HAMBURG GERMANY

E. De Agüiar

He is Graduated from UCA Argentina. He got his fellowship in dental implant in 2006. During his career he has been in charge of so many programs in the field of Dental implants & Esthetics in Venezuela. He is an International Speaker and consultant for many Brands on dentistry.

J. Ostos

Dr Ostos is a remarkable young dentist who graduated at Santa Maria University. He took master degree in GPR And Dental Implants from Bauru Brazil. He has a Private Practice in Venezuela. He is an International Speaker with many continuous education projects.

When the Pictures Really Matter

Pro level Version

September 20, 21

16 CREDIT POINTS

Motion Version

September 22

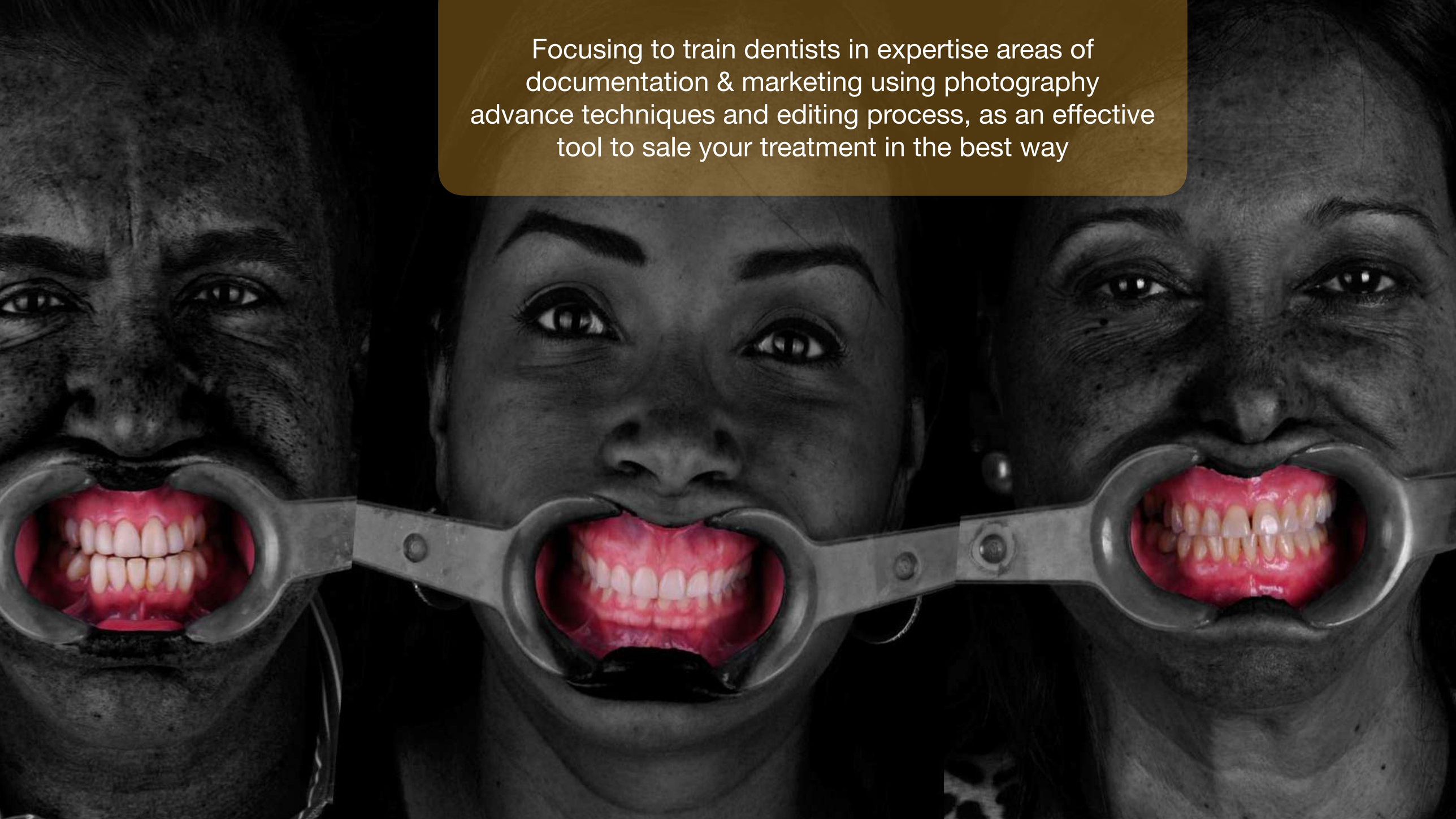
8 CREDIT POINTS

MISSION

When The Pictures Really Matter (WPRM) is an international project focusing on improve skills on dentistry through graphic techniques for better communication among specific areas such as **teamwork communication**, **patients** & **clinician understanding**, **scientific resources** & **marketing strategies**.

VISION

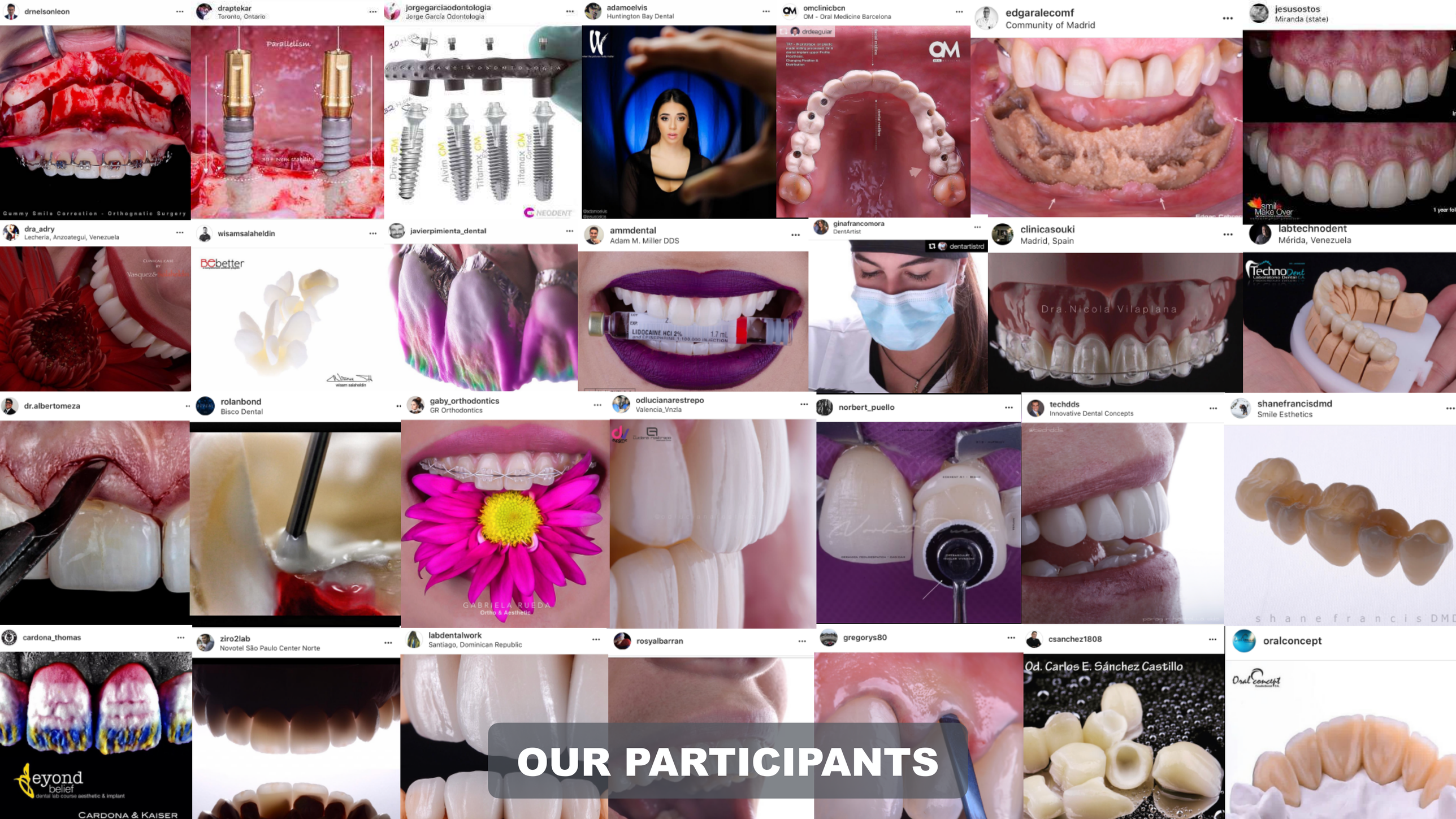
With intention to spread out our knowledge across the world, WPRM aim to establish protocols on diverse dentistry area, being main referral on his field.



Focusing to train dentists in expertise areas of documentation & marketing using photography advance techniques and editing process, as an effective tool to sale your treatment in the best way

More than
20 countries

when the pictures really matter


drnelsonleon
draptekar
Toronto, Ontario
jorgegarciaodontologia
Jorge García Odontología
adamoelvis
Huntington Bay Dental
omclinicbcn
OM - Oral Medicine Barcelona
edgaralecomf
Community of Madrid
jesusostos
Miranda (state)
Parallelism
Gummy Smile Correction - Orthognatic Surgery
dra_adry
Lecheria, Anzoategui, Venezuela
wisamsalaheldin
javierpimienta_dental
ammdental
Adam M. Miller DDS
drdeaguiar
ginafrancomora
DentArtist
clinicasouki
Madrid, Spain
labtechnodent
Mérida, Venezuela
BCbetter
LIDOCAINE HCl 2%
dentartistrd
Dra.Nicola Vilaplana
dr.albertomeza
rolanbond
Bisco Dental
gaby_orthodontics
GR Orthodontics
odlucianarestrepo
Valencia_Vnzla
norbert_puello
techdds
Innovative Dental Concepts
shanefrancisdmd
Smile Esthetics
GABRIELA RUEDA
Ortho & Aesthetic
cardona_thomas
ziro2lab
Novotel São Paulo Center Norte
labdentalwork
Santiago, Dominican Republic
rosyalbarran
gregorys80
csanchez1808
oralconcept
Od. Carlos E. Sánchez Castillo
CARDONA & KAISER
OUR PARTICIPANTS

OBJECTIVES

- Foundations of photography (settings)
- Equipment for dental and facial photography
- Handling photographic equipment
- Principles of Image Capturing
- Protocols for intraoral and extraoral imaging
- Communication of the treatment
- Communication with the patient
- The message of the conference and its current formats
- Basic principles for editing images in dentistry
- Handling the software and applications to create art for dental marketing
- Error of the photographic shoot
- Editing errors

Main Agenda
Pro Level Program

Dentist, Dental Technicians, Assistant, Shareholders

DAY 1

Camera Settings Theory
(lecture by Dr. Ostos)

Light Management Concepts
Dentistry Photo Equipments
Light Functional Dental Photography
Exposure Triangule on Dentistry

COFFE BREAK

Camera Settings according to Dental Office requirements
AACD Photo Protocol & Modifications
Photo perspectives on different Dental procedures

Extraoral / Intraoral protocol Hands On
(by Dr. Ostos, Dr. De Aguiar)

According to AACD Protocol, the instructors will be guiding to their audience, to adopt different positions an perspectives on Live Patient. Different lighting techniques usage hands on will be made by each participant.

COFFE BREAK

Light - Shadow Box technique Hands On

A mini Studio Set will be developed into 4 lightning exercises which points out to improve the understanding photography principles such as Upside Down Perspectives & Matching images from the clinical Protocol to lightning box, Diafragma control, Focal points and lightning FX's

DAY 2

Photo edition / social media Lecture
(lecture by Dr. De Aguiar)

Brain Perception and his relation with image management
Selective Audience message directions
Image & emotions
How to sale your treatment boosting your communication

COFFE BREAK

Color from functional to digital.
Legal Resources from Dental Photography
Software Management for Dental Photography Edition
Social Media Strategies
Creating Emotional & Art Dentistry

Keynote / Photoshop /Lightroom Hands on
(lecture by Dr. De Aguiar)

Starting from Keynote / Power Point Manage support with intention to direct diverse Photoshop tools in order to apply on a very professional presentation. Photoshop tools will be shown and teach during the Hands On. (Mac equipment as recommendation). A Photo Calibration exercise, cutting art & image superposition, Fixing common problems on dental photography.
Lightroom Benefits and develop demonstration. Principle o Lightning and shadows.

COFFE BREAK

Composition Hands On

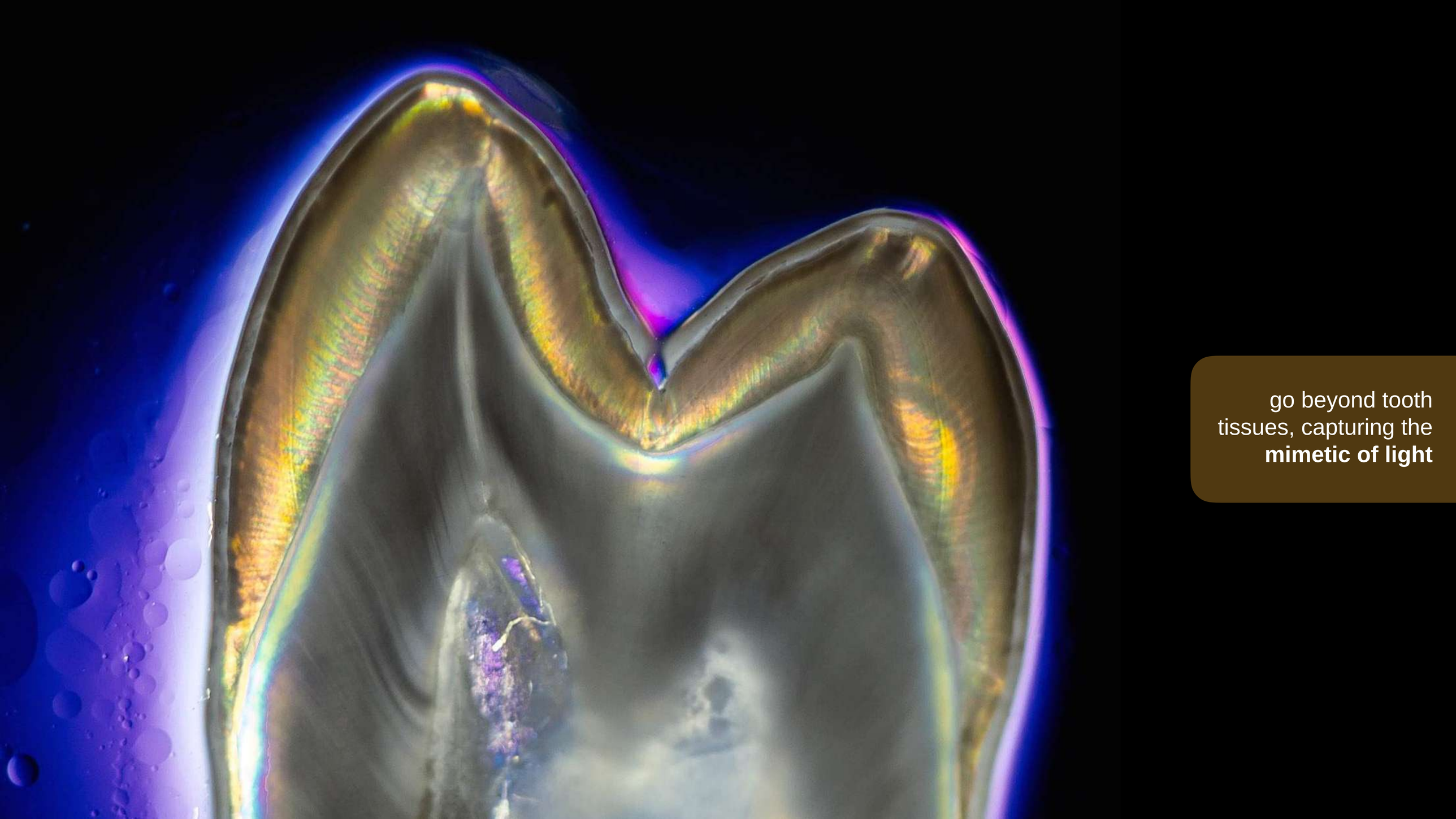
After Hands On the participants will be able to create their own ideas and concepts on a free board. they got only an hour and "sale" the results to the others.

Buenos Aires - Argentina
Bauru - Brasil
Maracaibo -Venezuela
Quito - Ecuador
Guayaquil - Ecuador
Merida - Venezuela
Sto. Domingo - R.D.
Caracas - Venezuela
Chicago - USA
Bogota - Colombia
Dubai - UAE
New York - USA
San Diego - USA
Nashville - USA
Hosuton - USA
Miami - USA
Sao Paulo - Brasil
Toronto - Canada
Cali - Colombia
Bogota - Colombia
Medellin - Colombia
Manama - Bahrain
Kuwait City - Kuwait
Jeddah - Saudi Arabia

basic requirements

Requirements for the Participants:

- Photo Camera DSLR or Mirrorless type and Accessories (optional)
- Adobe Photoshop software up to **Cs5, Cs6 or CC** version installed (Full or Trial version)
- Adobe Lightroom **5, 6 or CC classic** software up to version installed (Full or Trial version)
- Laptops with Windows must have **PowerPoint** installed
- Laptops with MAC iOS must have **Keynote** installed

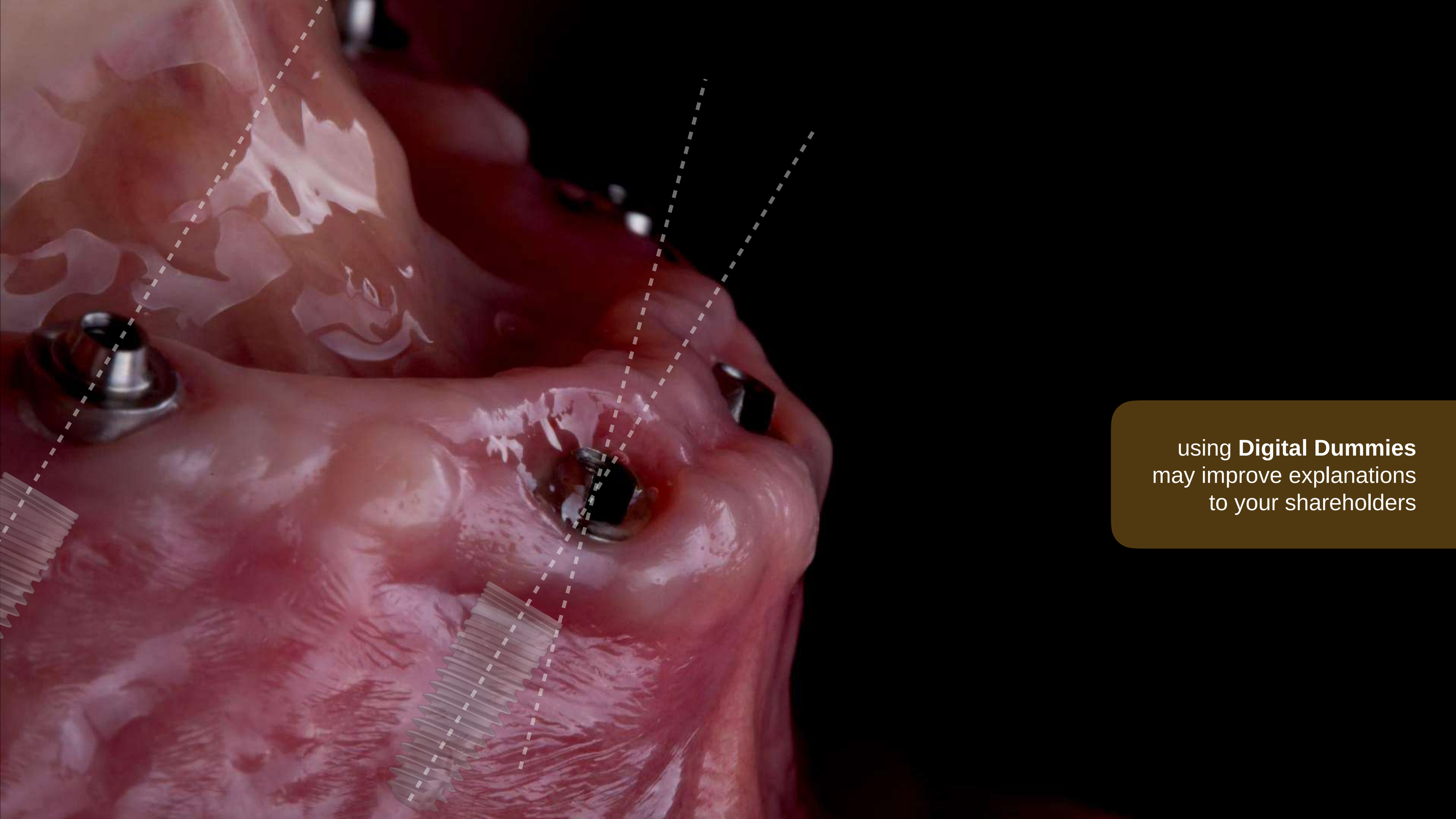


go beyond tooth tissues, capturing the **mimetic of light**

create an harmonic
composition in order to
suggest your ideas to others

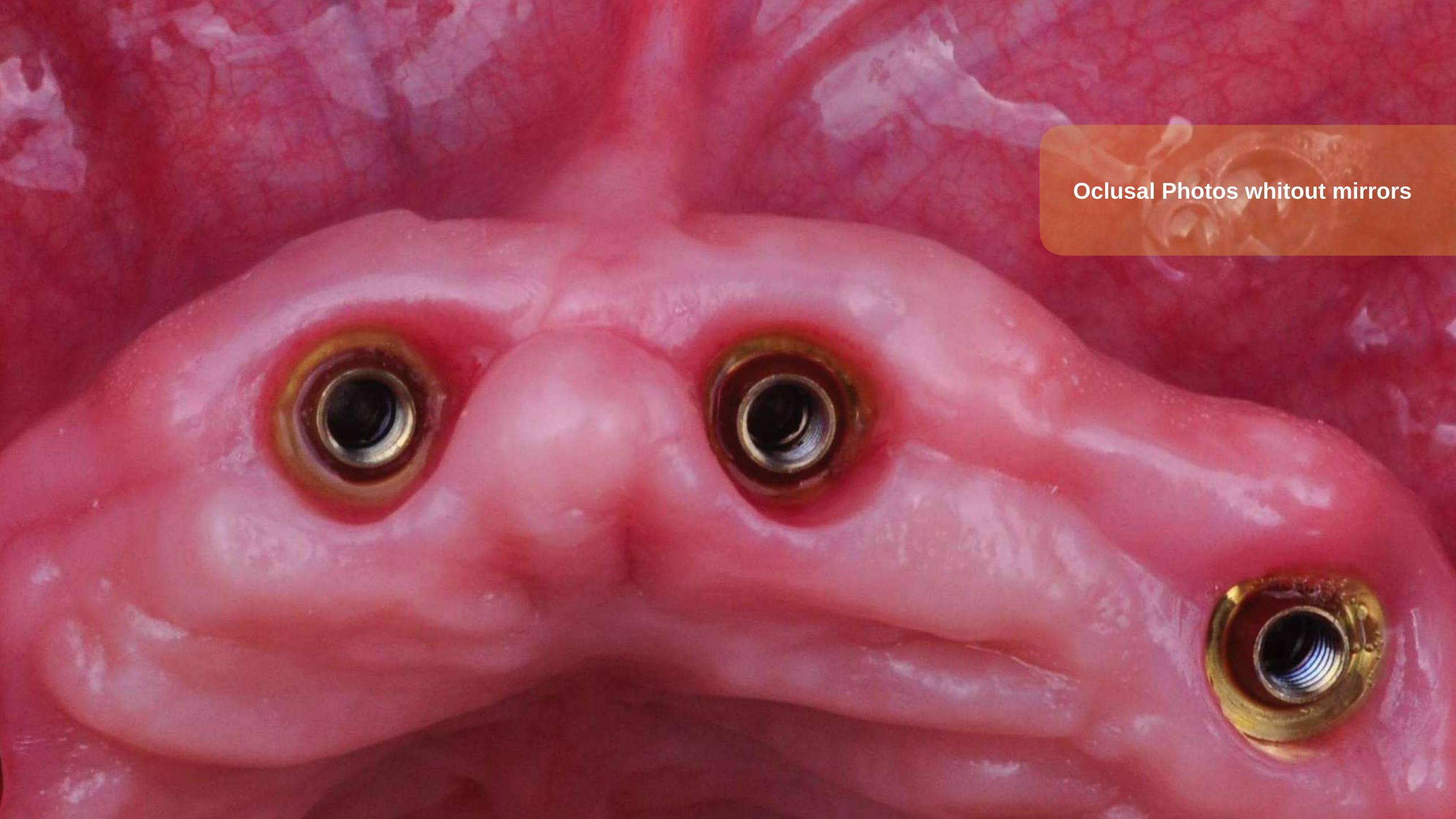
speed of light control as great tool of art & composition

layering ceramic capture
regarding to value - hue &
fx on mapping



using **Digital Dummies**
may improve explanations
to your shareholders

reverse light technique for a perfect white - a classic performance adapted to dental activities



Oclusal Photos whitout mirrors

reverse light technique for a perfect white - a classic performance adapted to dental activities

WPRM instructors also serve as a **image consultants** on several dentistry brands

Surgical strategies to capture the best **graphic product**

push your
creativity

Main Agenda Motion Version

Dentist, Dental Technicians, Assistant, Shareholders

DAY 3

Video, Artistic and Lab Shading Technique
(lecture by Dr. Ostos)

Video in dentistry
Macro XXX
Light Management for Artistic Photos
Portraits
Dentistry Photo Equipments
Light Functional Dental Photography
Exposure Triangule on Dentistry
Color from functional to digital.
Software Management for Shading on Dental Photography PS, LR & Selctive tools.

COFFE BREAK

Demonstration -
Case Demonstration
Camera Settings according to Dental Office & Lab requirements
AACD Photo Protocol & Modifications
Dental Lab Communication under Aesthetic Protocol

Artistic Photo Session and Lab Shading Technique
(by Dr. Ostos, Dr. De Aguiar)

Hands On -

Free shooting on a model, capturing facial gestures and mouth perspectives. All Participants Included.

COFFE BREAK

SHADING Process Technique
Using a functional Source of light aiming to obtain:
- Shape, Horizontal Texture, Vertical Texture
- Shading Tab Comparison Approach (main & Complementary)
- Cross Polarization detecting value, shade tab matching & ceramic system matching.

Digital Shade detection through PS to LR changing MODE on Layering Mapping Diagram.

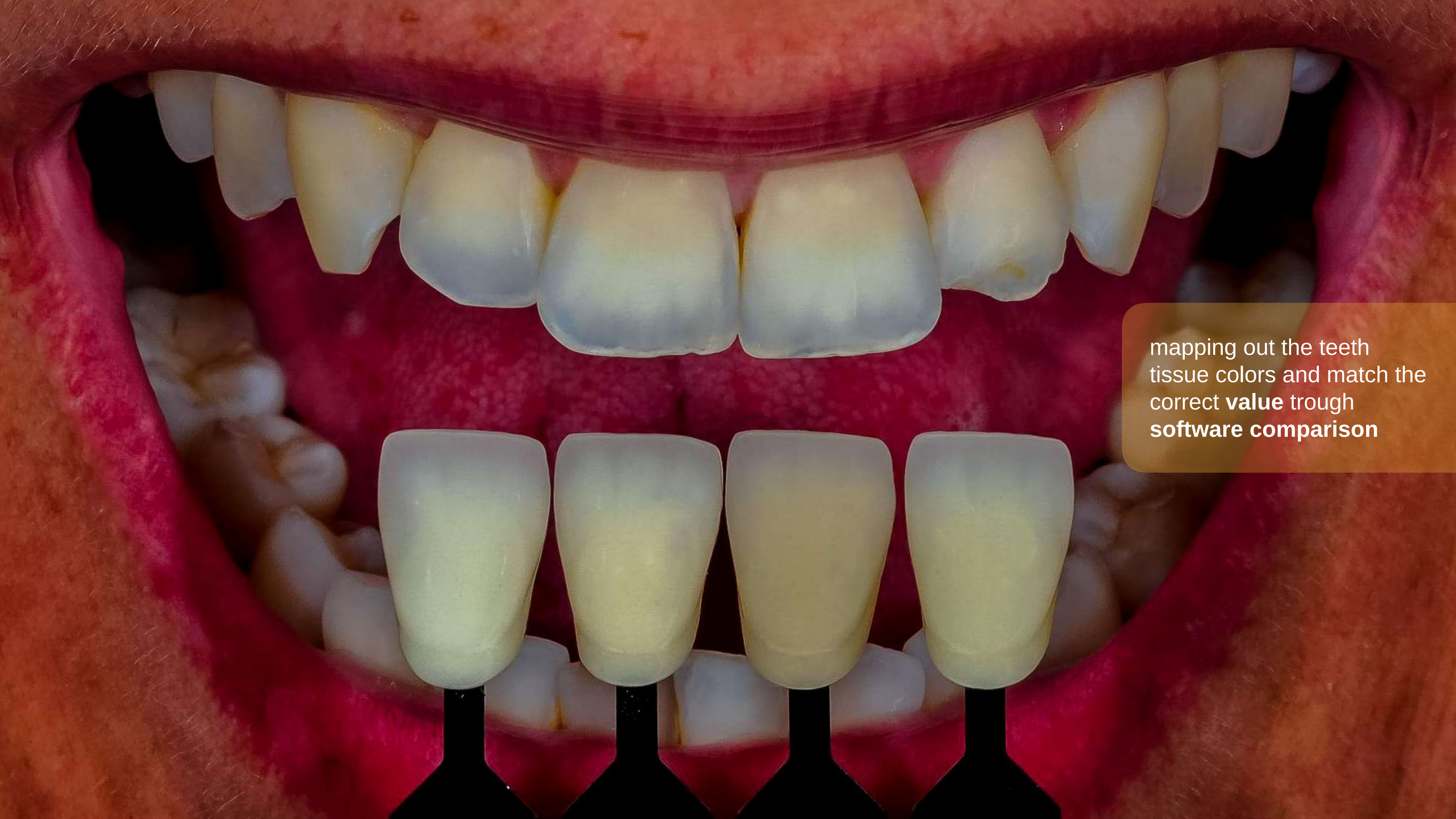
Motion Version

Was designed to:
1.- People who already have an advanced knowledge of photography and edition

2.- People who have previously attended the WPRM Pro Level course

3.- People who do the Pro Level and want to continue with Motion version

POLARIS



mapping out the teeth tissue colors and match the correct **value** trough **software comparison**

POLARIS

Shade Selection **Valor y Croma** & communication with dental lab through photoshop advance set up

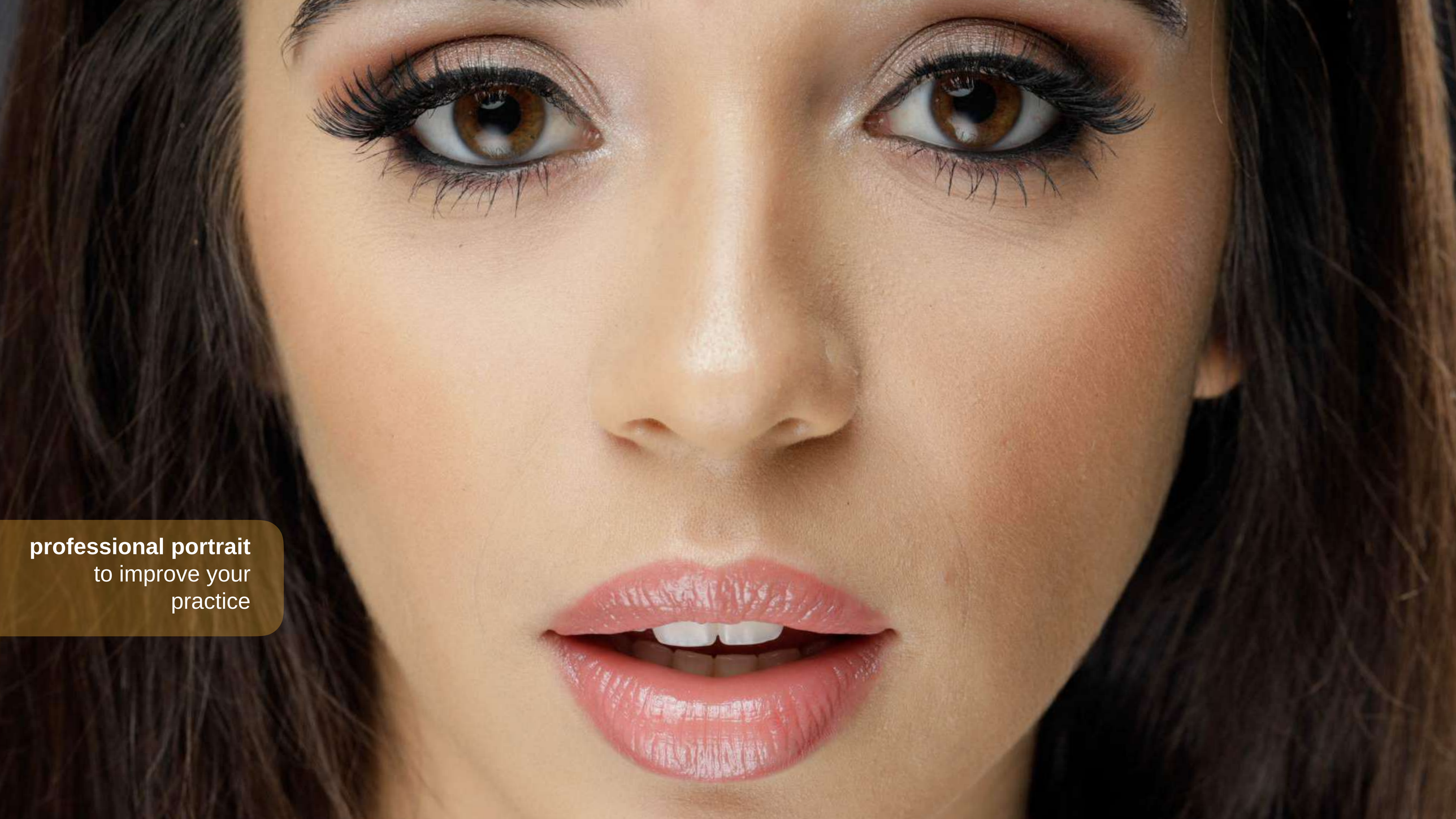
Ps

VIDEO

studio set training
Portrait performance &
artistic photos

studio set training
Portrait performance & artistic photos

the dentist third
through outcome


professional portrait
to improve your
practice

becoming an
artistic expression

becoming an
artistic expression

Eduardo **De Agüiar**

image edition - media - art instructor

2002 **General Dentist**
Universidad Santa Maria *Venezuela*

2006 **Implantologyst**
Pontificia Universidad Catolica *Argentina*

2007 **Professor at Periodontics - Implant MS Program**
Universidad Santa Maria *Venezuela*

2008 **Dean of Dental Implant & Esthetics MS Program**
Universidad Santa Maria *Venezuela*

2010 **Professor at Dental Implant MS Program**
Universidad Santa Maria *Venezuela*

International Lecturer for many dentistry brands

Jesus **Ostos**

setting camera instructor

2010 **General Dentist**
Universidad Santa Maria - *Venezuela*

2012 **GPR training**
Universidad Santa Maria - *Venezuela*

2012 **Director of dental photography course for MS training**
Universidad Santa Maria - *Venezuela*

2015 **Implantologyst**
CPO Bauru - Brasil

International Lecturer for many dentistry brands

English Version

Venue: **Raphael Hotel Wälderhaus** Am Inselpark 19, 21109 Hamburg, Alemania

Special price per room for course participants "When the pictures really Matter"
Phone: +49 40 302156100
https://www.waelderhaus.de

Schedule: 9:00am - 5:00pm

Includes: Lunch, coffee break and support material

SEPTEMBER 20TH - 21TH

Pro level Version

Investment: 900€

SEPTEMBER 22TH

Motion Version

Investment: 500€

SEPTEMBER 20,21& 22

Pro level Version + Motion Version

Investment: 1300€

Deutsche Apotheker und Ärztebank

IBAN: DE42 3006 0601 0007 3461 82
BIC/SWIFT: DAAEDEDDXXX
Name Account: Mohammed Abu Dawud

For reservations, you must pay the 50% "NON-REFUNDABLE" and the remaining 50%, 2 weeks before the course.

pro level 16 / motion 8
CREDIT POINTS

Die Veranstaltung entspricht den Leitsätzen und Empfehlungen der KZBV vom 23.09.05 einschließlich der Punktwertempfehlung des Beirates Fortbildung der BZÄK vom 14.09.05 und der DGZMK vom 14.10.05, gültig ab 01.01.06.
Die Fortbildung wird mit 16 Fortbildungpsunkten bewertet.

contact:

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course coordinator
dr.abudawud@kfo-inselpark.de
+49 40 87 09 00 09 Text Only

...more than a dental photography course… a ***PHILOSOPHY***