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# DENTAL MEDICINE

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## Dental photography for effective dental marketing

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As the dynamics of media, marketing and communications continue to evolve, we are seeing an increasing reduction in attention spans and while visual communication was one of the most effective ways to get information across even in the past, its importance has reached new heights in this new age. With the role that this evolution coupled with the social media boom is playing with consumer behavior, it is imperative that dentistry keeps pace with media and marketing trends including effective portrayal of clinical scenarios using professional photography, as well as using videos to command a leadership position in your profession. Professional photography does not necessarily have to be overly complicated and prohibitively expensive. With a few basic principles in place, one can easily continue to improve the standards of record keeping and compelling visual communication incrementally. This talk will introduce some basic principles and guidelines related to the subject as well as the practical application of getting over “the eye does not see what the mind does not know” phenomenon by learning how to see common errors in photographs and simple ways to avoid them. It is also important to keep in mind that with the increasing exposure to visual media, the viewers’ eyes are also becoming better trained to differentiate between exquisite and mediocre.

### Biography

Syed Ghazi Abbas Naqvi has completed his BDS from University of Karachi, Pakistan. He has obtained Graduate Certificate in New Media Journalism from Sheridan College and is finishing up with his diploma in Marketing from McMaster University. He is the Director of See Factor and Brand Clinic, two very active Dental Media & Marketing organizations and is a Consultant for various dental organizations. He has recently started Canada’s first online Dental News Bulletin “Dental News Canada”. He has been involved in Dental Media and Marketing since 2003 and has been teaching Dental Photography since 2009.

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