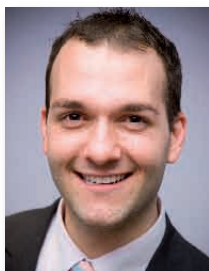


Live your dreams

Dental Partners conference 2010

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The first Dental Partners Dentists Conference held on Stradbroke Island last year had set the bar very high for all future events. It had been a great success and like a rock band's dreaded second album, the pressure was on the Dental Partners team to surpass the inaugural event.

Set in the idyllic grounds of the Angourie Rainforest Resort in Yamba NSW, the second Dental Partners Dentists Conference certainly did not disappoint and with an eclectic mix of learning, entertainment and out and out fun, the event will be remembered by delegates for a long time to come.

The event was opened by Dental Partners CEO, Mike Timoney, whose entrance on stage via a wardrobe was indicative of an off-beat format for the weekend. The title for the event was 'Live Your Dreams' and this theme was neatly woven throughout the three days. Mike talked about the importance of goal setting and this topic was expanded by motivational speaker Robin Daubeny.

The educational content of the conference was excellent, with 25 seminars held over the three days covering 14 topics. Celebrity dentist Dr Allen Baker flew in from New Zealand and gave a frank and passionate talk on the sales



process a patient goes through when visiting a dental practice together with personality profiling. Another highlight was Plastic Surgeon Dr Kourosh Tavakoli talking about various cosmetic procedures. HR expert, Leigh Bernhardt gave an illuminating talk on managing employee performance and disciplinary actions and Prosthodontist Dr Tony Coyne gave a fascinating presentation called "You're going to lose all your teeth - let's discuss your options". Further workshops were held by Dr Derry Rogers, Dr Robert Waites, Dr Rachel Garraway, Dr Colin Nelson and Kelly Tandler and Tracy Penn - all of which were excellent and well received.

The evening entertainment on the first day was held at the Yamba Surf Club, which is Australia's oldest surf club and located on a stunning little cove just outside the main town. The keynote speaker was Rod Bruem - Corporate Affairs Manager from Telstra who talked about the future of telecommunications as well as fielding a few questions about Telstra's share price!

The sponsors of the event were: Henry Schein Halas, Software of Excellence, Commonwealth Bank, Bostock & Frazer Lawyers, Integrated Dental Marketing, GE Money, Integrated Dental Laboratories, 3M Espe & The Photo Shop. Not only did the sponsors display their goods and services at the formal trade show, but by also donating a raft of items such as iPads, free laboratory work and fine wine, they made breakfast a fun event and gave delegates extra motivation to have an early start each day.

Day Two saw the CEO Challenge, which was a highly guarded secret until its announcement. The 100 plus delegates were split into nine teams and told to make a Dental Partners





TV commercial. Each team were given professional instruction on make-up, scripting, storyboards and of course how to use a video camera. For those of you who have seen 'The Pitch' at the end of each episode of the Gruen Transfer you will get a very good idea of the theme. Luckily the size of the conference meant that Dental Partners had monopolised the whole of the resort as I think any holiday makers would have been slightly bemused if they had witnessed what transpired that Saturday afternoon. The old adage 'what happens on tour, stays on tour' should probably apply to this section, but I can reveal cross dressing was a popular theme, scantily clad female dentists tried to win with the 'sex sells' approach and there was an inordinate amount of blood and missing teeth created with the make-up kit provided. As you can imagine the end results were hilarious and were shown and judged before dinner the same evening. Needless to say, the cross-dressing themed Ad won and had everyone in stitches.



The Gala Dinner was titled "On Ice" and the DP team had done a great job of turning the function room into a brilliant white ice themed room – it was stunning. The speaker for the evening was the famous explorer Kevin Biggar who gained the attention of the audience by carving his way out of an ice wall with a chain saw. Kevin's speech about his antics was both inspirational and highly entertaining and everyone was presented a copy of his new book "The Oarsome Adventures of a Fat Boy Rower". A live band entertained well into the night.



The success of Dental Partners to date is an amazing story, but as much as the headline figures for growth and profitability can't be ignored it was the sense of belonging and community that resonated from the weekend that made the biggest impression. I heard it said over and over again by the many dentists who attended that "it is so nice to be in control of my practice, but also part of a bigger group and a community at the same time". The Dental Partners business is a classic example of being in business for yourself, but not by yourself. ♦



If you would like to be involved as either a sponsor or speaker at DPDC11 or indeed just find out more about Dental Partners contact Roberto Pietrobon on 07 5591 7772 or e-mail roberto.pietrobon@dentalpartners.com.au