IES 2020: Watch expert lectures on demand

By Ivoclar Vivadent

Innovative, interactive and informative – this is a succinct description of the online version of this year’s International Expert Symposium (IES), which was organized by Ivoclar Vivadent for the dental industry. The symposium lectures are now available online – free of charge and at any time.

On five consecutive days at the end of May, a series of online lectures was presented in line with the symposium title of “Succeeding together in tomorrow’s dentistry”. The event, which involved 75 well-known dental experts from all over the world, drew an audience of more than 8,000 people. The speakers talked about new technologies and current trends and developments and they interacted with the audience in live panel discussions hosted by Dr Jean-Pierre Attal from the University of Paris, and Alan de Boer from Trendlab, a respected trend research agency based in the Netherlands, presented an enlightening keynote lecture, entitled “How to attract and manage talent”. He provided the audience with interesting insights and practical tips and tricks on a topic which affects everyone, including the dental industry. The online symposium was presented in partnership with the dental firms 3Shape, Dürr Dental and Komet.

The drivers of the dental industry

In 18 technical lectures, dental specialists discussed the following topics from different perspectives and showed how theory and practice are ineradicably linked, and they provided valuable advice for dental experts and practitioners:

- Digital dentistry – what’s real, what’s next?
- Digital procedures in fixed and removable prosthetics
- Teamwork in prosthodontics – analog and digital
- Anterior aesthetics – patient expectations and clinical realities
- Efficient aesthetic dentistry
- How to attract and manage talent

Keynote lecture from the human resources industry.

The symposium lectures are now available on demand at ivoclarvivadentacademy.com/ies – they are free of charge and can be viewed at your leisure.

Moving forward together

“I am pleased that our program attracted viewers from 85 different nations,” said Diego Gabathuler, CEO of Ivoclar Vivadent. “The knowledge and skill of our customers together with our system solutions and our training and education offerings will allow all of us to identify and take advantage of new opportunities in the future.”

Event documentation online

For those of you who missed the IES, but are interested in staying up to date about all the latest trends and developments in the industry, you now have the chance to watch the lectures free of charge and at your leisure by logging in to the on-demand sessions at ivoclarvivadentacademy.com/ies. You can also access the questions raised during the panel discussions and the answers of the speakers. You will find all this information on the Ivoclar Vivadent Academy website at ivoclarvivadent.com/academy. If you are interested in watching additional exciting training courses, you will find a selection of exciting topics in the webinar series of the Ivoclar Vivadent Academy.

#dentalsunited – From right now back to business

By W&H

It is times of crisis that show how important it is to stick together. For this reason, we want to share our know-how and send professionals back to normal business life all over the world. We want to face the challenges of the COVID-19 pandemic together, provide the best possible support and break new ground. For this purpose we have launched the campaign #dentalsunited.

The whole world is holding its breath because of the coronavirus. There is a lot of uncertainty even in dental practices. More than ever, it is about mastering the challenges posed by lockdown in an imaginative and responsible manner and to gradually return to a regulated and safe daily routine. As experts within the dental community, we want to actively support our customers and partners during this challenging time. Via #dentalsunited we provide valuable tips for a professional hygiene management and how to deal with aerosols. We answer questions about service and provide special offers. In every action, we use interactive dialogue as well as quick, individual solutions – strengths that distinguish W&H even in times of crisis.

With #dentalsunited we want to provide dentists around the world with guidance and a positive perspective on the way back to normality.

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