ESCD & SSER joint meeting in Bucharest—Some say “the best!”

This year, the annual meeting of the European Society of Cosmetic Dentistry (ESCD) was hosted by the Society of Esthetic Dentistry in Romania (SSER). The event was held along with the ninth International Congress of Esthetic Dentistry from 17 to 19 May 2012. Hundreds of enthusiastic practitioners gathered to enjoy three days of some of the best educational material offered during 2012. Speakers from across the world joined Romanian lecturers to present a seminar second to none.

The event took place in Bucharest’s finest and architecturally impressive J.W. Marriott Grand Hotel. Bucharest is an excellent location. Easily accessed, the city boasts superb conference facilities, as well as world-class accommodation and dining. Nightlife can be as quiet as or as exciting as you please, ranging from theatre and cultural events to lively nightspots and revues. Dentists and their families deserve a little relaxation after hard study and in Bucharest there is something for everybody.

Instrumental to the organisation of the meeting was ESCD member Dr Florin Lazarescu (Vice-President of ESCD since May 2012). As a leading member of the SSER too, he was able to provide us with an exclusive tour of headquarters and explain how dentistry in his country has developed to become among the best in the world. The social events at ESCD meetings are legendary, and this meeting was no exception. Night clubs, restaurants and even a short tour of the city allowed people to interact. Old friends were greeted and many new friends were made. Enthusiasm for dental seminars are great but it is often the events that take place outside the lecture halls that are the most important. Delegates from all over the world are given the opportunity to speak to each other and share experiences. Visiting the trade exhibitions allows clinicians to source vital supplies and materials that will enhance their practices. Trade exhibitors are also an invaluable source of information about products and how best they can be used. This was truly a meeting not to be missed. Delegates who attended certainly have a wealth of knowledge of when they might be of benefit.

For this reason, Robert was able to demonstrate reliable techniques in his hands-on workshop.

Dr Marcus Trottzsch: It is so easy to become obsessed by our small area of interest that we sometimes forget that the teeth are actually joined to the rest of the body! Marcus expanded on this, inviting clinicians to adopt a holistic approach to the well-being of their individual patients.

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