

To:

From:

Subject: Thrive Dental Business Conference in Vancouver, BC

Hi

I have reviewed the session outlines and the speaker biographies for the upcoming Thrive Dental Conference in Vancouver, BC this November 16 and 17. I can see that it will be beneficial to attend and am asking for your approval.

The number one reason why Thrive Dental Conference will benefit our practice is because of its focus on dental business. Our practice advocates and promotes oral health through the dental services we provide, and at the same time, I believe firmly that we also want to thrive as a business so we can continuously enhance what we offer to our patients, as well as increase our bottom line.

Thrive Dental Conference features 11 industry recognized speakers presenting information focused on providing actionable strategies to the attendees. For example, Dr. Amarjit Rihal, will be presenting a session that takes a critical look at the trajectory and growth of CAD/CAM dentistry, and criteria with which one can evaluate the right time to invest in it to benefit the dentists from both a clinical skill growth, as well as the financial, perspective.

Further, it's worth noting Karl Schmidt, Director of Market Research at Dental Industry Association of Canada, will present and discuss the results of the "Future of Dentistry" survey conducted earlier this year. He looks at not just the dentists view, but also patients', vendors' and many more in the business of dentistry so that we can predict with confidence where the future of dentistry is going to be.

And there is more! Speakers from practice management consulting firm, dental practice construction, dental marketing, dental tax specialists, dental buy & sell brokers, and dental software companies are all going to be there.

In other words, I strongly believe that by attending the conference, we can get insights to help us accomplish the following three main goals in our practice:

- 1.
- 2.
- 3.

Plus, as a conference attendee, I will receive recorded sessions and conference notes that I can bring back to the practice and share with the entire team.

In closing, the cost of registration is \$649 / person, \$599 / person for 2 or more people, or \$499 / person for 4 or more people. In fact, I invite you to consider coming with me. This conference awards 10 CE credit, accepted by all colleges in Canada.

Finally, we can get an extra 10% discount if we register before September 15. Thank you for considering my request.

Warm regards,