Day 1 October 5, 2017

Hampton Event Center-B

09:00-09:15 Opening Ceremony

09:15-09:35 Special Session
Title: Getting personal with big data in dental digital marketing
Marc Mereyde, Tiktoplus, USA

09:35-10:20 Keynote Forum
Title: Why is dentistry in a unique position to screen and treat patients with a Sleep breathing Disorder?
Mayoor Patel, Cranofacial Pain and Dental Sleep Center of Georgia, USA

Title: Sleep disordered breathing in the pediatric population
Diana Batoon, Bonita Dental, USA

10:20-11:05 Group Photo
Panel Discussion
Networking & Refreshment Break 11:05-11:20 @ Foyer Event Center

11:20-12:00 Title: Understanding private and public cloud use in the dental practice
Jason Post, MBS Serure, USA

12:00-12:45 Title: Patient retention is one of the most overlooked marketing tool
T Andre Shirdan, The CREW process, USA

Exhibitors Speak (Doctor Multimedia) 12:45-13:00
Panel Discussion
Lunch Break 13:00–14:00 @ Bora Bora

14:00-14:45 Title: Increasing treatment plan acceptance with in-house insurance plans
Vilas Sastry, Drillingforyes.com, USA

Exhibitors Speak (Elavare Skin & Medicpad USA) 14:45-15:15

15:15-15:45 Title: Maximizing growth potential with influence marketing
Emily Letran, Universal Dental Practice, USA

Sessions: Periodontics | Restorative Denistry | Dental Marketing
Session Chair: Mayoor Patel, Cranofacial Pain and Dental Sleep Center of Georgia, USA
Session Co-chair: Evgeny Roshchin, Prosystom, Russia

16:00-16:30 Title: Evolution of marketing & communication in Dentistry
Alessandra Ugoli, Dental Marketing Expert, Italy

Title: Influence of non-surgical periodontal therapy on glutathione peroxidase levels and insulin resistance in chronic periodontitis subjects with prediabetes.
Rupali Agnihotri, Manipal University, India

16:45-17:00 Title: Patient’s /parents perception on esthetic restoration of primary anterior teeth
Sumit Gaur, Manipal University, India

Session Introduction
Panel Discussion
Networking & Refreshment Break 15:45-16:00 @ Foyer Event Center
# Keynote Forum

**09:30-10:15**  
**Title:** The use of new generation equipment in functional diagnosis, treatment planning for individual parameters  
**Evgeny Roshchin**, Prosystom, Russia

**Panel Discussion**  
Networking & Refreshment Break 10:15-10:30 @ Foyer Event Center

**10:30-11:15**  
**Title:** 5 tips from a marketing expert on how to boost your business for free  
**Angus Pryor**, Dental Marketing Expert, Australia

**11:15-12:00**  
**Title:** "Dental SEO, Demystified"  
**Justin Morgan**, “The Dental Marketing Guy”, USA

---

**Sessions:** Dental Marketing | Oral & Maxillofacial Pathology | Forensic Odontology | SEO in Dental Marketing

**Session Chair:** Justin Morgan, The Dental Marketing Guy, USA  
**Session Co-chair:** Vilas Sastry, Drillingforyes.com, USA

---

**Session Introduction**

**12:00-12:45**  
**Title:** The Best-Kept PPC and CRO Secrets in the dental industry, and how to move the needle for your practice  
**Johnathan Dane**, KlientBoost, USA

**12:45-13:15**  
**Title:** Survival and marginal bone loss of dental implants covered by hyaluronic acid: An RCT  
**Saturnino Marco Lupi**, University Of Pavia, Italy

**Panel Discussion**  
Lunch Break 13:15-14:15 @ Bora Bora

**14:15-14:45**  
**Title:** Mass Disaster Victim Identification  
**Neha Bhaveshbhai Kaswala**, K.M Shah Dental College and hospital, India

**Panel Discussion**  
Networking & Refreshment Break 14:45-15:00 @ Foyer Event Center

**Posters Presentations 15:00-15:45**

**DM 1**  
**Title:** Paget's disease - case report  
**Neha Bhaveshbhai Kaswala**, K.M Shah Dental College and hospital, India

**DM 2**  
**Title:** Evaluation of the endodontically - treated distolingual root of the mandibular first molar using cone-beam computed tomography  
**Nak-Yeon Cho**, Seoul National University, South Korea

**DM 3**  
**Title:** Tooth engineering  
**Neha Bhaveshbhai Kaswala**, K.M Shah Dental College and hospital, India

**15:45-16:15**  
**Title:** Influence of blue light autofluorescence in the early detection of oral premalignant and malignant lesions  
**Dunia Sabea**, Al Iraqia University, Iraq

**Panel Discussion**  
Networking & Refreshment Break 16:15-16:30 @ Foyer Event Center

**Award Ceremony & Closing Ceremony**