WHEN the PICTURES really MATTER!

VANCOUVER CANADA FEBRUARY 1 - 2 2019

Learn about Photographic Equipment, Computers and Software!

A digital photography course for dentists, on marketing and communication, through the use of photography and graphic techniques.

VENUE
Sheraton Vancouver Wall Centre
1088 Burrard Street
Vancouver, BC V6Z 2R9

DATES & TIMES
FEB 1 - 8:00am - 5:00pm
FEB 2 - 8:30am - 4:30pm

REGISTER
$1500 + GST
Web: protecdental.com/photography
Email: protec-admin@protecdental.com
Phone: 604.639.1318

PROUDLY SPONSORED BY:

FEBRUARY 1-2 2019
VANCOUVER, CANADA
WHEN the PICTURES really MATTER!

INSTRUCTORS

Dr. Jesús Ostos
Dr. Eduardo De Aguiar

OUR VISION

With the intention to spread knowledge across the world, WPRM aims to establish protocols in diverse dentistry. The program focuses on training dentists in areas of documentation and marketing using advanced photography techniques.

The implementation of this new technology offers the dentist advantages in training, visualization, and analysis for better diagnosis and monitoring of clinical cases. Professional photography improves patient communication, and allows for the development of social media marketing.

OBJECTIVES

- Foundation of dental photography
- Camera equipment for dentistry
- Handling of photographic equipment
- Principles of Image Capturing
- Intraoral and Extraoral protocols
- Communication of dental treatment
- Communication with the patient
- Basic principles of editing images
- Errors in the photographic process
- Editing corrections and errors
- Software and applications for creation of dental marketing art

whenthepicturesreallymatter.com
**THE PROGRAM**

**FEBRUARY 1**

**INTRODUCTION**
Meet our lecturers and introduce yourself!

**CAMERA SETTINGS - LECTURE (PART I)**
- Light Management Concepts
- Dental Photography Equipment
- Differential Light Sources for Functional Photography

**COFFEE BREAK**

**CAMERA SETTINGS - LECTURE (PART II)**
- Exposure Triangle for Dental Interpretation
- Camera Settings for Dental Requirements
- AACD and DSD Photo Protocols and Modifications
- Image Perspectives for Dental Photography

**LUNCH BREAK**

**INTRAORAL and EXTRAORAL PHOTO PROTOCOL - HANDS ON (PART I)**
- Protocol for Retraction and Mirrors, and Perspectives of the Live Patient
- Patient Posture for Clinical Intraoral and Extraoral Records
- Background Indications and Options

**COFFEE BREAK**

**INTRAORAL and EXTRAORAL PHOTO PROTOCOL - HANDS ON (PART II)**
- A Mini Studio Set with 4 Lighting Exercises
- Upside Down Perspectives and Matching Images
- Lighting Box, Diaphragm Control, and Focal Points

**PHOTO EDITING and SOCIAL MEDIA LECTURE (PART I)**
- Brain Perception and Image Management
- Selective Audience Message Directions
- The Relationship of Emotions and Images
- Increase Patient Treatment with Communication

**COFFEE BREAK**

**PHOTO EDITING and SOCIAL MEDIA LECTURE (PART II)**
- Colour from Functional to Digital Techniques
- Legal Resources and Dental Photography
- Software Management in Dental Photographic Records
- Social Media Strategies
- Creating Emotional and Artistic Dentistry

**LUNCH BREAK**

**POST PRODUCTION EDITING - HANDS ON**
- Keynote and Power Point Software for Presentations
- Photoshop and Lightroom Software for Image Editing
- Calibration, Cutting, and Superimposition Exercises
- Troubleshooting and Correction of Errors
- Principles of Lighting and Shadows

**COFFEE BREAK**

**ARTISTIC PHOTO SESSION - HANDS ON**
- Photographic Shooting of a Patient, Capturing Facial Gestures and Smile Perspectives
- The Use of Studio Lighting and Softbox

**IMAGE COMPOSITION - HANDS ON**
- Participants will Create Their Own Ideas and Concepts with Editing and Sell the Results to Others!

**FEBRUARY 2**

**BASIC REQUIREMENTS**
- Digital SLR Camera
- Laptop (Windows or Mac)
- Adobe Photoshop and Lightroom Software
- Powerpoint (Windows) or Keynote (Mac)

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**INSTRUCTORS**

Dr. Ostos, a General Dentist, and Specialist in Adult Comprehensive Stomatology at the University Santa Maria, and Implantology Specialist at CPO-UNINGA in Sao Paulo, Brazil. His private practice is devoted to Implantology and Oral Rehabilitation.

Dr. De Aguiar, a Dental Implantologist from Universidad Catolica Argentina, is committed to dental excellence and strives to teach others about teamwork, and improving communication. He has optimized his business and patient experience through advanced digital techniques.

@jesusostos
@drdeaguiar

@whenthepicturesreallymatter.com
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**WHEN the PICTURES really MATTER!**

- DENTAL PHOTOGRAPHY
- DIGITAL IMAGE EDITING
- DENTAL SOCIAL MEDIA

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