

IDS Cologne  
21–25 March 2017



Dental Tribune Study Club

**START PREPARING FOR  
IDS 2017 NOW!**



# Dental Tribune Study Club

Courses | discussions | blogs | mentoring

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](http://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 220,000 members worldwide, DTSC has access to the largest online dental community. Localized sites are available in sites in Asia Pacific,\* Brazil, Bulgaria, Canada, China, France, Germany, Greece, Hungary,\* India, Israel,\* Iran,\* Italy, Latin America, the Netherlands, Pakistan, Poland, Romania, Russia, Turkey,\* the UK and the US. Member numbers are constantly growing and the latest figures are available on request.

While online learning offers significant benefits, face-to-face seminars and hands-on workshops have their advantages too. Hence, DTI offers live DTSC symposia, with up to 200 seats in a central location on the exhibition floor, at selected major dental meetings all over the world. This guarantees maximum exposure and makes your booth more accessible to participants, encouraging them to try out the products discussed at your booth directly after the lecture. Participation is free for meeting visitors, who can pre-register or simply walk in.

*\* Currently under development.*

## Benefits of adding educational media to your advertising strategy

The screenshot shows the DTSC website interface. At the top, there's a navigation bar with 'HOME', 'ONLINE COURSES', 'C.E. ARTICLES', 'EVENTS', 'BLOGS', and 'FACULTY'. A search bar is also present. The main content area features a large image of Dr. Carsten Stockleben, a smiling man with short dark hair. To his right, the text reads: '1CE Stress-free and cost-effective concepts for prophylaxis and periodontology Dr. med. dent. Carsten Stockleben Register for free'. Below this, there's a detailed description of the webinar, including the date (June 26th, 2015) and a list of topics to be covered. The website also includes social media icons for Facebook and Twitter, and a 'Webinar Details' sidebar with links for 'Speaker', 'Ask the Expert', and 'C.E. Certificate'.

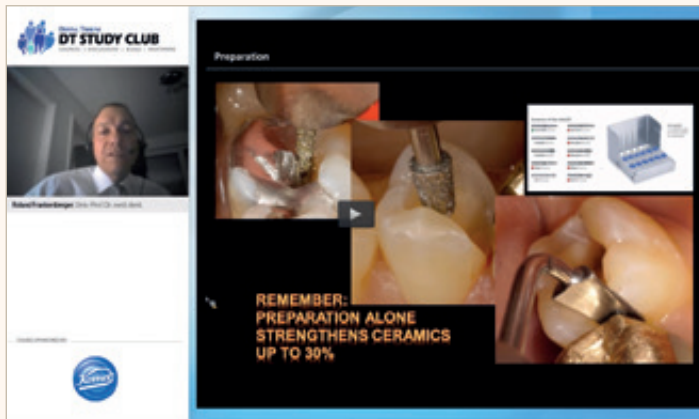
- efficient tool for pre- and after sales
- qualified lead generation
- cost-effective alternative to face-to-face workshops, exhibitions or congresses
- reduced/no travel expenses for speakers and participants
- live lectures are broadcast in real time via the Internet to geographically dispersed viewers
- 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
- additional value-added features are limited only by your imagination

# Webinar & Live Lecture Package at IDS 2017

## Package\* features

- one pre IDS 2017 webinar
- one live lecture during IDS 2017
- professional recording, editing and archival of both lectures in the DTSC online archive
- promotion of webinar & lecture:
  - in the DTSC online event calendar
  - within *today* Show Dailies at IDS
  - via eNLS
  - via DTI social media channels
  - editorial coverage of the webinar (e.g., interview with the speaker)

## 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)
- technical support, comprehensive briefing, and, if requested, assistance in finding a speaker and/or lecture topic
- up to 200 live participants\*\*
- 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
- PACE and ADA CERP-recognized credit administration

## Live lecture specifications



- an interactive 30-minute lecture by a speaker of your choice (speaker fees and travel expenses are paid by the sponsor)
- full technical support
- pre-event and on-site registration service and management
- projection on the biggest screen on the entire IDS 2017 exhibition floor (5×3 meters)
- distribution of sponsor brochures to all participants, as well as a sponsor information table and roll up banner placement inside the lecture area on the day of your lecture
- live broadcast
- available dates for live lecture(s): 21–25 March 2017

## Pricing

6,450 Euros

packages upon request

\* Webinar and lecture do not have to cover the same topic. Webinar should be held at least four weeks prior to IDS 2017. \*\* More upon request

## Dental Tribune Study Club

# Reach the largest educational network in dentistry!

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### DTSC Contacts

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