

ESCD & SSER joint meeting in Bucharest—Some say “the best!”

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This year, the annual meeting of the European Society of Cosmetic Dentistry (ESCD) was hosted by the Society of Esthetic Dentistry in Romania (SSER). The event was held along with the ninth International Congress of Esthetic Dentistry from 17 to 19 May 2012. Hundreds of enthusiastic practitioners gathered to enjoy three days of some of the best educational material offered during 2012. Speakers from across the world joined Romanian lecturers to present a seminar second to none.

The event took place in Bucharest's finest and architecturally impressive J.W. Marriott Grand Hotel. Bucharest is an excellent location. Easily accessed, the city boasts superb conference facilities, as well as world-class accommodation and dining. Nightlife can be as quiet or as exciting as you please, ranging from theatre and cultural events to lively nightspots and revues. Dentists and their families deserve a little relaxation after hard study and in Bucharest there is something for everybody.

Instrumental to the organisation of the meeting was ESCD member Dr Florin Lăzărescu (Vice-President of ESCD since May 2012). As a leading member of the SSER too, he was able to provide us with an exclusive tour of headquarters and explain how dentistry in his country has developed to become among the best in the world. The social events at ESCD meetings are legendary, and this meeting was no exception. Nightclubs, restaurants and even a short tour of the city allowed people to interact. Old friends were greeted and many new friends were made. Enthusiasm for quality aesthetic dentistry knows no boundaries, and discussing the similarities and differences between communities brings people closer together and leads to the forging of valuable new alliances.

Lectures in two main halls were complemented by numerous tutorials and hands-on sessions. Topics covered included just about everything of importance to the modern aesthetic dentist. Tooth whitening, implants, facial aesthetics, composites; all these practical skills were considered in depth. Further lectures dwelt on pure science and explored future techniques and technologies. There were many presentations, both by household names in dentistry and the less well known, all united in providing information that would be of immediate benefit to every delegate. It is impossible

for any course reviewer to attend every lecture and tutorial at a meeting like this so I apologise to those clinicians whose presentations I missed. The highlights of the meeting for me included:

Dr Nadim Aboujaoude: Nadim is one of those unusually skilful lecturers who is able to make delegates feel they are being entertained rather than educated! His presentation on smile enhancement was both informative and useful, and left delegates thinking about how modern technologies can be of real benefit to both their patients and themselves.

Dr George Freedman: This world-respected clinician did not disappoint! George is a mine of practical information and as usual presented tips that could be introduced into practice the very next day.

Prof. Marcel Wainwright: Facial aesthetics is becoming increasingly popular as an enhancement to general dentistry. This master described the use of dermal fillers from the standpoint of a clinician with a thorough knowledge of when they might be of benefit.

Robert Mopper: The famous Mopper family not only lecture on but also manufacture high-class composites! For this reason, Robert was able to demonstrate reliable techniques in his hands-on workshop.

Dr Marcus Tröltzsch: It is so easy to become obsessed by our small area of interest that we sometimes forget that the teeth are actually joined to the rest of the body! Marcus expanded on this, inviting clinicians to adopt a holistic approach to the well-being of the individual.

Dental seminars are great but it is often the events that take place outside the lecture halls that are the most important. Delegates from all over the world are given the opportunity to speak to each other and share experiences. Visiting the trade exhibitions allows clinicians to source vital supplies and materials that will enhance their practices. Trade exhibitors are also an invaluable source of information about products and how best they can be used. This was truly a meeting not to be missed. Delegates who attended certainly have an advantage. Their practices are likely to grow both financially and in terms of respect from the information they learned. If you want to be at the leading edge of practices in 2013, I strongly recommend you attend the next ESCD annual meeting. It will be held in the outstanding Italian city of Turin from 3 to 5 October 2013, so reserve the dates now! Full details can be found on the ESCD website: www.escdonline.eu.

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