



Trevor Burke

BDIA DENTAL SHOWCASE
Putting innovation into practice
19-21 October 2017, NEC Birmingham

Why Dental Update subscribers should attend the BDIA Dental Showcase

Readers will not be aware that the publisher of Dental Update has expanded its dental publishing portfolio to the running and organisation of the BDIA Dental Showcase which adds a wonderful opportunity for readers to participate in live events as well as read our journal.

As well as the wide variety of stands (numbering over 200 in total) demonstrating virtually every dental product under the sun, as a result of the BDIA exhibition now being part of the Dental Update portfolio, this year's exhibition will now boast an extensive lecture programme, with top class speakers from the UK and further afield. The lecture programme commences on Thursday 19th with the Dental Update Study Day, sponsored by 3M (Science applied to life), with two excellent speakers (plus one other!), with the UK's Sanjay Sethi reviewing the progress of zirconia over the past decade and Paulo Monteiro from Brazil on how to simplify successful adhesive dentistry. I have a slot there too, in which I will present a new idea on how to measure restoration longevity. This Study Day is designed under the overall title of Contemporary Everyday Dentistry, i.e. to be relevant to everyday dental practice in the UK.

The lecture programme continues through the three days of the exhibition with, among others, James Pritchard reviewing new technologies in endodontics, Louis MacKenzie providing a practical guide to aesthetic restorative dentistry, Alex O'Neill with the ten essentials to passing a CQC inspection, and, Monik Vasant on the latest in digital dentistry. Add to that, orthodontics, meeting patient demands,

dental radiography, decontamination/ infection control, patient management, digital treatment planning in orthodontics and the latest in digital dentistry and there is much of interest for all attendees. CPD will be provided for each lecture attended, 6 hrs per day 1 hour per lecture (not including the Mini Lecture Theatre programme).

We are also delighted that the Chief Dental Officer for England will be joining the meeting for three days. This will be a wonderful opportunity to any clinician/ subscriber offering NHS dentistry in England to discover and discuss what the future will hold if you have an NHS contract and the requirements to maintain offering NHS dentistry in your practice. I highly recommend a visit to one of the many lectures Sara Hurley and her team are offering over the three days and mingle in the CDO Zone which is among the many

exhibits at the show where she will be offering convivial conversations and light refreshments.

Something else I'm very excited about is the flagship feature at this year's exhibition - a purpose built 'Practice of the Future', where attendees will be able to browse and explore ground-breaking technology in a full practice setting, whilst attending presentations and gaining CPD.

The full programme of the exhibition and conference is enclosed in this month's journal and I look forward to seeing you at one of the sessions and hopefully the Dental Update Study Day to hear my presentation.

To book your place on the sessions and attend the show, go to www.dentalshowcase.com/register or call **01483 304 944**.

DENTAL UPDATE STUDY DAY

For the second year running, BDIA Dental Showcase will host the highly respected Dental Update Study Day on Thursday 19th October.

Readers of Dental Update, the leading peer reviewed subscription journal, and clients of 3M Espe are invited to attend a day of lectures at the Dental Update Lecture Theatre.

The educational programme will be of the high standards demanded by Dental Update readers and will cover various aspects of restorative dentistry.



Dr. Sanjay Sethi
British Academy of Aesthetic
Dentistry



Dr. Paulo Monteiro
International Association
for Dental Research



Prof. Trevor Burke
University of Birmingham

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