ONLINE CONTINUING EDUCATION EVENTS — the new virtual congress movement in dentistry

100 %	365	20+	500K+
DIGITAL	DAYS OF LEARNING	DENTAL SPECIALTIES	MEMBERS



In 2020, DTI introduced a number of virtual continuing education event formats that allow companies to take their live events online easily. With full technical and administrative support from DTI, major companies like 3Shape, Amann Girrbach, EMS, GC Europe, Ivoclar, Kuraray Noritake Dental, Osstell and Straumann broadcast a series of live webinars presented by numerous international speakers over 24 consecutive hours, a two-day online congress and a whole week of online education, respectively.

The Dental Tribune (DT) Study Club offers a variety of online continuing education (CE) event formats that allow companies to broadcast a vast number of lectures online to effectively reach dental professionals of different specialties, including implantologists, endodontists or orthodontists.

The virtual event portfolio ranges from one- to two-day events to online symposia that run for one whole week.

The events will provide an interactive platform for dental professionals to enter into a dialogue with well-known experts and learn more about the latest research and innovations. In addition, participants have the opportunity to earn 1 CE credit for each single webinar.*

Designed to offer valuable benefits for industry partners and dental professionals alike, these unique event formats aim to generate qualified leads from the dental professional community for the host of the education-driven event.

**Please note that CE credits can only be provided for unbranded webinars, according to ADA CERP requirements.*

Features

- accessible from all around the world
- several interactive 60-minute live webinars
- virtual classroom featuring the company logo and a download area for brochures or catalogues, etc
- customized navigation and listing of faculty and members
- Q&A sessions after each webinar (depending on the duration of each lecture)
- simultaneous interpretation

Promotion via

- Dental Tribune website
- DTI's social media channels
- DT Study Club community with more than 500,000 members
- DT Study Club website
- editorial coverage

Package includes

- design, programming and management of a customized webinar website in close collaboration with the sponsor (requests for adjustments during development process are welcome)
- administration of CE credits from an ADA CERP-recognized provider (for unbranded webinars)
- professional recording and editing of all webinars, which will be made available in the DT Study Club archive (and for CE Campus clients in the corporate archive)

Benefits

- recognized alternative to exhibitions or congresses
- no travel expenses for speakers or participants
- live lectures are broadcast in real time via the Internet
- promotes both direct sales and accurate use of products

ONLINE CONTINUING EDUCATION EVENTS — microlearning platform

The microlearning platform is designed to deliver bite-sized learning in a flexible, engaging form. It offers concise 2- to 5-minute videos for every member of the dental team that serve as focused learning snippets, progressively unlocked to maintain engagement and retention.

The GBT Microlearning Platform



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MEDIA SALES CONTACT

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Dental Tribune International

mediasales@dental-tribune.com
+49 341 48474 100

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Legal information

Information provided according to Sec. 5, German Telemedia Act (TMG):
Dental Tribune International GmbH
Holbeinstraße 29
04229 Leipzig

Represented by:
Chief Executive Officer: Torsten Oemus

Contact:
Telephone: +49 341 48474 302
Email: info@dental-tribune.com

Entry in the commercial registry:
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Chief Content Officer: Claudia Duschek
Email: newsroom@dental-tribune.com

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