



ICDE2017

DIGITAL, AESTHETICS & EFFICIENCY

Curve, Leicester
16th & 17th June 2017

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passion vision innovation

ICDE2017

DIGITAL, AESTHETICS & EFFICIENCY

Now an established part of the dental education calendar, Ivoclar Vivadent's ICDE event is back for 2017, bigger and better than ever. Following on from the sell-out successes of 2010 to 2015, this year's ICDE focus is three keystones of modern dentistry; 'Digital, Aesthetics and Efficiency'.

This highly popular two-day event, which takes place on 16th – 17th June, will bring together world-renowned dental professionals to present their wide range of opinions and case studies exploring the constantly evolving dental landscape.

This is the fifth ICDE event in the UK, and for the first time is being held in the centre of Leicester at two iconic venues. The daytime events will be held at the spectacular Curve Theatre situated in the city centre's vibrant Cultural Quarter, and will be hosted by Dr Milad Shadrooh, now better known as "The Singing Dentist". Successfully combining lectures with Q&A sessions over the two days there will also be a marketplace event with live demonstrations and opportunities to see the products featured in action.



Evening Entertainment

Ivoclar Vivadent's ICDE event set for Hollywood Glamour. On Friday 16th June, we are set to take our guests to Hollywood for the evening, where the Keith Weller Suite at King Power Stadium will be transformed for a truly glamorous evening.

The dress code for the evening is smart and guests will need to practise their best Hollywood smile for a red-carpet entrance, complete with paparazzi to capture everyone's arrival. The scene will be set with the infamous Hollywood backdrop and iconic movie décor to ensure many photo opportunities at the pre-dinner drinks reception.

Once guests' have enjoyed a three-course gala dinner amongst the glitz and glamour, they will be treated to after-dinner entertainment where they can try their luck playing Roulette and Black Jack in the mini Casino. As well as free reign over photo booths and dance floor, the lively DJ set promises to keep everyone on their feet until the early hours.





Lee Culp & Lida Swann

Digital Dentistry – Endless Possibilities

Throughout the years, restorative trends and techniques have come and gone. Some material developments have transformed the face of aesthetic dentistry, while other initial concepts have phased out and died. Yet the concept of digital dentistry is one that started out small, and has progressively increased in momentum until its boundaries appear to have become endless.

As dentistry evolves into the digital world, the successful incorporation of computerization and new technology will continue to provide more efficient methods of communication and fabrication while at the same time retaining the individual creativity and artistry of the skilled dental technician, and the utilization of new technology will enhanced the close cooperation and working relationship of the dentist/technician team. The evolution from hand waxing to digital design, using the diagnostic wax-up and provisional restorations, and their digital replicas to guide us in the creation of cad-cam restorations will be presented.

The most exciting factor surrounding these technologies is not, however, only in the potential applications of these technologies that are being hypothesized by dental professionals. The excitement truly lies in the fact that these “hypothetical” applications are currently being developed today, and some are even in the final stages of development.

Singing Dentist Compere

We are thrilled to announce that Dr Milad Shadrooh, better known as The Singing Dentist, will be compering our ICDE event!

As well as owning his own dentist practice, Chequers Dental in Basingstoke, Milad has also made a name for himself on social media as The Singing Dentist, by releasing a series of parody videos where he changes the lyrics of famous songs to promote awareness of dental hygiene in a fun and positive way.

The Singing Dentist has had an important impact on the dental industry and reaching a wider audience, by going viral on multiple occasions. Most notably, he covered Pharrell Williams ‘Happy’ as ‘Gappy’, which resulted in over 165,000 views on YouTube to date!





Chris Barrow
Dental Coach

Independent Practice Marketing in the Digital Age

In this presentation, Chris will look at the current landscape for digital marketing in dentistry and he intends to bust some of the common mythology about what does and doesn't work, sharing real examples from his existing clients. We will look to review the current landscape for digital marketing in independent dentistry and to show what works and, more importantly, what doesn't.



Petr Mysicka
Dental Technician

Complete Reconstruction – Step by Step

There is nothing more important than a happy patient with aesthetic and functional reconstruction, and nowadays our patients expect the best possible final result. Digital Smile Design allows us to simulate the final product in the mouth with mock up and this gives us a greater understanding of our patient's wants and needs before we've even begun.



James Russell
Dentist

Anterior Indirect Aesthetics

This lecture aims to show the techniques required to deliver predictable, indirect anterior restorations. Planning, preparation and cementation will be covered along with options to make procedures less invasive, have better function and improved aesthetics. Digital workflows will be discussed combining intra-oral scanning and 3D design of the final ceramic restorations.



Attiq Rahman
Dentist



Ian Smith
Dental Technician

Predictability and Precision in Aesthetic Dentistry

Dentistry is moving into the digital age and technology is advancing at an ever-increasing pace. Preparations can be digitally scanned and sent to the laboratory, restorations designed and milled, finished and fitted, all without any physical impressions or models. Seasoned practitioners skilled in analogue techniques may sometimes view such technology with skepticism, preferring the "certainty" of models and a technician's hands. This lecture highlights and compares the accuracy of fit for indirect restorations, providing details that will enable Dental Practitioners to confidently make choices with new technology



Nilesh Parmar
Dentist

Titanium and Ceramic - How to achieve harmony

This lecture will be discussing the newest developments in implant reconstructions and demonstrating the different options available when it comes to repairing single unit restorations. It will also go through the advantages and disadvantages of various restoration modalities and what effect implant planning and positioning has on the final outcome.



Gary Jenkinson
Technician

Design / Communicate / Motivate / Achieve

This lecture will concentrate on the four main concepts within Digital Smile Design (DSD): design, communicate, motivate and achieve. The lecture is aimed at all team members including clinicians, specialists and technicians. The benefits of utilising DSD will demonstrate how you can easily integrate this concept into your everyday working life without too much expense or time.



Vicken Hatsakordzian
Dental Technician



Carl Fenwick
CDT

Digital Landscape and its Applications

Presenting Digital dentistry. Arguably the biggest advancement for dental laboratories over the past decade, and an exciting time to be part of a "maturing" digital landscape. Technology is moving on rapidly, making it hard sometimes somewhat difficult to keep up with all the new developments, but consumer knowledge is also greatly improving and manufacturers are learning to adapt to the changing requirements of the digital market.

Timetable

16th June 2017

- 9.30 - 10.15** **Registration**
- 10.30 - 11.30** **Dr James Russell**
Anterior Indirect Aesthetics
- 11.30 - 12.30** **Petr Mysicka**
Complete Reconstruction – Step by Step
- 12.30 - 13.30** **Lunch**
- 13.30 - 14.30** **Dr Nilesh Parmar**
Titanium & Ceramic - How To Achieve Harmony
- 14.30 - 15.30** **Gary Jenkinson**
Design / Communicate / Motivate / Achieve
- 15.30 - 17.00** **Lee Culp & Dr Lida Swann**
Digital Dentistry – Endless Possibilities

17th June 2017

- 09.00 - 10.00** **Dr Attiq Rahman & Ian Smith**
Predictability and Precision in Aesthetic Dentistry
- 10.00 - 11.00** **Carl Fenwick & Vicken Hatsakordzian**
The Digital Landscape and it's Applications
- 11.00 - 12.00** **Chris Barrow**
Independent Practise Marketing in the Digital Age
- 12.00 - 13.00** **Lunch & Finish**

Pricing

£250_{+VAT}

STANDARD PACKAGE

Entry for both days
8 Hours Verifiable CPD
Lunch on Both Days & Evening Meal

£335_{+VAT}

STANDARD PLUS

Includes Standard Package Plus
Hotel Option 1: Premier Inn
1 St Georges Way, LE1 1AA

£335_{+VAT}

STANDARD PLUS 2

Includes Standard Package Plus
Hotel Option 2: Hotel ibis
St Georges Way, Constitution Hill, LE1 1PL

£345_{+VAT}

STANDARD PLUS 3

Includes Standard Package Plus
Hotel Option 3: Ramada Encore
84 - 90 Charles Street, LE1 1GE

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To book your place please visit...
www.icde.uk

or call:
0116 284 7895

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What last year's delegates had to say;

"Excellent event, already looking forward to next year" Dr G, Southend

"The variation between lectures enabled a 'team approach' for both technician and clinician, which i consider invaluable for the profession" Dr E, Nottingham

"Good, informative event with highly committed staff, thanks!" Dr S, Bristol



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