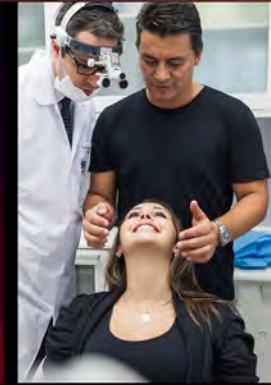


# Marrakech Morocco

May 5-6-7, 2014



**Speaker**  
Christian Coachman

**Speaker**  
Livio Yoshinaga

## Day 1 : DSD and photography

- 8h30 : Welcome to Marrakech
- 9h00 : Basic photography principles
- 10h00 : DSD the concept
- 13h00 : Buffet Lunch
- 14h30 : Demo and hands-on  
Full Protocol demonstration  
Camera Calibration  
Hands-on
- 20h00 : Aperitif and live music african style
- 21h00 : Dinner ... let's see Marrakech



## Day 2 : DSD step by step hands-on



9h00 : DSD treatment Plannig,integreating function and esthetics

10h00 : Hands-on of the DSD Steps and protocol

13h00 : Lunch... let's talk DSD around a barbecue in our wonderful Pullman's Garden

14h30 : Hands-on of the DSD Steps and protocol

20h00 : Traditional Thousand and one Nights dinner

## Day 3 : DSD live demonstration on patient



09h00 : Patient interview photographic protocol and DSD live

13h00 : Buffet Lunch

14h30 : Diagnostic wax-up and mock-up Esthetic analysis and mock-up ajustement

Communicating DSD with the patient  
Final photos, creating and impacting presentation for the patient



Speaker

Livio Yoshinaga

“The Brazilian architect that specialises in developing the technological infrastructure of many dental practices around the world. Yoshinaga was the editor of the High Tech Section in the American PPAD magazine (Practical Procedures and Aesthetic Dentistry). He is also involved in developing new photo and video procedures and technology in dentistry, working closely with Dr. Mauro Fradeani, Dr. Eric Van Dooren, Dr. Nitzan Bichacho, Dr. Galip Gurel, Dr. Andrea and Giano Ricci. Livio Yoshinaga is also the creator and planner of many educational projects, based on direct transmission of live cases, in Brazil, USA and Europe. He has taken the lead in lecturing on marking high quality dental photography, and planning the photo-video setup in a dental practice, maximum use for marketing and interdisciplinary communication.”



Speaker

Christian Coachman

“Dr. Christian Coachman graduated in Dentistry at the University of Sao Paulo Brazil in 2002 in Dental Technology in 1995. He is a member of the Brazilian Academy of Esthetic Dentistry. Moreover, Dr. Coachman attended the Ceramic Specialization Program instructed by Dr. Dario Adolphi at the Ceramoart Training Centre, where he also became an instructor. In 1996, he opened his own laboratory. In addition, he worked as a technical consultant of Creation, Willi Geller Ceramics. In 2004, Dr. Coachman was invited by Dr. Goldstein, Garber and Salama, of team Atlanta, to become Head Ceramist of their laboratory, a position he held for over 4 years. Dr. Coachman currently works as a consultant and develops products for companies. He has lectured and published internationally in the fields of esthetic dentistry, oral rehabilitation, dental ceramics and implants. He has been working with many leading dentists around the world including Dr. Eric Van Dooren (Belgium), Galip Gurel (Turkey), Tal Morr (USA), Mauro Fradeani (Italy), Nitzan Bichacho (Israel), Giano and Andrea Ricci (Italy) and in Brazil with Drs. Sidney Kina, Claudio Pinho, Paulo Kano, Mario Groisman and Marcelo Calamita.”



# DSD in their Daily practice



## Dr. Galip Gurel Turkey

President of the European Academy  
of Esthetic Dentistry (EAED)

"To be precise, efficient, minimally invasive and at the same time create beautiful work we need to improve as a team. The key for successful team work is correct planning and communication. The DSD Concept gives us the ability to envision a project, to share this project with the team mates and above all to motivate our patients "



## Dr. Ronald Goldstein USA Dr. David Garber

World Opinion Leaders in Esthetic Dentistry  
Team Atlanta, USA



"We believe that the DIGITAL SMILE DESIGN is really a step forward in the future in order to better diagnose the face and smile esthetics. No doubts that is an important contribution for the dentist, the technician and ultimately for the patient "

Digital Smile Design

## Learning Objectives

- Creating and effective, complete and attractive interdisciplinary treatment plan and presenting it to the patient
- Understand the importance of facial analysis, the key for ideal smile design  
Interdisciplinary communication tools
- Easy and effective digital photography protocol
- The role of Mock-ups and Wax-ups to improve the Smile Design process  
Improving the Dentist/Patient communication
- Digital tools to improve the Dentist/Technician communication  
The digital Smile Design Concept (DSD)

DSD

Digital Smile Design



## Required Material



- Portable Computer  
Mac or Pc
- Presentation Software :  
Keynote For Mac  
Power Point 2010 For Pc
- Photo Camera (optional)



# Registration Fee

- 1500 € Before 30/12/2013
- 1600 € Before 30/01/2014
- 1700 € Before 30/02/2014
- 1800 € After 30/02/2014
  
- All Taxes included
  
- The registration include  
all the coffee Breaks,  
3 lunches and tow dinners with  
our Moroccan Touch...  
Full of surprises

DSD

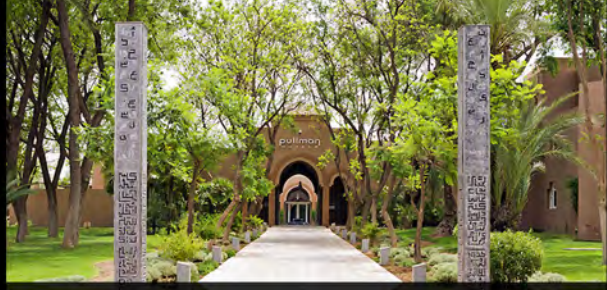
Digital Smile Design

LOCATION ....



**pullman**  
HOTELS AND RESORTS

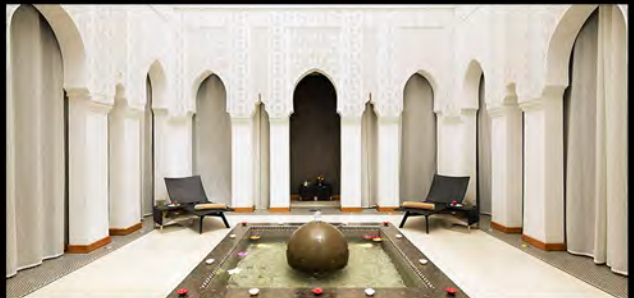
# Marrakech



- Single occupancy 100€ per night
- Double occupancy 115€ per night
- (all Taxe included)
- includes Buffet Breakfast and wifi Internet



**Address :** Km 6 Route de Fes  
BP 658 Gueliz  
40000 MARRAKECH  
MOROCCO



- Application for reservation please  
[H3000-sl@accor.com](mailto:H3000-sl@accor.com)  
[www.pullman.com](http://www.pullman.com)





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Essaouira ○

Agadir ○

Îles Canaries (ESPAGNE)

**Marrakech**

Lâayoune ○

ALGÉRIE

Sahara

○Dakhla

MAURITANIE

MALI



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