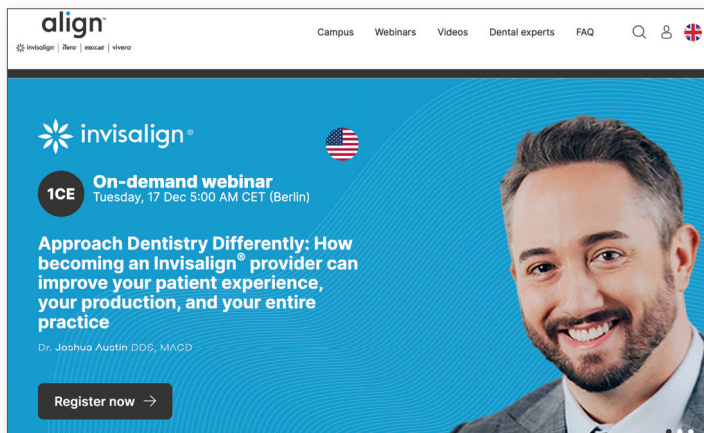
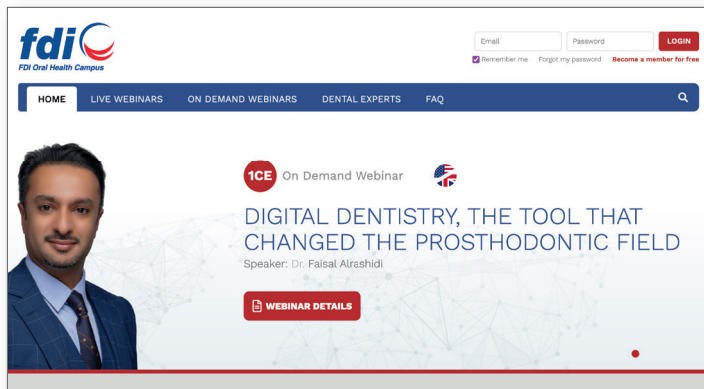


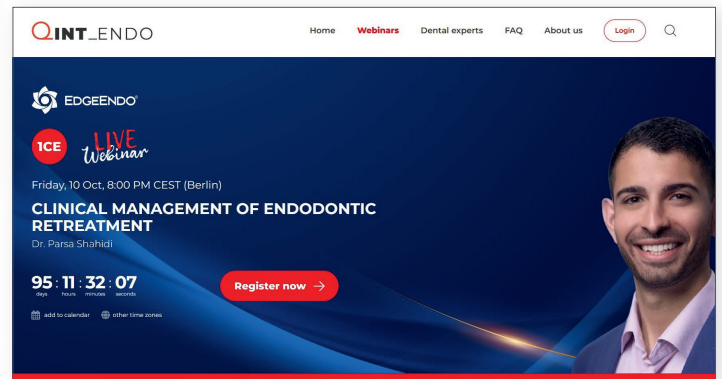
Campus—Online Lead Generation — how to generate leads through your own online campus



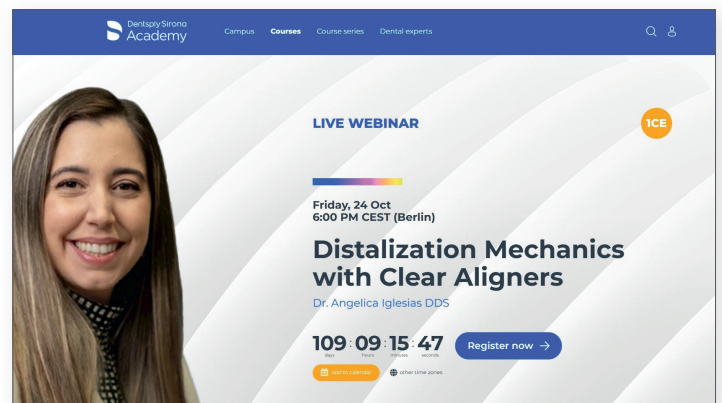
Align Technology: aligncampus.com



FDI World Dental Federation: fdioralhealthcampus.org



Henry Schein Endodontics: intendoacademy.com



Dentsply Sirona: campus.dentsplysirona.com

Features

- Web design, creation, hosting
- Registration and administration of CE credits
- Webinar recording and archiving for further lead generation at no additional costs
- Marketing with effective lead acquisition
- Event management and technical support
- Virtual classroom with chat, download and survey options
- Lead control dashboard

Possible add-ons

- Live surgeries, tutorials, interviews, symposia
- Studio recordings (Leipzig, Germany)
- For all lectures, simultaneous interpretation into various languages can be added

Marketing

- Promotion through DTI's digital media channels locally or globally to reach as many leads as possible and thus jointly building an online community
- Promotion to the largest regional and international databases
- Cross-promotion to international DT Study Club database (over 500,000 members)

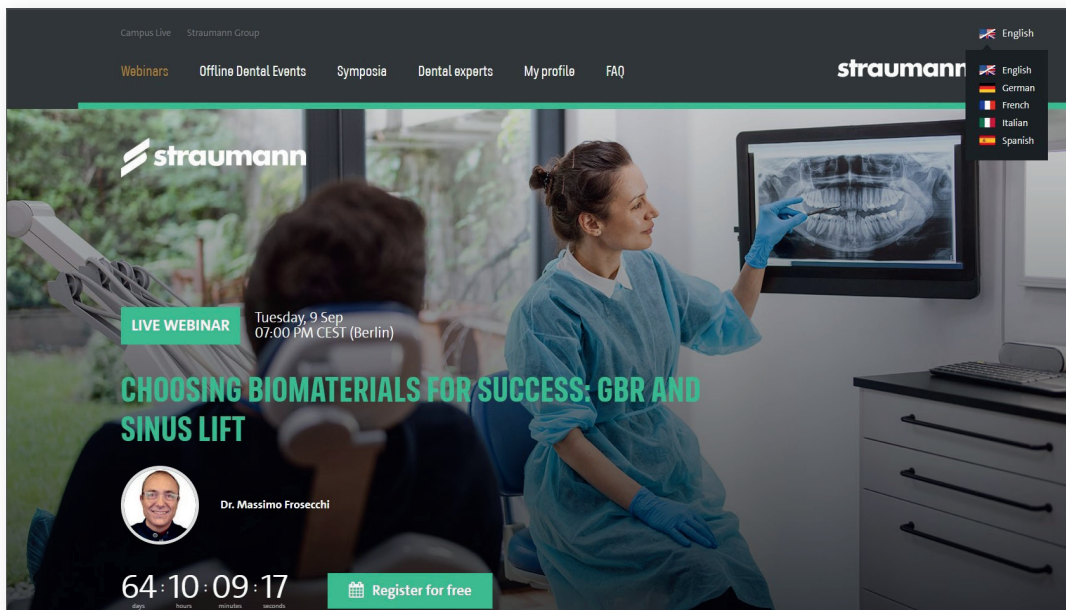
Campus—Online Lead Generation — how to generate leads through your own online campus

Based on many years of experience in customized e-learning platforms, Dental Tribune International (DTI) offers companies and associations an all-in-one solution for generating qualified leads. The concept includes a website, at which webinars, live surgeries, tutorials, interviews and symposia can be broadcast throughout the year, both locally and globally. In addition, the client enjoys full technical support and services as well as effective

marketing activities through DTI's diverse media channels.

For dental professionals, campuses represent great educational opportunities, which are completely free of charge and easily accessible at any time. After having completed the double opt-in registration, members can sign up for any live webinar and use the interactive chat function to

ask questions in the Q&A session, which takes place directly after each live lecture. All live lectures and events are recorded and made available in the website archive, which facilitates effective lead generation even after the actual live lecture or event. An easy-to-use dashboard allows companies to have full control over registrations as well as access to user behavior and the database.



Straumann: campuslive.straumann.com



Colgate: colgateoralhealthnetwork.com



Please contact the media sales representative for individual rates and more information.

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