

Dental Tribune International

Dental Tribune Study Club



GLOBAL E-LEARNING COMMUNITY

DT Study Club

Courses | discussions | blogs | mentoring

Recognized as a continuing education provider by the American Dental Association Continuing Education Recognition Program (ADA CERP), the Dental Tribune (DT) Study Club platform satisfies the educational needs of the entire dental team. DT Study Club live webinars bring local events and lectures to global audiences. Each webinar attracts up to 1,500 live participants at a cost of less than €10 per qualified lead—a cost-effective alternative to face-to-face workshops, exhibitions or congresses, with no travel expenses for speakers or participants. The archived webinars, which can be accessed 24/7, generate further leads and can be used for training purposes.

The DT Study Club is an education-based online community that inspires new possibilities while creating higher expectations in online learning. DT Study Clubs provide

a unique opportunity for dentists to meet with other dentists and their team members and learn in a friendly, nonintimidating environment. With www.dtstudyclub.com, DTI has advanced this concept, thereby facilitating interaction across the globe.

Additionally, online learning allows dental professionals anywhere to benefit from continuing education courses without incurring the usual travel costs and time away from the practice. The DT Study Club offers dentists an entire online community, including live, interactive and archived webinars,* product reviews with recordings of opinion leaders' first impressions, a growing database of case studies and articles, and networking possibilities that go beyond country borders to create a global dental village. With more than 300,000 members worldwide, DT Study Club has access to the largest online dental community. Localized

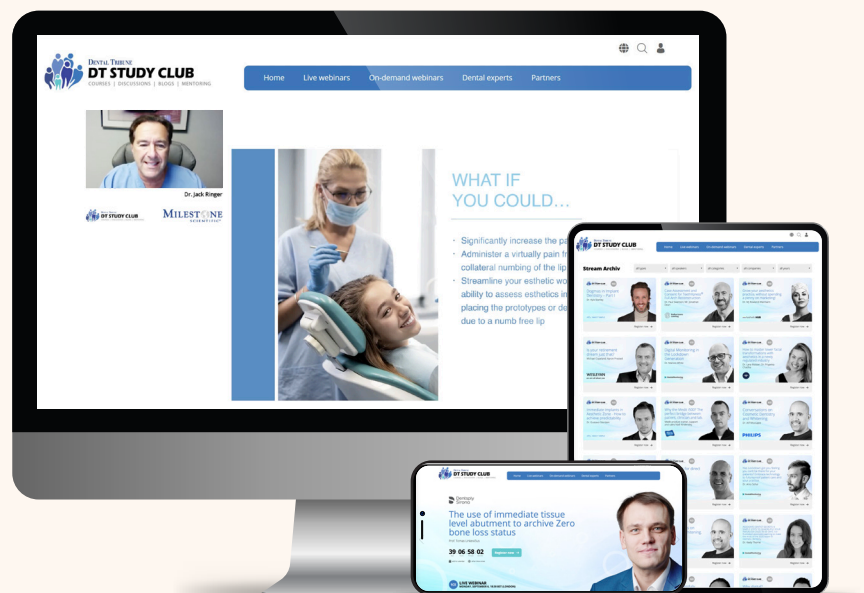
sites are available in Asia Pacific**, Brazil, Bulgaria, Canada, China, the Czech Republic and Slovakia, France, Germany, Greece, Hungary, India, Iran**, Israel**, Italy, Japan, Latin America, the Middle East, the Netherlands, Pakistan, Poland, Romania, Russia, Serbia, Scandinavia**, Turkey and the UK. The number of members is constantly growing and the latest figures are available on request.

** Simultaneous interpretation and subtitles for various languages are available for live and archived webinars on request.*

*** Currently under development.*

Benefits of adding webinars to your advertising strategy

- cost-effective alternative to face-to-face workshops, exhibitions or congresses
- no travel expenses for speakers or participants
- live lectures are broadcast in real time via the Internet to geographically dispersed viewers
- archived webinars are accessible 24/7 from anywhere in the world and can be used for staff training, among a myriad of uses
- excellent tool for market research (in general, the product manager attends the live webinar)
- promotes both direct sales and accurate use of products
- higher degree of interactivity in comparison with face-to-face sessions (participants can post questions during the session on a virtual whiteboard)
- additional value-added features are limited only by your imagination

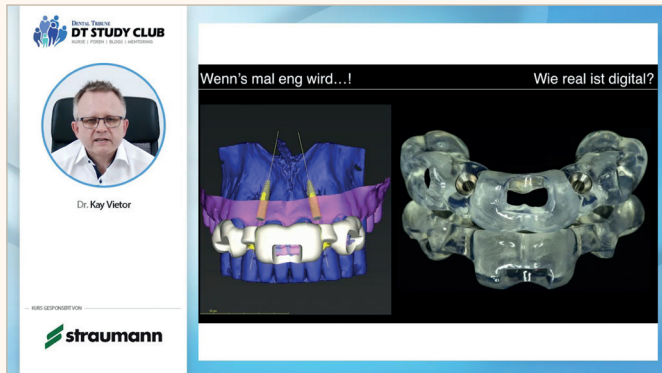


Rates depend on the country, region and number of local language versions. Please contact media sales for more information.

Webinar and Studio Live Streaming

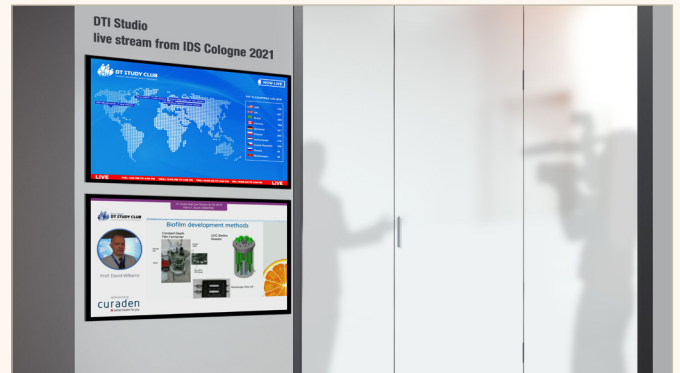
Specifications

Webinar specifications



- 45- to 60-minute online lecture in a virtual classroom, followed by a 30-minute Q&A session
- live broadcast accessible from anywhere in the world (no additional software is required)
- professional recording, editing and archiving of the lecture in the DT Study Club online archive
- technical support, comprehensive briefing, and, if requested, assistance in finding a speaker and/or lecture topic
- up to 1,500 live participants (more on request)
- administration of CE credits from an ADA CERP-recognized provider
- promotion of the webinar on the international DT Study Club platform and the DT website, and via the DTI social media channels
- the client receives the list of all registered leads from non- GDPR-restricted regions (including country, name, address, phone and email, if provided)
- where applicable, one follow-up email to all registered participants will be sent by DTI (the material must be provided by the sponsor)
- the virtual classroom features the company logo and a download area for brochures or catalogues
- technical requirements: a stable broadband connection, a computer or mobile device, a camera and a headset

Studio live streaming specifications



- up to 30-minute product presentation as live streaming
- one or two speakers
- technical support and fully equipped studio
- high-resolution live streaming at
 - www.dental-tribune.com
 - www.dtstudyclub.com
- professional recording, editing and archiving of the live streaming in the DT Study Club online archive
- interaction with live attendees from all around the world
- promotion of the live streaming, featuring your speaker and session, in relevant DTI print publications and the *today* show daily

In 2023, the DT Study Club will hold a studio live streaming at IDS in Cologne. Please contact media sales for more information.

Media Sales Contact

Please contact your media sales representative for more information and individual rates.



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