Whitening - webinar-style

*Dental Tribune* recalls the recent webinar presented by Dr Trevor Bigg

It was virtual standing room only at the recent Trevor Bigg webinar on tooth whitening. Organised by Smile-on and Dentsply, the webinar attracted a capacity crowd, with a waiting list of people hoping to catch this first class seminar delivered live and interactive over the internet. This was my first webinar experience and I was privileged to be on location with Trevor and the broadcast team to see first-hand how much work goes into making this type of seminar work to such a high standard.

The international feel of the delegates was what struck me first; the audience was a truly global one with delegates logging on from New Zealand, the United States, India and United Arab Emirates to name but a few of the far-flung locations. Naturally the UK contingent was well supported, with many delegates logging in early to chat to old colleagues and student friends.

Simply put, a webinar is a type of web conference with a difference, as it is live and interactive. As with ordinary seminars, the direction of the presentation is primarily led by the presenter/speaker however, audience participation is integral and indeed necessary for a more useful and interesting experience. Trevor used this interactivity to great effect, seamlessly answering delegates’ questions, which were presented in a chat room style, whilst delivering the presentation.

Trevor discussed the use of whitening in practice and gave the delegates practical hints and tips on a variety of topics, including how to assess patients and avoid problems. He also touched on the latest position from the General Dental Council with regards to the legality of tooth whitening procedures.

The clever use of pre-recorded video enhanced his presentation, as it allowed Trevor to demonstrate his points accurately and clearly without being distracted by actually having to perform the procedure at the same time.

One of the real benefits to this type of seminar is the ability to review it whenever you wish. If you’ve missed something, you can go back to it at a later date - there are no missed points whilst trying to feverishly write down everything on the slides.

This webinar was the second in a five-webinar series; this can form a fantastic reference for clinicians about a wide variety of dental issues:

17/09/09 – Impression Taking for Dentures with Justin Stewart
15/10/2009 – Whitening with Trevor Bigg
24/11/09 – Endodontics with Julian Webber
30/11/09 – Preventing Periodontal Disease with Baldesh Chana and Sarah Murray
03/12/09 – Advanced Endodontics with Julian Webber

For more information about future webinars contact Smile-on 020 7400 8989 or go to www.dentalwebinars.co.uk.