

It's Academic... Let's Present It!



Educational Designs, Inc. presents
A workshop for dental educators & professional speakers!
July 10 – 12, 2009 • Sofitel Hotel San Francisco Bay • Redwood City, CA

Goal: Provide education, training, resources, and industry introductions to educators and continuing education presenters seeking to enhance their knowledge and skills in experiential and adult learning principles to create application-based learning outcomes.

Faculty:

Kristy Menage Bernie, RDH, BS, RYT ~ Owner & Director of Educational Designs, with over 15 years of speaking, writing, event planning and industry consulting, sales and training experience

Debi Gerger, RDH, MPH ~ Dental hygiene department chair, educator, doctoral candidate, national presenter, owner of Dental Referral Systems, and computer training expertise

Michelle Hurlbutt, RDH, BS ~ National speaker, master's candidate, educator, clinician, and training experience

Bruce Manchion ~ Industry leader on adult learning principles, maximizing learning experiences & engaging audiences for optimal presentation effectiveness & learning outcomes

Betsy Reynolds, RDH, MS ~ International speaker, educator, and author



"Funshop" Topics:

- Andragogy Principles: Theory to Application
- Collaboration Principles: Innovative Curricular Approaches
- Multi-Media Principles: Facilitating Beyond the Screen
- Technology Principles: Maximizing Educational Methodology
- Research Principles: Applied Evidence-Based Decision Making
- Presentation Principles: Strategies for Didactic & Clinical Success

Outcomes and Return on Investment:

- Ideal for new or experienced educators and presenters to enhance their computer and facilitation, skills.
- Network with company representatives and individuals seeking to explore mutually beneficial career growth opportunities.
- Corporate directed product education and research review.
- CE credit issued for various workshop topics and instruction.
- Each participant will receive samples, products, and presentations valued over \$500.00.

Session Highlights – Shaping the Future of Education:

- ④ This hands-on workshop is focused on creating experiential learning opportunities for adult students and continuing education audience members and is specifically designed for educators, continuing education facilitators and corporate education teams.
 - *Maximizing the Power in PowerPoint 2007*
 - Optimizing PowerPoint – Templates, clip art, music and more!
 - Participants will refine current presentations
 - Equipment & program suggestions to enhance the presentation experience
 - *Tips, Techniques and Strategies for a Successful Presentation*
 - Demonstrations & resources will empower participants to optimal skills and help them identify topic(s) to focus on that will include integration of research, technology and new product information for an evidence-based result
 - Understand how to build a presentation that makes sense, delivers the message is memorable, and results in behavior change
 - Introduction to classroom technology (interactive audience response and whiteboard systems)
 - *Delivering a Powerful Presentation*
 - Gain confidence in delivery techniques through adult learning principles
 - Maximizing new technology and research
 - Anticipatory Sets: Engaging students and audience members from the first slide to the last
 - Turning confrontation, questions, and unruly audiences into an opportunity
 - Working within electronic and virtual media
 - *Marketing & Scheduling of CE Seminars – Maximizing Opportunities*
 - Establishing your target audience/ market
 - Identification of groups
 - CE Provider Status – Do you need it or not?
 - Creative negotiation for honorarium & expenses and contract development.
 - Seminar sponsorship opportunities, logistics and success
 - *Networking Sessions: Partners, Participants & Faculty*
 - *Yoga Session Upon Arrival Thursday Evening to Relax & Rejuvenate!*



NEW!!! Pre-Workshop session on Motivational Interviewing , July 9th – no charge to IA attendees, however, limited attendance, based on first reserved, first confirmed basis!

See flyer below for details!

Apply Early ~ Space Limited to 50 participants!

Earlybird tuition: \$750.00 for those registering by May 15, 2009

\$950.00 after May 15, 2009 – log onto www.EducationalDesigns.com for an online enrollment form or contact info@EducationalDesigns.com or 925-735-3238

Workshop Partners:

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The Buyer's Guide for Dental Professionals



presents

Motivating Dental Patients: New Strategies that Work

July 9, 2009 • 9:00 am – 4:00 pm • Sofitel San Francisco Bay Hotel

An interactive workshop for dental professionals on Motivational Interviewing, being held as a complimentary pre-session event sponsored by Philips Sonicare prior to the 2009 "It's Academic...Let's Present It!" Workshop!

Are you frustrated with adults, parents, children, and teens that do not follow your advice, choose inferior treatments, and are unresponsive to oral hygiene instruction? While for decades dental professionals have been interested in motivation, it is only recently that psychologists have developed and tested helpful new approaches termed Motivational Interviewing (MI). This highly effective approach initially has been used to help disinterested, ambivalent, and even negative patients change addictive behaviors and prevent relapses. MI has been applied to make positive changes in the management of diabetes, obesity, hypertension, pain, and compliance with medical advice. Now, MI is being utilized for dental compliance issues.

This interactive workshop will present strategies for using Motivational Interviewing effectively to manage a variety of common dental problems that dental professional encounter. Most importantly, this workshop will provide personal coaching to implement the MI theories. Pre-reading on MI theories and case scenarios is required. Participants will receive a complementary workbook written by the course facilitator, Dr. Philip Weinstein, to prepare them for this exciting workshop. Join us for a day that will truly make positive changes in your clients' health behaviors (*any maybe yours as well*).

Objectives:

The learner will be able to:

- Describe the stages of change and the key components of the MI approach.
- Provide effective advice; avoid ineffective advice-giving
- Understand how patient resistance influences change and be aware when contributing to resistance.
- Describe strategies to enhance rapport and trust; overcome ambivalence
- Describe the role of information and behavior change strategies
- Assess the stage of change of various patients
- Describe how best to approach resistant patients
- Develop and practice basic component skills in:
 - ✦ Uncovering patient internal needs and goals
 - ✦ Creating a discrepancy between present behavior and desired goals
 - ✦ Structuring choice
 - ✦ Enhancing self-efficacy
 - ✦ Maintaining change



Limited attendance, due to the workshop nature and open to It's Academic attendees on a first reserve, first confirmed basis – please check the RSVP box on the IA enrollment form

About the Facilitator:



Dr. Philip Weinstein is a Professor in Dental Public Health Sciences, Pediatric Dentistry, and Psychology at the University of Washington. He has been a funded NIH investigator his entire career and provides treatment to patients at the Dental Fear Research Clinic in Seattle, WA, which he co-founded.

His recent research has shown the effectiveness of the MI approach in motivating mothers of high risk children. Recent evidence presented as the cover story in the issues of JADA by Dr. Weinstein and his colleagues, indicates that a simple, brief Motivational Interviewing (MI) approach worked to reduce caries, in high risk preschool children. He has written over 200 papers and four books, the most recent being, *"Motivate your Dental Patients: A Workbook."*

Additional Details:

This workshop is ideal for educators who want to make curriculum changes in the area of patient motivation, as well as clinicians interested in dental behavior sciences. Philips Sonicare is pleased to offer complimentary copies of Dr. Weinstein workbook, *"Motivate Your Dental Patients: A Workbook"* to workshop participants prior to the course. This workbook is complete with case scenarios and model Motivational Interviewing dialogue. Workshop participants are required to read the workbook prior to the program to enhance their understanding of MI theories and practice.

The session will include lunch with registration beginning at 8:30 am. Free parking and group discounted hotel rates are available at the Sofitel San Francisco Bay. Registration is limited to those attending the ***"It's Academic...Let's Present It!"*** Workshop. For more information contact Educational Designs at 925-735-3238 or info@EducationalDesigns.com.



Complete ***"It's Academic...Let's Present It!"*** workshop information can be found online at www.EducationalDesigns.com, including enrollment form and registration process.

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