dental Nurses (BADN) | J11 |
| British Association of Dental Therapists | B74 |
| British Association of Private Dentistry | H82 |
| British Dental Association | M40 |
| British Endodontic Society | P12 |
| British Orthodontic Society | P11 |
| British Society of Dental Hygiene & Therapy | B76 |
| British Society of Periodontology | P44 |
| British Society of Prosthodontics | N09 |
| Bryant Dental | N17 |
| BTL Aesthetics | G72 |
| Built by Bravura | F88 |

| COMPANY | STAND |
|--|----------------|
| Bupa Dental Care | D30 |
| Care Quality Commission | L09 |
| Carestream Dental | J25 |
| Cassiopeia Globals LTD | F92 |
| Cattani ESAM UK Limited | J70 |
| CDG 3D Tech | E02 |
| Chairsyde | K32 ✓ |
| Chase de Vere Independent Financial Advisers Ltd | B92 |
| Chirimen | J13 ✓ |
| Christian Dental Fellowship | B91 |
| Christie & Co | F45 |
| Clear Moves Aligners | F95 ✓ |
| Clerkal | M52 |
| Cogent Finance Ltd | C91 |
| Colgate | B30 |
| College of General Dentistry | L75 |
| Coltene Ltd | F70 |
| ComDent | P45 |
| Convene Group | M19 |
| Corsodyl | D52 |
| Corus | K88 |
| Coswell S.p.A. | B45 |
| CRE Group | J19 |
| Crown Dental Burs Ltd | L82 |
| CTS Dental Supplies | A60 |
| Curaprox | K60 |
| Dandy | N20 |
| DB Lab Supplies | B05 |
| DD | J50 |
| Denplan | L40 |
| DENSURA | L14 |
| Dentaid | D90 |
| Dental Audio Notes | H09 ✓ |
| Dental Circle | D70 |
| Dental Elite | K40 |
| Dental Laboratories Association | The DLA Lounge |
| Dental Mums Network | F86 |
| Dental Notes Assistant | F94 |
| Dental Protection | G62 |
| DENTAL SYSTEMS | J81 |
| Dental Technologies Magazine | G13 |
| Dental Technologists Association | D03 |
| Dentally | K20 |
| Dentally Marketplace and Upgrades Lounge | K30 |
| Dentaqua | P19 |
| Den-Tech | A01 |
| Dentistry Practice Services | G45 |
| Dentists' Provident | P30 |
| Dentium | E40 ✓ |
| DENTSPLY SIRONA UK & IRELAND | E45 |
| Dentstock | P20 |
| Denttrack Software | J02 |
| DEO Dental | L01 |
| DermapenWorld | H50 |
| DEXIS | H30 ✓ |

| COMPANY | STAND |
|--------------------------------|-------|
| DG Mutual | C81 |
| DGSHAPE | G24 ✓ |
| DHB Oral Healthcare Ltd | N64 |
| DIAGNOCAT | P36 ✓ |
| Diamed Engineering Ltd | J15 |
| Digimax Dental | E61 |
| Digital Dental | A18 |
| Directa Dental Group | H22 |
| Discover Dental | D50 |
| DPS-UK LTD | F48 |
| Durr Dental | J60 |
| Dyna International | L02 |
| EDENTA | L44 |
| Education For Dental | H03 |
| EMS | E30 |
| Eschmann | G75 |
| ESM Digital Solutions | D60 |
| Eurodontic Ltd | E01 |
| EviSmart | C16 |
| EVO Dental | C48 |
| Excel Contractors | M10 ✓ |
| F2 Medical Supplies Ltd | K70 |
| Falcon Spain International | K04 |
| FGM Dental Group | B50 |
| Fifty Nine Financial | L96 |
| First Agency Direct | N50 |
| FlosslyOS | P10 |
| FollowApp Care | J84 |
| FTA Finance | K90 |
| Fyous | N21 ✓ |
| GC UK Ltd | A16 |
| General Dental Council | N10 |
| GT-MEDICAL | J10 |
| H3D AI | F01 ✓ |
| Hague Dental | G58 |
| Happythreads | P40 |
| HE Interiors Ltd | H90 |
| Health Spaces | H87 |
| Heart Dental Recruitment | A41 |
| Hello Fresh | N99 |
| Hello Pearl | L70 |
| Henry Schein Dental | L30 |
| Hexa Ceram Dental Lab | H84 ✓ |
| HeyGears GmbH | F10 |
| HSBC UK Bank plc | M11 |
| HUGE Dental | F12 ✓ |
| humm | G60 |
| Hydrafacial | G59 |
| IDS Cologne | J97 |
| InsiderCX | H92 |
| Instrudental Instruments | M20 ✓ |
| iSmile | D53 |
| Jobs4Dentists - Australia | K92 |
| John Winter + Co | G01 |
| JW Hinks Chartered Accountants | E80 |
| KaVo | K34 |

| COMPANY | STAND |
|-------------------------------------|-------|
| Kerr UK Ltd | H30 |
| Komet UK | G20 |
| Kuraray Europe Benelux B.V. | D48 ✓ |
| Lily Head Dental Practice Sales | J21 |
| Linda AI | J20 ✓ |
| LISTERINE | M70 |
| Lloyd & Whyte | P54 |
| Lloyd & Whyte Flexiplan | N55 |
| Lloyds Bank | N70 |
| Macmillan Cancer Support | H15 |
| Maintainers Dental Lab | K45 |
| Mango Voice | M18 |
| MDDUS | D72 |
| Medecon Healthcare | P43 |
| MEDICALFIT | H80 |
| Medicon International Medical | F91 |
| MEDIT | H20 |
| MEDIT iOScanners Direct | H16 |
| MedMatch Dental | L32 |
| Medtronic (UK) Ltd | F80 |
| Megagen Implants | K67 |
| Membership Plans Ltd | B64 |
| Merlin Dental | G16 ✓ |
| Merz Aesthetics | K50 |
| Micro Minder | H52 |
| Mil LTD | F22 |
| Milnes Bros | G10 |
| Mimetrik | H12 |
| Moore Scarrott Medical and Dental | M17 |
| Mouth Cancer Foundation | L97 |
| Murray Equipment | L33 |
| My Compliance Clinic | P01 |
| mydentist | E60 |
| MyErgo by Univet | D51 |
| NASDAL | G71 |
| Natch Labs GmbH | J96 |
| National Dental Care & DB Dental | M24 |
| Natwest | N14 |
| NEBDN | K01 |
| Next Dent Ltd | D01 |
| NHS Dental Services | M50 |
| NHS Devon | H17 |
| Nichrominox | E86 |
| Nightshift | A10 |
| Nobel Biocare UK | H30 |
| Nuview | F72 |
| NUVOLA BY GEO | L74 ✓ |
| On Hold Communications | L18 |
| Online-Dental.Uk | A19 |
| Optident | L25 |
| OPTIM Interdental Brushes | H25 |
| Oralieve UK Ltd | L60 |
| Orascope | H30 |
| Ordo | C45 ✓ |
| ORMCO | H30 |
| Orthodontic Technicians Association | B02 |

| COMPANY | STAND |
|--------------------------------------|-------|
| Panadent | B14 |
| Patient Plan Direct | G60 |
| Pegasus Concepts | F62 |
| Phoenix Dental Instruments | P25 |
| Piqqer | L03 |
| Plan 4 Growth & Elevate Accounts Ltd | J16 |
| Planmeca | J37 |
| Polymer Solutions | B03 ✓ |
| PortmanDentex | J35 |
| Practice Plan | G50 |
| Prestige Medical | E62 ✓ |
| Prevest Denpro | L62 |
| Price Bailey Chartered Accountants | L45 |
| ProClaves x Enbio | A67 |
| Purple Media | P65 |
| QED Ltd | F73 |
| Queensway Dental Laboratory | G64 |
| Quilter Financial Advisers | H86 ✓ |
| Quiteclear.io | M16 |
| Raei Alvin & Co LTD | K94 |
| RAY | L50 ✓ |
| RDT Technology - Valplast | H01 ✓ |
| Remedo | F85 |
| Retainer Fresh | D86 |
| Riton Additive Technology Co., Ltd | D22 ✓ |
| RoboReception | H19 ✓ |
| Rodericks Dental | K42 |
| Rogers Spencer Chartered Accountants | N07 |
| ROOTT Implants | J14 ✓ |
| Ross Commercial Finance | F90 |
| Royal Air Force | D92 |
| RPA Dental Equipment Ltd | G44 |
| Rudlings Solicitors LLP | L19 |
| S4S Dental Laboratory | A35 |
| Schottlander | B20 |
| Score experts in seating | G70 |
| Scrubs UK | L80 |
| Sedation Solutions | H95 |
| Sensodyne | E18 |
| Septodont | D25 |
| Shenzhen Relish Technology Co.,Ltd. | K85 ✓ |
| Shofu | A30 |
| Sident | D45 |
| sinoX Shenzhen | N90 ✓ |
| Skillbond | D10 |
| Skills4Dental | L15 |
| Skrubz | L20 |
| Smile Clinic Group | N72 |
| Society of British Dental Nurses | J12 |
| Solventum | B52 |
| Sonic Dental | A36 |
| Sony Europe | C42 |
| SOS Oxygen | P69 |
| Stanford Finance | L11 |
| Stowood Scientific Instruments | L97 ✓ |
| Straumann Group | F30 |

| COMPANY | STAND |
|---|-------|
| Succession Wealth | D63 |
| Swan Loupes | N73 |
| SwissLoupes SandyGrendel | B90 |
| SYS Stratasys 3D Printers | G04 |
| Systems for Dentists (SFD) | J58 |
| Tahir (Oral Care) | A65 ✓ |
| Tapmaster | K65 ✓ |
| TASProMarketing | J76 |
| TDK Dental Lab | L54 |
| TDS E&W Ltd | A45 |
| Tempdent | J83 |
| TePe Oral Hygiene Products Ltd | B49 |
| The Campbell Academy | E95 |
| The DDU | K72 |
| The First Principle Group | L22 |
| The VoIP Shop | J18 |
| Tipton Training Academy | L99 |
| Tokuyama | G86 |
| Toothsaver | A42 |
| Transcend Dental | N22 |
| Trigiene Dental | N88 |
| Trinity Dental Finance | K02 |
| Tri-Tech 3D | F02 |
| TRUNK-VAC | L90 |
| Trust Dental Engineer | C40 ✓ |
| Trycare | G86 |
| Ubest Dental Technology | L04 |
| UK Health Security Agency | L95 |
| UK Loupes | N87 |
| Ultradent Products | D61 |
| University of Lancashire | N12 |
| Uppera Dental Technology Co | C22 |
| vatech | C20 ✓ |
| Vendo Digital Limited | J71 |
| Versah UK | C93 |
| VITA Zahnfabrik | G19 |
| VSDent | B72 |
| VSI Co.,Ltd. | L12 ✓ |
| vVARDIS AG | F60 |
| WA. INSTRUMENTS LTD | C90 |
| Wesleyan Financial Services | G50 |
| WHW | G22 |
| Wisdom Toothbrushes | B68 |
| Woodpecker Medical Instrument Co., Ltd. | B55 ✓ |
| Xcelerator Dental | G45 |
| Xpedent UK Ltd | M22 |
| XTCERA | F17 ✓ |
| Yucera Dental | G17 ✓ |
| Zemits | J55 |
| Zirkonzahn | G14 |

BDCDS exhibitors
DTS exhibitors

✓ Distributors wanted

Exhibitor list correct at time of print.

BEYOND AESTHETICS: ALIGNMENT FOR LIFE

Ahead of her presentation in an Align Technology sponsored session at this May's British Dental Conference & Dentistry Show (BDCDS) in Birmingham, Dr Gina Vega discusses why comprehensive orthodontic planning, supported by digital diagnostics, is shifting the focus of aligner therapy from cosmetic improvement to long-term oral health outcomes.



Dr Gina Vega is a London-based clinical director and educator with more than 20 years' experience in private dentistry. She leads award-winning Bishopsgate Dental Care and lectures internationally on comprehensive aligner therapy and digital orthodontic workflows.

For many patients, conversations about tooth alignment begin with appearance. However, in clinical practice, I believe we have a responsibility to look beyond the aesthetics of a straighter smile.

The mouth has essential functions, it allows us to communicate and to eat, and every treatment plan should support all of that over a patient's lifetime. This means considering far more than the position of the front teeth. Periodontal health, occlusion, bone support, tooth wear and long-term stability must all form part of comprehensive planning.

When I assess a patient for Invisalign aligner therapy, I evaluate the whole mouth. Are crowded teeth preventing effective plaque control? Is malocclusion contributing to sensitivity or progressive wear? Is there active periodontal disease that must be addressed first? Could

missing teeth affect long-term stability?

Straight teeth are easier to clean, and easier-to-clean teeth are healthier teeth. By reducing crowding and correcting traumatic contacts, we are not simply improving appearance. We are also helping to protect periodontal health, preserve enamel and reduce the likelihood of future restorative needs.

SHIFTING THE PATIENT MINDSET

Many adult patients initially view orthodontic treatment as purely cosmetic. Some even dismiss it altogether, believing they are too old to benefit. However, when the conversation shifts towards function, longevity and prevention, their perspective often changes dramatically. Instead of focusing only on how their teeth look now, they begin thinking about how they want their teeth to perform in their later years.

This reframing can transform alignment from an optional aesthetic treatment into part of a broader long-term oral health strategy. In my experience, orthodontic planning often works alongside periodontal stabilisation, preventive education and restorative considerations, rather than being approached in isolation.

EDUCATION THROUGH VISUALISATION

Digital tools have fundamentally changed how I communicate this message. I strongly believe that education is power, and when patients can see what is happening in their own mouths, they become far more engaged in their care.

The iTero scanner captures high-resolution 3D images that feed directly into the Align Oral Health Suite to create a comprehensive digital patient record. This allows me to show patients real-time visual information rather than relying on diagrams or generic photographs. Using a digital scan, I can highlight plaque accumulation, gum recession, occlusal contacts, early wear patterns and areas that may require closer monitoring.

Using digital treatment simulation tools within the Align Digital Platform, I can also generate an outcome preview during a consultation. I always frame this beyond aesthetics. The simulation helps patients understand how alignment may improve plaque control, reduce areas of traumatic contact and support long-term tooth preservation, alongside enhancing the smile.

Seeing these details firsthand often creates a moment of clarity. Patients better understand the reasons behind treatment recommendations and feel more involved in the decision-making process. This visual understanding can also support adherence to oral hygiene advice and treatment plans.

PREDICTABILITY, EFFICIENCY AND TEAMWORK

Align's digital treatment planning tool, ClinCheck software, has also enhanced my ability to plan treatment scenarios and communicate options clearly with patients. The ability to visualise outcomes in advance helps support informed discussions and realistic expectations.

Digital records, scans and simulations can also be shared across the dental team, enabling treatment co-ordinators and hygienists to reinforce patient education and support continuity of care.



However, while digital technology is an invaluable tool, it does not replace clinical judgement. Human biology is inherently unpredictable, and experience remains essential. Monitoring tissue response, assessing tracking and adapting treatment when needed are all critical components of successful outcomes.

REDEFINING THE PURPOSE OF ALIGNMENT

As dentistry continues to move towards prevention and minimally-invasive care, I believe orthodontics should be considered within this wider context. Alignment is not simply a cosmetic enhancement. It is one of the tools we have to help manage risk, improve function and create a more stable foundation for long-term oral health.

The digital technologies now available to us have already changed how we diagnose, plan and communicate care. In my view, the profession is no longer moving towards a digital future. We are already practising within it. When we combine these tools with comprehensive planning and clinical experience, we are better equipped to support patient understanding,

improve outcomes and deliver care that is truly preventive in nature.

The key message I hope delegates take from my session is this: we must look beyond the straight smile. When we plan alignment thoughtfully, we are not just changing how teeth look. We are influencing how they function, how they are maintained and how well they will serve our patients in the years ahead.



“I strongly believe that education is power, and when patients can see what is happening in their own mouths, they become far more engaged in their care.”

RAY'S TECHNOLOGICAL SUPERIORITY IN FACIAL TRANSFORMATION AND DIGITAL DENTISTRY

Since its inception in 2004, Ray has solidified its position as the global leader in facial transformation and dental technology, inspiring confidence in professionals and patients alike. With a commitment to the future, Ray unveils the intricate science that enhances the artistry of face-driven dentistry. Our advanced technology focuses on delivering unique smiles, consistently achieving remarkable value and results for every patient.

At Ray, we envision a brighter, more radiant future—one smile at a time. We pride ourselves on creating solutions that are tailor-made for individuals, catering to their distinctive dental needs. Our cutting-edge technology not only ensures a customized experience but also reduces treatment periods, providing even more reasons for patients to smile.

As pioneers in Dental CBCT, facial scanning, imaging technologies, and CadCam design, Ray excels in revealing unseen details that redefine diagnostic practices. Our seamless workflow, powered by intuitive data visualization tools, enhances diagnostic accuracy and consultation processes. The effortless 5D Automated Technology we offer exemplifies our pursuit of innovative solutions in the digital dentistry landscape.

We invite you to visit us at stand L50 and experience how Ray distinguishes itself with transformative solutions. Join us for an extraordinary session with Dr. K. C. Kim in the ADI theatre, where you will witness our commitment to progressive technical excellence, including the groundbreaking 5D segmentation technology.

As the only company capable of delivering a complete digital solution—from scan to software—we empower professionals in facial transformation, enabling them to provide better, safer, and more comprehensive care.

Together, let's not just amplify but reshape what's possible in the incredible field of digital dentistry. With Ray leading the charge, the future is bright, and every smile we create is a testament to our innovative vision.



Ray

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5D by RAY**

Guest Speaker **Dr. Jongcheol Kim**

📍 **NEC BIRMINGHAM** **16.05.2026**

PROGRAM

Conference at ADI Hall from 12:45 to 1:30 PM
Q&A at the RAY UK Booth (L50) at 2:00 PM

BDCDS 2026 LAUNCHES STUDENT COMPETITION TO SHAPE THE FUTURE OF DENTISTRY

The British Dental Conference & Dentistry Show (BDCDS) is inviting the next generation of dental professionals to showcase their creativity and vision through an exciting new student competition in collaboration with the University of Birmingham School of Dentistry. The competition will culminate at the BDCDS 2026, taking place at the NEC Birmingham on Friday 15th May.



The BDCDS is the UK's most influential dental trade event, attracting over 10,000 dental professionals for two days of cutting-edge clinical and commercial content, live product demonstrations, and networking opportunities. As part of the Next Generation Conference, a theatre dedicated to the future of dentistry, students from University of Birmingham School of Dentistry will have the chance to present their ideas to a live audience of dental industry leaders, innovators, and peers.

'We are committed to empowering dental students and providing them with platforms to engage with the wider industry,' said Stewart Turner, Event Director. *This competition is about inspiring creativity, encouraging critical thinking, and giving students a voice in shaping the future of oral healthcare.*

Students from years 3 - 5 at the dental school are being invited to submit concepts around one of three themes, tying into the overarching 2026 campaign theme, **'Shape the future of dentistry'**:

- 1. Dentistry in 2040:** Imagine how oral care will be delivered in 10–15 years, from patient access and practice workflows to new technologies and training models.
- 2. The one innovation that will transform dentistry:** Propose a single product, technology, or service that could revolutionise dental practice or patient care.
- 3. Solving one major challenge facing dentistry today:** Identify a pressing issue, such as workforce shortages, access to care, or sustainability, and present a practical, scalable solution.

Submissions will be reviewed by a panel comprising BDCDS advisory board members and University staff, with three finalists selected to present their ideas at the Next Generation Conference on Friday 15 May 2026. The overall winner will then be declared at the show.

'This competition gives students a unique chance to think beyond clinical training and imagine the future of dentistry,' said a spokesperson from the University of Birmingham School of Dentistry. *'We're thrilled that the finalists will present their ideas at BDCDS in May – a fantastic platform to showcase their creativity, connect with industry leaders, and gain real exposure to the dental profession.'*

FOR MORE INFORMATION ON BDCDS 2026, THE NEXT GENERATION CONFERENCE AND TO REGISTER FOR FREE PLEASE VISIT BIRMINGHAM.DENTISTRYSHOW.CO.UK



CREATING A FUTURE-READY PRACTICE



When we talk about the future of dentistry, it is very easy to focus on the big themes: digital innovation, workforce pressures, patient expectations, regulation and rising costs. All of those things matter. But for me, the real question is much simpler: what kind of practice are we trying to build, and how do we make it sustainable for the long term?



MATT NOLAN
Head Dental Officer
Simplyhealth

BEYOND CLINICAL EXCELLENCE

I have spent much of my career in general practice, and for almost 25 years I have worked in the same practice in Greenwich. That continuity has taught me a great deal. When you stay in one place for a long time, you build strong relationships with patients, but you also get a clear view of what works, what does not, and where practices can improve. You see treatment outcomes over time, you learn from mistakes, and you begin to understand that good dentistry is about far more than technical skill alone.

That was a big lesson for me personally. Earlier in my career, whenever something did not go to plan, I assumed it was because I needed to become better clinically. I invested heavily in my own development and completed further study in clinical dentistry. But over time I came to realise that one of the biggest challenges in dentistry is not just the quality of the treatment itself, but how well we communicate with patients and help them understand what they need to do.



That shift in thinking has shaped how I now view future-ready practice. Clinical excellence is essential, of course, but sustainability, profitability and growth come from having a clear model, strong communication, and a team that is empowered to deliver consistently.

HAVING A CLEAR STRATEGY

One of the biggest challenges I see is that too many dentists drift into a way of practising without ever stepping back to ask themselves what sort of dentist they want to be, or what sort of practice they want to run. It is easy to fall into existing systems and simply carry on doing dentistry in the way it has always been done. But that is not a strategy. If practices want to be sustainable, they need to make deliberate choices.

Some practices may want to position themselves at the premium end of the market, investing heavily in technology, facilities and a particular patient experience. Others may want a different model that is more focused on affordability,

accessibility and steady long-term relationships. Neither approach is right or wrong. The important thing is to decide which path you are taking and then build the business around that choice.

For me, sustainability starts with planning. Too many practices still judge success by whether there is any money left at the end of the month. That is not the same as having a financially sound business. A future-ready practice needs predictable income, a clear understanding of costs, and a realistic view of what it needs to generate in order to remain healthy.

This is one reason recurring revenue is so important. Plan-based dentistry can provide practices with that stability, giving practice owners the confidence to plan ahead and invest in their teams, technology and long-term patient care. Rather than lurching from one good month to the next difficult one, predictable income allows practices to make strategic decisions about equipment, staffing, training and growth.

Just as importantly, practices need to understand their numbers better. Dentistry teaches us to be clinicians, but it does not always prepare us to be business owners. Many people come into ownership or leadership without a strong grasp of profit and loss, key performance indicators or long-term forecasting. But sustainability is not only about finances. It is also about how practices present themselves, communicate with patients and build lasting relationships.

THE ROLE OF MARKETING

A key part of future-readiness is marketing, although I think that word is often misunderstood in dentistry. Many people still equate marketing with advertising alone. Marketing is about the whole patient experience and the long-term relationships practices build with their patients. The tone of voice of your practice, the way the website reads, how the phone is answered, what the waiting room says about your brand, and whether the patient journey feels coherent and consistent are all important factors.

Dentistry has historically lagged behind some other sectors in this area. We still see practices where communication and presentation feel stuck in another era, while others are embracing a much more modern, thoughtful and intentional approach. The gap is striking. But the good news is that this is something practices can improve.



It does not require gimmicks; it requires clarity, consistency and a willingness to think about how patients actually experience the practice.

PROGRESS OVER PERFECTION AND EMPOWERING THE TEAM

What matters too is measuring what works. Practices should not be afraid to try new things, but they do need to review outcomes. If something works, do more of it. If it does not, change it. I strongly believe that perfection can be the enemy of progression. Dentistry is naturally a conservative profession, and understandably so when it comes to clinical care. But in the way we run practices, communicate, develop teams and improve systems, we need to be willing to learn, adapt and evolve.

The final piece of this is people. A future-ready practice cannot depend on one person doing everything. It needs a whole team contributing fully, with individuals working at the top of their abilities and being supported to grow. That benefits the team, the patients and the resilience of the business itself.

For me, the practices that will thrive in the years

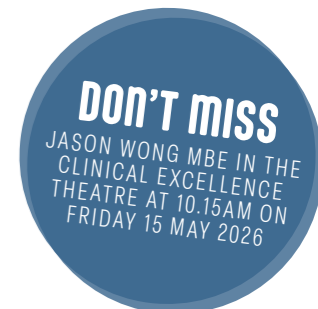
ahead will be the ones that combine excellent care with clear planning, strong communication, empowered teams and the confidence to evolve. That is what creates true sustainability. That is what supports profitability without losing sight of purpose and gives a practice the best platform for long-term growth.

I am looking forward to continuing that conversation at the British Dental Conference & Dentistry Show and discussing how practices can build models that are not only clinically excellent, but also resilient and sustainable for the future.



“A future-ready practice needs predictable income, a clear understanding of costs, and a realistic view of what it needs to generate in order to remain healthy.”

JASON WONG MBE LOOKS AHEAD TO THE FUTURE OF DENTISTRY



Dentistry in England is at a pivotal moment. The profession has faced extraordinary challenges in recent years, from recovering after the pandemic to addressing longstanding issues around access, workforce pressures and system reform. Yet despite the headlines that often focus on the difficulties, I remain optimistic about the future of dentistry and the opportunities ahead for both patients and professionals.

When I speak at the British Dental Conference & Dentistry Show in Birmingham this May, my aim is to share an update on the most significant developments affecting dentistry right now, such as contract reform, workforce policy and the direction of travel for dental care in England.

Perhaps more importantly, I want to share a message of positivity. While challenges remain, there is a great deal happening across the profession that we should recognise and build upon.

MEETING THE NEEDS OF PATIENTS

The most important issue shaping the future of dentistry is how we meet the needs of the population.



JASON WONG MBE
Chief Dental Officer
England DHSC & NHSE

Over the past few years, much of our focus has been on rebuilding services following the pandemic, which hit dentistry harder than any other area of healthcare. As the sector has recovered, the priority has been to ensure that the care available reaches those who need it most.

One important step has been strengthening urgent dental care. No one wants to see a society where people feel they have no option but to try and treat themselves. By increasing commissioning for urgent care services across the country, we have worked to create a safety net for patients who need immediate treatment.

The next stage is improving access and ensuring that those with the greatest need are prioritised.

Children's oral health has long been a key focus for governments, and it is encouraging that access figures for children receiving routine dental care are now returning to pre-pandemic levels. That progress shows what can be achieved when policy, commissioning and professional commitment align.

REFORMING THE NHS DENTAL SYSTEM

Many in the profession have been waiting for meaningful reform of the NHS dental system, and I recognise that progress can sometimes feel slow.

However, the payment and quality reforms now being introduced represent the most significant changes to the dental system since 2006.

These reforms are not the final destination, but rather the beginning of a longer process.

We are already working on the next phase of reform, which aims to fundamentally reshape the relationship between the NHS and the profession. The government has committed to delivering further reform within this Parliament, and our focus is on ensuring that any changes support both patients and the dental workforce.

There is always a balance to strike between implementing change quickly and ensuring reforms are sustainable. What we want to avoid is introducing large-scale change that disrupts the system without delivering genuine improvement.

Our focus in recent years has been on ensuring that the funding available for dentistry is directed towards those patients who need care the most and who may otherwise struggle to access it.

THE POWER OF THE WIDER DENTAL TEAM

One of the most important developments for the future of dentistry will be how we utilise the wider dental team.

For many years, the vast majority of clinical work has been carried out by dentists. NHS statistics suggest that around 95% of dental care is still delivered by dentists rather than dental hygienists or dental therapists.

This raises an important question: is that the most effective model for delivering care in modern dentistry?

I believe the answer lies in a stronger team-based approach. Delegating appropriate work to other members of the dental team can improve

efficiency while allowing dentists to focus on more complex care and professional development.

Whenever I speak with younger dentists, they tell me they want opportunities to progress and develop their careers. If they are spending most of their time delivering routine treatments, those opportunities can become limited.

A more balanced use of the dental team can help address this challenge while improving access and patient care.

TECHNOLOGY AND THE DIGITAL FUTURE

Digital innovation will also play a significant role in shaping the future of dentistry.

Across healthcare, technology is increasingly recognised as essential to improving efficiency and patient outcomes. Dentistry has enormous potential in this area.

Artificial intelligence, voice technology and digital diagnostics are already beginning to influence how practices operate. AI-assisted tools could support clinicians with record-keeping, diagnostics and patient communication, freeing up time for dental professionals to focus on patient care.

At a system level, greater digital integration is also needed. Dentistry remains one of the most analogue parts of the NHS. For example, we still rely heavily on paper prescriptions, around five million each year, which limits efficiency and makes auditing more difficult.

Better integration between dental practices and wider NHS digital systems, including electronic prescribing and shared patient records, could significantly improve patient safety and clinical workflows.

Within practices, digital dentistry including scanning and 3D printing, is also likely to expand rapidly in the coming years.

SUPPORTING THE FUTURE WORKFORCE

The future of dentistry also depends on the strength of the workforce.

We have recently announced an increase in training capacity, including 50 additional UK dental school places, alongside measures to support international recruitment. Over time, this should help address the longstanding issue that the UK has fewer dentists per population than many comparable countries.

At the same time, we must ensure that the NHS remains an attractive place for dentists to work, particularly for those at the start of their careers. Creating opportunities for career progression and professional development will be essential.

Events such as the British Dental Conference & Dentistry Show (BDCDS) play an important role in bringing the profession together.

Dentistry can sometimes feel like a collection of individual practices working in isolation. Conferences create an opportunity to

share ideas, build networks and strengthen communities of practice.

For me personally, BDCDS also offers an opportunity to hear directly from colleagues working on the frontline. Those conversations are invaluable in helping to shape the future direction of policy and ensuring that the voices of practising dentists remain central to decision-making.

FINAL THOUGHTS

Despite the challenges, dentistry remains a fantastic profession with enormous potential for innovation and impact.

By working together across the profession, across the dental team and across the healthcare system, we can continue to shape a future that improves care for patients and creates fulfilling careers for dental professionals.

I look forward to discussing these topics in more detail when I speak at BDCDS in Birmingham, and I hope many of you will join the conversation.



“One of the most important developments for the future of dentistry will be how we utilise the wider dental team.”

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» COMPOSITES

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» COMPRESSORS

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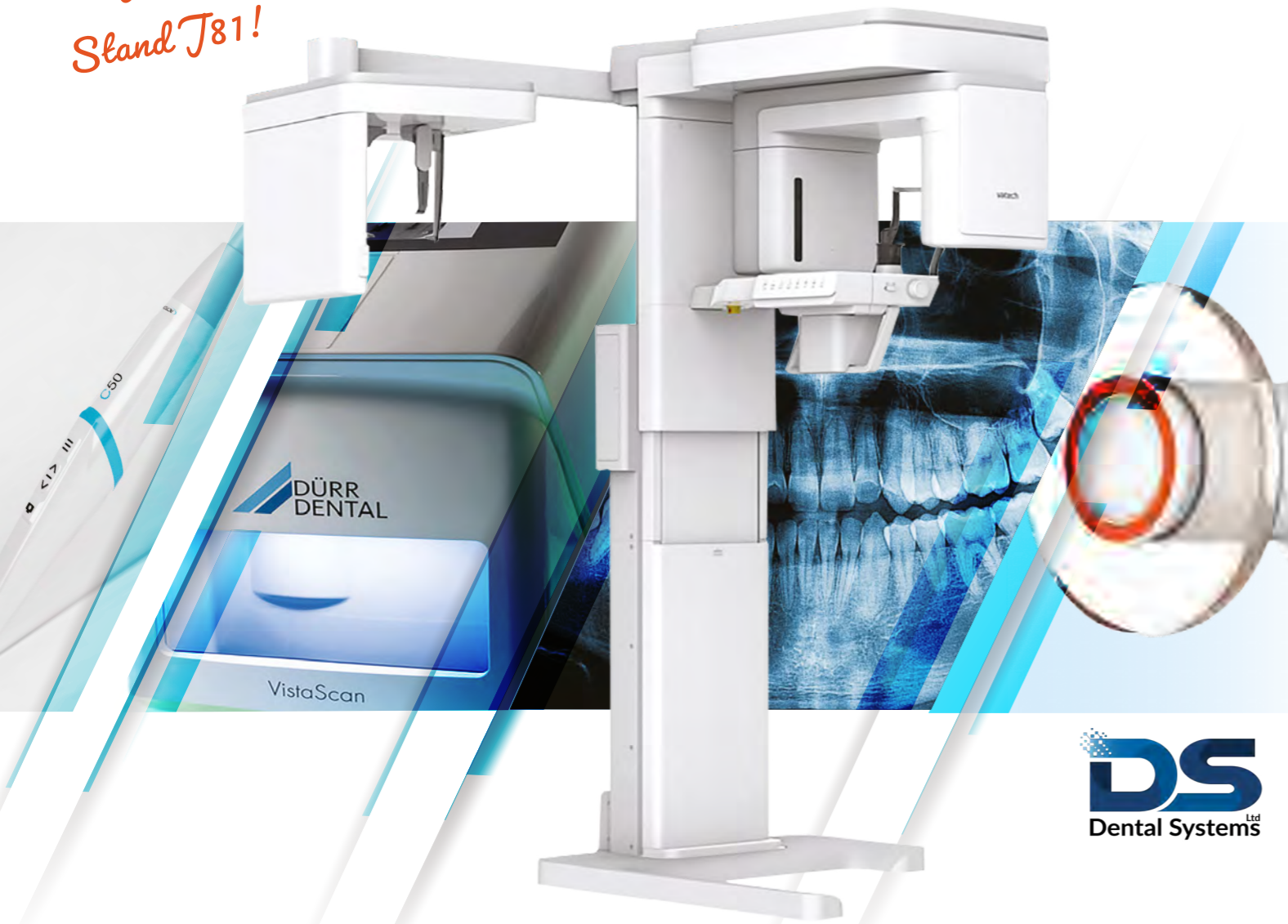
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PortmanDentex
Practice Plan
Rodericks Dental
Skills4Dental
SOS Oxygen
Straumann Group
The VoIP Shop
Tokuyama
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» DENTAL PRACTICE SALES / VALUATIONS

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» DENTAL SERVICES & SUPPLIERS

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» DENTAL UNITS

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UK Loupes
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Woodpecker Medical Instrument Co., Ltd.

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 Transcend Dental

» LAB EQUIPMENT & SUPPLIES

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 Fyous

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UK Health Security Agency

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 TASProMarketing
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Transcend Dental

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Instrudental Instruments

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 Retainer Fresh

» ORTHODONTIC SUPPLIES

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 Instrudental Instruments
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» PATIENT PLANS

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» PROFESSIONAL TRAINING COURSES & QUALIFICATIONS

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Shenzhen Relish Technology Co.,Ltd.
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» TRADE BODY

Association of Dental Implantology

» UNIFORMS & SURGERY WEAR

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EXOMIND



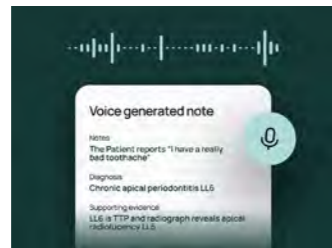
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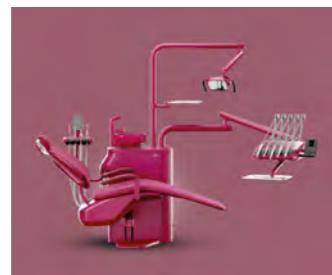
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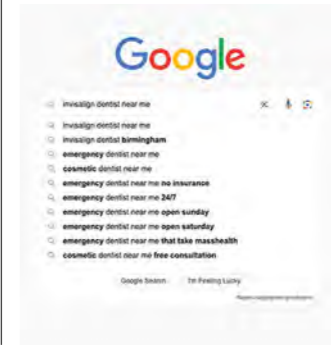
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- 10:00 - 10:45 **The Implant Marketing Channel 99% of Practices Are Ignoring**
Adrian Dray, Director, VoiceStack
- 11:00 - 11:45 **From Planning to Placement: Elevating Clinical Confidence with Straumann iEXCEL and iGUIDE**
Dr. Robbie Williams, Oral Surgeon & Co-Director, Zenith Dental Academy
- 12:00 - 12:45 **The ClearCorrect Advantage: Smarter Workflows, Better Outcomes**
Dr. Simon Clavell-Bate, Principal Dentist & Co-Owner, Clavell-Bate & Nephew Dental Surgeons
- 13:00 - 13:45 **Real-World Cases with Neodent's Latest Innovation: The Helix Short Implant**
Dr. James Kleiber, Clinical Director, Glenholme & Wordsworth Dental Centres
- 14:00 - 14:45 **Full-Arch Implant Restorations: The Workflow Behind Predictable Results**
Kevin Armstrong, Clinical Dental Technician, Ultimate Dental Lab
- 15:00 - 15:45 **Sip, Scan, Plan and Print - Explore the Straumann Digital Ecosystem**
Alex Styles, Digital Solutions Product Manager, Straumann UK & Ireland

SATURDAY 16 MAY

- 10:00 - 10:45 **The Implant Marketing Channel 99% of Practices Are Ignoring**
Adrian Dray, Director, VoiceStack
- 11:00 - 11:45 **From Planning to Placement: Elevating Clinical Confidence with Straumann iEXCEL and iGUIDE**
Dr. Robbie Williams, Oral Surgeon & Co-Director, Zenith Dental Academy
- 12:00 - 12:45 **The ClearCorrect Advantage: Smarter Workflows, Better Outcomes**
Dr. Simon Clavell-Bate, Principal Dentist & Co-Owner, Clavell-Bate & Nephew Dental Surgeons
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- 15:00 - 15:45 **Sip, Scan, Plan and Print - Explore the Straumann Digital Ecosystem**
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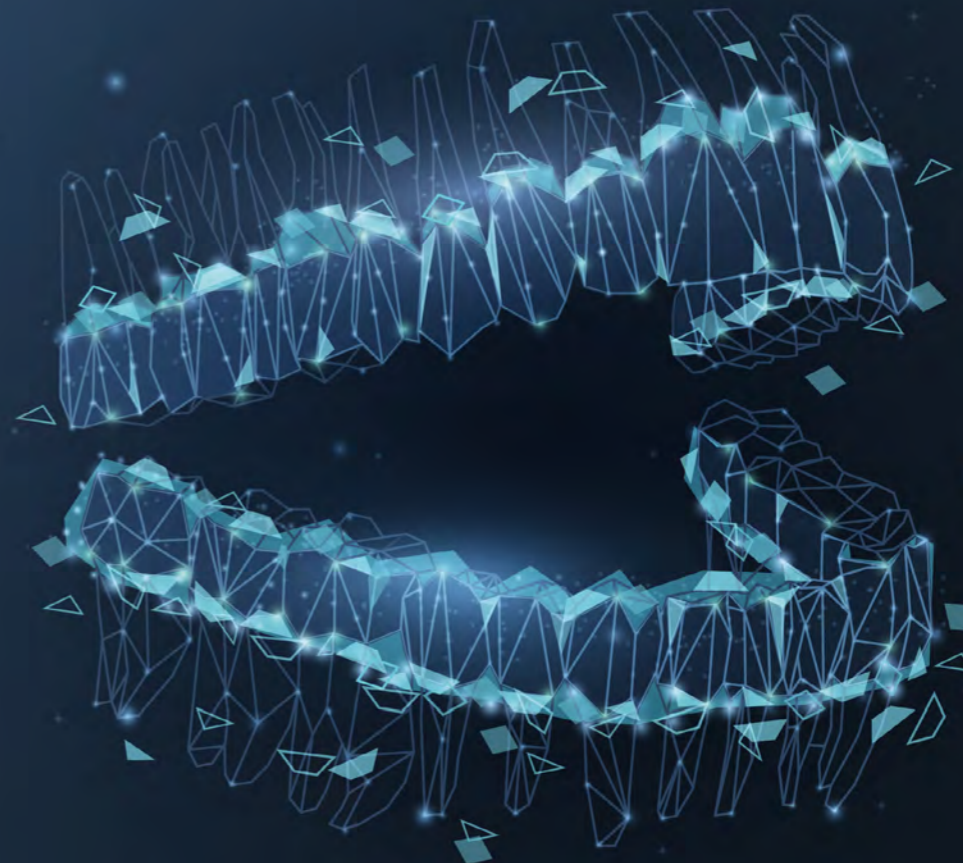
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BRITISH DENTAL CONFERENCE & DENTISTRY SHOW ANNOUNCES ADVISORY BOARD FOR 2026

The British Dental Conference & Dentistry Show (BDCDS) has announced its Advisory Board for the 2026 event, taking place at NEC Birmingham on 15-16 May 2026.

An integral part of BDCDS, the advisory board continues to play a key role in shaping the conference's educational direction. For 2026, the board welcomes **new members**, bringing fresh perspectives while building on the strong foundations of an already highly regarded education programme.

ENHANCING AN ALREADY EXCEPTIONAL EDUCATION PROGRAMME

BDCDS is widely recognised for delivering high-quality, relevant education for the whole dental team. The advisory board strengthens this further by ensuring the programme remains credible, current and aligned with the real-world challenges facing dental professionals and practice owners.

The board supports the conference across several core areas:

- **Industry credibility**, ensuring the programme is shaped by respected experts actively working within dentistry
- **Content relevance**, keeping sessions aligned with current challenges, emerging trends and delegate needs
- **Quality assurance**, supporting speaker selection, delivery standards and programme integrity

This ongoing expert input ensures BDCDS education remains practical, insightful and future-focused.

GUIDING BDCDS INTO 2026 AND BEYOND

With continued input from its advisory board, BDCDS 2026 will once again deliver education that supports dental professionals at every stage of their career, from clinical practice and leadership to innovation and business growth.

The British Dental Conference & Dentistry Show returns to **NEC Birmingham on 15-16 May 2026**, bringing together the dental community for two days of learning, networking and inspiration supported by trusted industry voices committed to educational excellence.

THE BDCDS 2026 ADVISORY BOARD

A diverse group of respected clinicians, educators and industry leaders from across dentistry. For 2026, the Board includes:



CHINWE AKUONU
General Dentist, Global Speaker and Educator



RACHEL DERBY
Cosmetic and Restorative Dentist



CAT EDNEY
Dental Therapist



FIONA ELLWOOD BEM
Executive Director, Dental Nurse and Associate Professor



NINA FRKETIN
Dental Technician



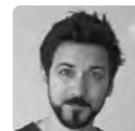
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CEO and Chair of Den-Tech



TRISHALA LAKHANI
Broadcaster and GDP



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ADITYA NAIDU
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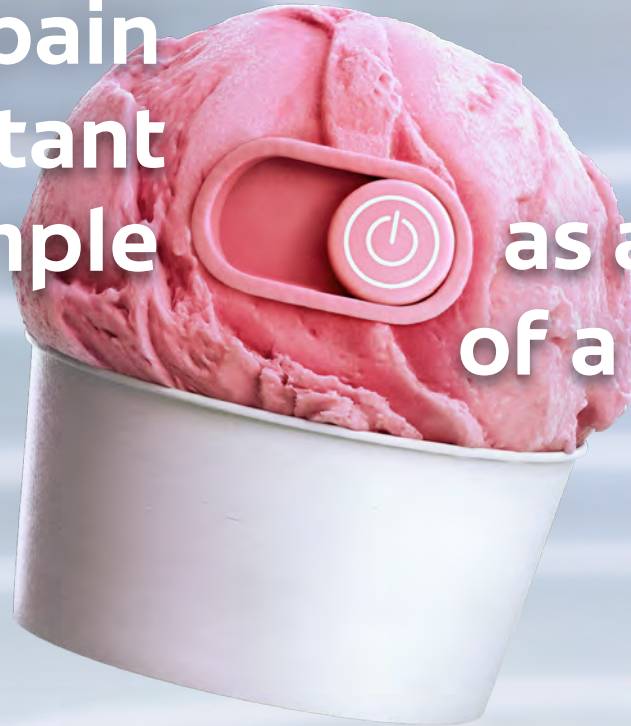


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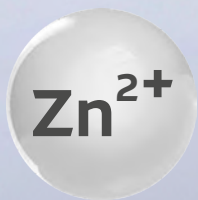


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1. Subanalysis of Nathoo S, et al 2009. Nathoo S, et al. J Clin Dent. 2009;20(4):123-30).
2. Subanalysis of Docimo R, et al. J Clin Dent. 2009;20 (Spec Iss):17-22.
3. Lai HY, et al. J Clin Periodontol. 2015;42:S17.

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