



## Ethical Selling & Advertising for Success

# Smile&Face\*

at Houstons

Courses are held on Fridays and Saturdays - please contact course provider for forthcoming dates

Certified Continuing Professional Development as approved by the General Dental Council.

Cost: £395.00 per delegate per day





## Ethical Selling & Advertising for Success Course Program

9.00am Registration

9.30 - 1.00 Morning session  
with coffee break 11 - 11.30

Lunch 1.00 - 2.00

2.00 - 5.00 Afternoon session  
with afternoon tea 3.30 - 4.00

5.00 - 5.30 Question & Answer Session

For further details and forthcoming course dates  
please contact;

The Houston Group

164 Milton Road | Weston-super-Mare BS23 2YG  
01934 622824 | 623784 | houstondentists.co.uk

Well known and award winning practitioner, David Houston delivers this insightful and informative course looking at the practice of ethical selling, marketing your practice and how best to utilise the media to raise your profile.

The venue is the in-house lecture theatre at the five star, state of the art Houston Group based in Weston-super-Mare, Somerset.

David and his wife Ceri, are joint Practice Principals of the largest NHS/Private practice in the country, which they have built up from the purchase of an original two-surgery business in 1990.

The Houston Group inow provides routine and specialist care for 70,000 patients a year and employs over 100 staff in the 31 surgeries and two associated on-site dental laboratories. They have also recently established new branch practices in Ham Green and Clevedon.

Some of David's awards and accolades;

- Winner: ITV / BDA Dental Practice of the Millennium Award
- Winner: Cordent Trust Award
- Winner: "WOW!" Awards
- Winner: The Dental Awards
- Presented with: "Outstanding Contribution to British Dentistry Award"
- Chief Judge Private Dentistry Awards
- Former Clinical Governance Lead Dentist NHS North Somerset PCT

Headline Speaker at:

- The World Aesthetic Congress
- Dentistry Live!
- The British Academy of Cosmetic Dentistry Conference