

The Dental Tribune Study Club (DTSC) is an education-based online community that inspires new possibilities while creating higher expectations in online learning. Study clubs provide a quintessential opportunity for dentists to meet with other dentists and their team members and learn in a friendly, non-intimidating environment. With www.dtstudyclub.com, DTI has taken this concept to the next level.

Bringing study clubs online facilitates interaction across the globe. Additionally, online learning allows dental professionals anywhere to benefit from continuing education

courses without incurring the usual travel costs and time away from the practice. DTSC offers dentists an entire online community, including live, interactive and archived webinars,* a focused discussion forum, product reviews with recordings of opinion leaders' first impressions, a growing database of case studies and articles, and networking possibilities that go beyond country borders to create a global dental village.

With more than 222,000 members worldwide, DTSC has access to the largest online dental community. Localized sites are available in Asia Pacific, Brazil, Bulgaria, Canada, China, the Czech Republic and Slovakia,** France, Germany, Greece, Hungary, India, Iran**, Israel,** Italy, Latin America, the Netherlands, Pakistan, Poland, Romania, Russia, Turkey, the UK and the US.

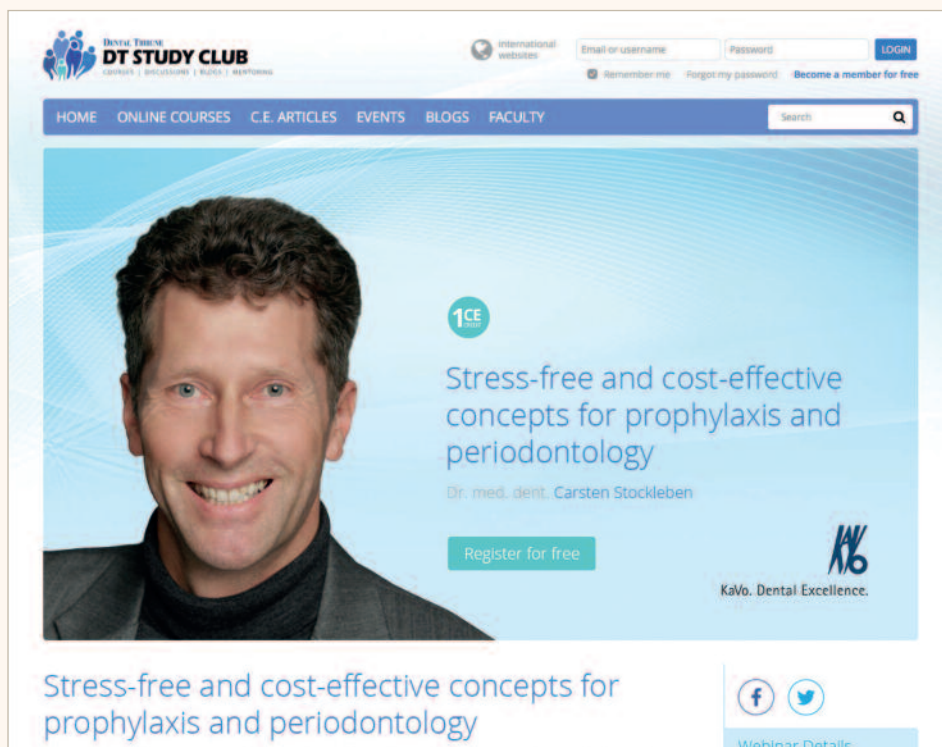


www.dtstudyclub.com

**Interpreting of live and archived webinars is available on request.*

***Currently under development.*

Benefits of adding webinars to your advertising strategy



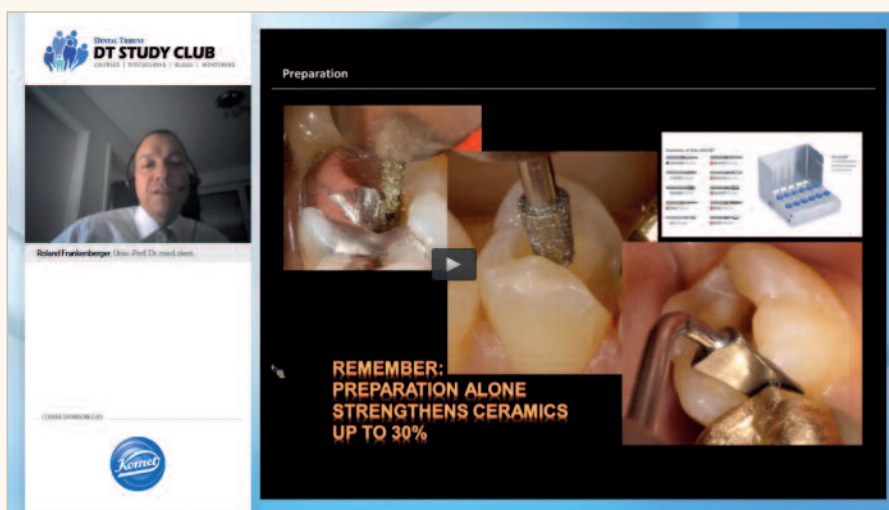
Rates depend on the country, region and number of local language versions, and are available on request.

- cost-effective alternative to face-to-face workshops, exhibitions or congresses
- no travel expenses for speakers or participants
- live lectures are broadcast in real time via the Internet to geographically dispersed viewers
- archived webinars are accessible 24/7 from anywhere in the world and can be used for staff training, among a myriad of uses
- excellent tool for market research (in general, the product manager attends the live webinar)
- promotes both direct sales and accurate use of products
- higher degree of interactivity in comparison with face-to-face sessions (participants can post questions during the session on a virtual white board)
- additional value-added features are limited only by your imagination

Dental Tribune Study Club

Webinar specifications

- 45- to 60-minute online lecture in a virtual classroom, followed by a 30-minute Q-and-A session
- live broadcast accessible from any computer worldwide (no additional software is required; works on most computers)
- professional recording, editing and archival of the lecture in the DTSC online archive
- technical support, comprehensive briefing, and, if requested, assistance in finding a speaker and/or lecture topic
- up to 1,500 participants
- ADA CERP-recognized credit administration
- promotion of the webinar on the international DTSC platform and via the DTI social media channels
- you receive the participant list with contact details for immediate follow-up
- the virtual classroom features the company logo hyperlinked to the corporate website and a download area for brochures, catalogues, etc.
- technical requirements: a stable broadband connection, a computer, a camera and a headset



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