2015 Orthodontic World Congress gets ‘contagious’ in San Diego

The 2015 Orthodontic World Congress, sponsored by DENTSPLY GAC, will feature a number of clinical, business and post-show sessions all geared toward the modern orthodontist practice. What’s more, each practice will be able to personalize its experience by attending unique, half-day tactical sessions hosted by the speaker of its choosing. “We couldn’t be more thrilled with the lineup of speakers,” said Jeanne Ricciardi, senior communications manager at DENTSPLY GAC. “Jonah Berger is an associate professor of marketing at the Wharton School at the University of Pennsylvania. His book ‘Contagious’ looks at how individual decision making generates collective outcomes such as ‘social contagion’ and trends.”

The 2015 Orthodontic World Congress will be held Feb. 18-21 at the Loews Coronado Bay Resort in San Diego. In addition to Berger, it will feature a diverse roster of speakers that also includes Jon Acuff, author of “Start: Punch Fear in the Face, Escape Average and Do Work that Matters,” Steve Curtin, author of “Delight Your Customers: 7 Simple Ways to Raise Your Customer Service from Ordinary to Extraordinary” and Ben Burris, renegade orthodontist and guerilla marketing maven who grew one of North America’s largest practices.

Orthodontic professionals interested in expanding their clinical base of knowledge will also find plenty of excitement at the Orthodontic World Congress. The show will feature a number of renowned clinicians including Dr. Antonio Secchi, founder and chief spokesperson for the Complete Clinical Orthodontics (CCO) philosophy. “The work (Dr. Secchi’s) doing now is quite literally, changing orthodontics in real time,” Ricciardi said.

Additional clinical speakers will include Dr. Martin Palomo, director of the Craniofacial Imaging Center at Case Western Reserve University and one of the foremost experts on 3-D imaging, Dr. Ryan Tamburrino, a frontrunner in the placement and use of TADs, and Dr. Rebecca Bockow, a practicing orthodontist and speaker trained in both orthodontics and periodontics.

Additional speakers on the roster include Dr. Lou Shuman, Dr. Julia Garcia-Baeza and Dr. Raffaele Spena.

Those who like their conferences served with a side of social will not be disappointed. The 2015 Orthodontic World Congress will feature a welcome reception with craft beverage tasting from the new microbrew capital of the world, alongside some wine from the finest California vineyards. Each evening will include a “Sunset Happy Hour” on the Bay Terrace or the adjacent Cays Lounge (with a communal-style bar with tables that create a casual and comfortable gathering spot).

Attendees of the show will also be treated to a private tour and reception at the world-renowned San Diego Zoo in Balboa Park. This behind-the-scenes look at the area that’s home to more than 4,000 animals will conclude with a “ZooFari Reception” featuring an evening of dancing, special animal presentations and more fun under the stars.

For a complete list of all of the speakers, the session’s topics, post-show events, as well as registration information, guests should visit myGCARE.com.

“The Myobrace System™ packages myofunctional habit correction, arch expansion and dental alignment into one integrated system which satisfies the increasing parental demand for modern, pre-orthodontic treatment.”

**NURTURES DEVELOPMENT NATURALLY**

**THE MAJORITY OF 21ST CENTURY CHILDREN WILL DEVELOP MALOCCLUSION**

**myobrace**

**MYOFUNCTIONAL ORTHODONTICS**

**“The Myobrace System™ packages myofunctional habit correction, arch expansion and dental alignment into one integrated system which satisfies the increasing parental demand for modern, pre-orthodontic treatment.”**

**Attend a seminar to learn more:**

www.myoresearch.com 1866-550-4696 usa.courses@myoresearch.com