If you want to raise the effectiveness, creativity and profitability of your dental practice, but want to make sure the money you spend on the training to do this is effectively spent; consider enrolling your staff on the BDA's new series of MasterClass seminars – Advanced business and communication skills for dental practices.

These one-day seminars will feature Henley Business School speakers who will help you equip yourself with the necessary business and financial proficiency, as well as the leadership and communication skills you need to put your ideas into practice.

Boost your knowledge
You will learn about analysing the patient experience that you deliver, and ways of improving it; understanding what drives profitability in your practice and ways of increasing it. You will also find out how to develop a more effective business plan and improve your leadership style.

The day will bring together perspectives from finance, marketing, operations and people management to address four key challenges for dentists:

• Improving the patient experience
• Understanding the drivers of profitability in your practice
• Developing a convincing business plan
• Enhancing your inter-personal skills in business situations.

Dates for your diary
What's more, the BDA's masterclass is running on three dates giving you lots of chance to take part:

• Friday November 28 2008 – Café Royal, London
• Friday March 6 2009 – Novotel Birmingham Centre Hotel, Birmingham
• Friday July 10 2009 – Radisson Edwardian Hotel, Manchester

This isn't just any business course, this is a BDA business course developed especially for dentists alongside the world-class Henley Business School. As well as the classic learning experience, through lectures from some of Henley's leading minds, there will also be the chance to get hands-on and find out what it will really be like to put your learning into practice, with the business theatre group Interact.

Take the opportunity now to improve your business for the future. Book today by calling 020 7563 4590 or emailing events@bda.org. You can also find further details online at www.bda.org/events.