

CD Seminars, Discus Dental & the NZACD  
present

*“Low Stress  
Cosmetic Dentistry  
4 Key Secrets”*

with

**Dr. Derry Rogers**

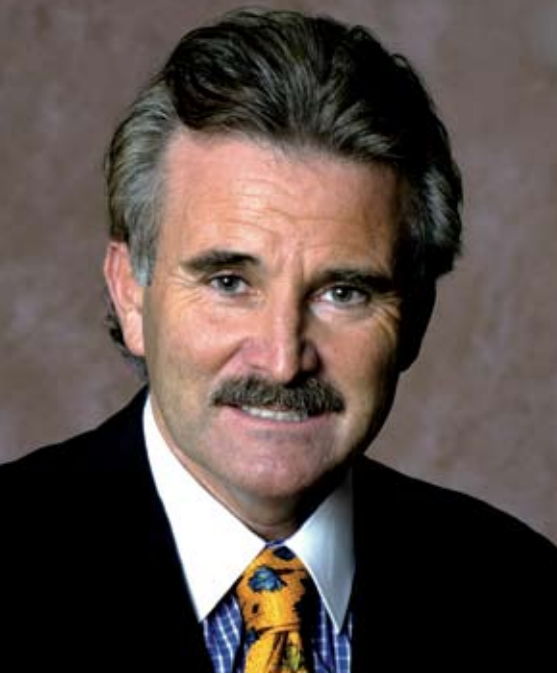
This day is a must attend for dentists  
who want to deliver consistent cosmetic  
results and improve their profitability.

**Auckland – 28th November  
Stamford Plaza  
22 Albert Street**

**Wellington – 29th November  
Duxton Hotel  
170 Wakefield Street**

**8am registration  
for 8:30 start 5pm finish**

6 CE Credits Apply



# *Dr. Rogers*

Dr Rogers is the principal of the largest cosmetic dental practice in the Southern Hemisphere. He features regularly on Australian television and is a media consultant for Cosmetic Dental Procedures and Practice Management.

With his clinical research he has delivered over 40,000 veneers and anterior crowns and presents an overview of 30 years of cosmetic skills in delivering smiles to both international celebrities and the general population.

He is co-founder and past president of The Australian Society of Dental Aesthetics and is an accredited member of AACD. A Fellow of International Academy of Facial Aesthetics, Life Member of the International Who's Who of Professionals.

He is an editorial board member of REALITY and product consultant for over 5 dental manufacturers internationally.

He maintains a practice restricted to Cosmetic Dentistry in Melbourne, Australia and London, England.

Dr Derry Rogers is a dynamic and engaging speaker. A 30 year career spent at the forefront of modern day cosmetic reconstructive dentistry coupled with his exceptional gift for imparting knowledge makes this a not-to-be-missed opportunity.

Highly sort after domestically and internationally, Derry has lectured on (almost) every continent of the world and has authored over 40 articles on Cosmetic Reconstructive Dentistry and Practice Management.

Derry's entertaining and informative presentation unlocks the secret to owning and running a successful dental practice given the stresses of modern day dentistry.

## Anterior Case Diagnosis

8.30 - 10.00am

- The 4 most common anterior problems, how to diagnose them to simplify treatment success
- 5 steps to diagnosis and materials selection
- Material overview for success with anterior treatment
- Bleaching overview
  - Day vs Night
  - In Office vs Home Systems
- Lab communication for success
- Managing anterior occlusion

## Case Acceptance

10.30 -12.00noon

- How patients buy your recommendations
- Understanding the 4 personality styles and how to use them to relate to patients for communication success
- When communication and trust flow, case acceptance follows.
- Written templates for case presentation

You cannot afford to miss this area of patient profiling if you want case acceptance.

## Internal & External Marketing

1.00 - 2.30pm

- What works, what doesn't
  - Yellow Pages
  - Fashion magazines
  - Newspapers
  - Television ads
  - Movie Trailers
- Where to spend your dollars for best results
- The best marketing programs that can be bought

Why internal is better than external marketing

## Practice Management

3.00 - 5.00pm

- Managing overheads for bottom line profits
- KPI's to give you the pulse of your practice
- Bleaching as a revenue stream and your staff's role
- Staff appraisals for team building
- Staff raises for team performance
- Staff meetings and staff training systems
- How to delegate successfully

LUNCH

Trade Display with Product Specials for Attendees.



Sponsors

## Discus Dental

Discus Dental, Inc. is a leader in the marketing and worldwide distribution of premium clinical and aesthetic products to dental professionals and leading edge oral care products direct to consumers.

The company also provides state of the art practice management software, practice building tools as well as expert industry training for the dental community.

[www.discusdental.com](http://www.discusdental.com)

## CD Seminars

CD Seminars creates and sells internationally, a complete marketing solution for your dental practice.

CD Seminars also conducts "In House" training programs, which include 'over the shoulder' and 'hands on' training, designed to advance dentists' skills, practice and profitability in the art and science of Cosmetic Reconstructive Dentistry.

[www.cdseminars.com.au](http://www.cdseminars.com.au)

## NZACD

The New Zealand Academy of Cosmetic Dentistry is one of the largest dental organisations in New Zealand and is the largest, which is specifically devoted to the field of Cosmetic Dentistry.

Their goal is to facilitate excellence in the art and science of Cosmetic Dentistry.

[www.nzacd.co.nz](http://www.nzacd.co.nz)

**Book early as places are limited!**

CD Seminars is delighted to extend a 10% discount to members of the NZACD.

**COST: Dentist:** Member NZACD NZ\$430 (+GST) Non-Member NZACD NZ\$473 (+GST)

**Staff:** NZ\$291 (+GST) **Staff ½ Day (afternoon):** NZ\$168 (+GST)

(All full day fees include lunch.)

**ATTENDEES:** Dr: \_\_\_\_\_ Staff: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

**PAYMENT:** Date: \_\_\_\_\_ Venue: \_\_\_\_\_ NZACD Member  Yes  No

Please find Cheque for \$ \_\_\_\_\_ (Make payable to NZ Academy of Cosmetic Dentistry)

Or please charge \$ \_\_\_\_\_  Visa  M/Card **Subtotal:** \_\_\_\_\_

Card No.: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ Expiry: \_\_\_\_ / \_\_\_\_ **GST(12.5%):** \_\_\_\_\_

Signature: \_\_\_\_\_ **TOTAL:** \_\_\_\_\_

Fax to: (09) 522 2737

Copy & Mail to: CD Seminars c/o MBE Mailbox 371, 63 Remuera Rd, Remuera, Auckland.

Not currently a member of the NZACD but would like to join? Please tick

For further information please go to: [www.cdseminars.com.au](http://www.cdseminars.com.au)