

Tab 1

# Q3 2026 Event Copy — Optimized for Registration & Attendance

Dental Marketing Society — Registration Page Copy + Promotion Assets

## Strategic Intent

This version is optimized for one outcome: more registrations and more live attendance. It pushes the brand voice slightly harder than the current measured-educational tone, because registration-driving copy needs felt stakes, specific outcomes, and emotional recognition — not category descriptions.

The educational substance is preserved. The 5 learning bullets per event still cover the same curriculum. What changes is framing: every title carries stakes, every Why block names a felt problem, and every bullet promises a takeaway.

**Trade-off you're accepting:** this voice is closer to direct-response marketing than CE-society educational tone. It will convert better. It may feel slightly louder than existing members are used to. The August event is the boldest — soften it if your gut says it's too much for your audience.

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## Event 1 — July 14, 12-1 PM EST

### TITLE OPTIONS (Ranked)

1. Recession-Proof Your Practice: How to Protect Production When Patients Defer Treatment
2. Recession-Proof Your Practice: Growth Strategies for Uncertain Times (*original — fine, but #1 is sharper*)
3. When Patients Say 'Let Me Think About It': The 2026 Practice Owner's Recession Playbook

### REGISTRATION PAGE — Why You Should Attend

*Patient deferrals are climbing. PPO reimbursements are shrinking. Treatment plans that closed easily 18 months ago are getting "let me think about it." Most owners react to a soft economy by cutting marketing and discounting treatment. Both make the problem worse. This 60-minute session shows you what the practices that grow through downturns do differently.*

### REGISTRATION PAGE — What You'll Walk Away With

- A clear read on **which services to protect and which to reposition** when patients tighten budgets — cosmetic, elective, preventive, and the surprising ones that hold up in downturns

- The **retention math** that proves keeping a patient is 5-7x cheaper than acquiring one — plus the three loyalty tactics that work when budgets are tight
- A **case-acceptance approach** for cautious patients — how to sequence treatment, present financing (membership plans, phased treatment, third-party financing), and frame value so "I need to think about it" turns into "let's start"
- A **PPO exit-readiness check** to see if your fee mix is silently bleeding margin in a soft economy — and the first three moves toward fee-for-service resilience
- The **5 KPIs to track weekly (not monthly)** so you spot trouble in days, plus the leadership moves that keep your team steady heading into 2027

### CTA Line

Earn 1 CE Credit. Replay access included. Seats are limited — reserve yours now.

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## Event 2 — August 11, 12-1 PM EST

### TITLE OPTIONS (Ranked — choose based on how bold you want to go)

1. The Quiet Retention Problem: Why Practice Owners Lose Their Best Team Members in 2026 *(recommended — punchy but professional)*
2. Leading Without Burning Out: How to Build a Team That Doesn't Quit on You *(safer, still outcome-focused)*
3. The Hidden Cost of Team Turnover: Leadership Strategies for High-Performance Dental Practices in 2026 *(most conservative)*

### REGISTRATION PAGE — Why You Should Attend

*Most practice owners are running on more pressure than they admit. The hygienist you can't afford to lose is quietly looking. Your front desk turnover is climbing. And the harder you push, the faster the team disengages. Compensation isn't the issue — culture is. And culture starts cracking when the leader is exhausted. This 60-minute session is for owners who want to lead a team that performs without paying the burnout tax themselves.*

### REGISTRATION PAGE — What You'll Walk Away With

- The **four early warning signs of leadership burnout** — the ones that quietly distort clinical and business decisions before they become a crisis
- A **retention diagnostic** to spot which team members are flight risks before they hand in notice — and why a pay rise alone never fixes a culture problem

- A **framework for accountability without micromanagement** — how to set expectations, follow through consistently, and shift from a practice where everything flows through the owner to a team that can lead itself
- A **scripted approach for difficult conversations** about performance, attitude, and conflict — the kind most owners avoid until it's too late
- The **systems that buy back 5-10 hours a week** of your time and mental load — scheduling, delegation, and communication structures that drive down turnover and lift discretionary effort

### CTA Line

Earn 1 CE Credit. Replay access included. Seats are limited — reserve yours now.

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## Event 3 (Summit) — September 10, 12-2 PM EST

### TITLE OPTIONS (Ranked)

1. The AI-Powered Dental Practice: What's Actually Working in 2026 (And What to Ignore) *(recommended)*
2. The AI-Powered Dental Practice: Smarter Systems, Better Patient Experience & Higher Profitability *(original — too generic for 2026, every vendor is saying this)*
3. AI in Dentistry: A 2-Hour Working Session for Owners Who Want a Decision, Not a Demo

### REGISTRATION PAGE — Why You Should Attend

*Every vendor at every conference is selling AI. Inboxes are full of demos. Practices are stacking subscriptions they don't use. Meanwhile, a small group of operators is quietly using AI to book more patients, recover unbooked appointments, and run leaner front desks — without losing the human touch that built their reputation. The gap between the two groups is widening fast. By Q1 2027, the practices that figured this out will have a cost structure their competitors can't match. This 2-hour summit is for owners who want to be in the first group.*

### REGISTRATION PAGE — What You'll Walk Away With

- A **shortlist of AI tools live in real practices today** — scheduling, recall automation, after-hours phone coverage, unbooked-appointment recovery — with honest takes on which deliver ROI and which are just polished demos
- A **clinical AI buyer's guide** — where AI-assisted diagnostics and treatment planning genuinely help you catch more, document faster, and present cases with more confidence (and where they don't)
- The **transparency script** for introducing AI to patients without eroding trust — plus the high-cost automation mistakes practices are making right now

- A **staffing impact map** showing which roles are changing, what's being absorbed by automation, and where human judgment stays irreplaceable
- A **30-day AI-ready action plan** — the mindset, training, and workflow changes that separate practices that benefit from AI from those just collecting subscriptions

### Format Note (for the registration page)

Recommendation: re-frame the 2-hour block as "Part 1: Operational AI (60 min) + Part 2: Marketing & Patient-Facing AI (60 min) with a 10-min break." Same content, but reads as more manageable and increases live-attendance retention. Owners are more likely to show up if they know the structure.

### CTA Line

Earn 2 CE Credits. Replay access included. Seats are limited — reserve yours now.

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## Email Subject Lines (3 per event)

Subject lines are the single biggest lever for webinar registration. Test 2-3 per send. Best performers below.

### July 14 — Recession-Proofing

- Patients are saying "let me think about it" more often. Here's why.
- The 5 numbers every practice owner should track weekly in 2026
- [Free CE] Recession-proof your practice before Q4

### August 11 — Team & Leadership

- Is your best hygienist already looking?
- Why a pay rise won't save a culture problem
- [Free CE] The leadership moves that cut team turnover in half

### September 10 — AI Summit

- Most dental AI tools are a waste of money. These aren't.
  - What AI dentists are actually using in 2026 (the working list)
  - [Free CE × 2] Your 30-day AI plan, in one summit
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## LinkedIn / Social Promo Copy

Short hooks for organic posts and paid social. Lead with the felt problem, not the event name.

## July — Recession

*Three signals your practice is feeling the squeeze before the numbers show it:→ Treatment plans sitting longer before acceptance→ More "let me think about it" at the chair→ Hygiene recall slipping by 2-3 weeksIf you're seeing any of these, you're not alone — and you're not stuck. Join us July 14 for a free CE session on what practices that grow through downturns do differently. [Link]*

## August — Team

*The hygienist you can't afford to lose is probably updating her LinkedIn. The front desk you trained for 18 months is one bad week from notice. Most practice owners don't see it coming until the resignation lands on their desk. On August 11, we're running a free CE session on the early warning signs of team disengagement — and the leadership moves that fix it before it costs you. [Link]*

## September — AI Summit

*Every dental AI vendor is selling the same demo. But a small group of practices is quietly using AI to book more patients, recover lost appointments, and run leaner front desks. The gap is widening fast. On September 10, we're running a 2-hour working summit on what's actually working in dental AI in 2026 — and what to ignore. 2 CE Credits. [Link]*

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## Live Attendance Boosters

Registration is half the battle. Industry average: only 40-50% of webinar registrants attend live. These tactics consistently lift show-up rates.

- **Send 3 reminders, not 1.** 24 hours before, 1 hour before, and 10 minutes before. The 10-minute reminder is the single highest-leverage one — open rate is 60%+ and converts the "I'll join if I remember" segment.
- **Tease one specific deliverable in every reminder.** Not "don't miss the webinar." Instead: "In 1 hour: the 5 KPIs every practice owner should track weekly in 2026."
- **Offer a live-only bonus.** Worksheet, checklist, audit template — only available to people who attend live. Mention it in every reminder. This alone typically lifts attendance 10-15 points.
- **Add calendar holds at registration.** Auto-attach a .ics file. Don't make them add it manually.
- **Open the room 10 minutes early** with a holding slide and a teaser of what's coming. Captures early-arrivers and signals "this is starting on time."

- **Mention the Practice Growth Audit** once at the start ("at the end, I'll show you a free tool we built for exactly this situation") and once at the end. Twice. Not more. The audit converts better when it feels earned, not pitched.
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## Honest Caveat

Registration page copy is one lever. The bigger drivers of total registration volume are:

- **Email list size and segmentation** (send the team/burnout topic to owners specifically, not associates or hygienists)
- **Promotion runway** (start 3-4 weeks out, not 1 week — webinar registrations stack across multiple touchpoints)
- **Partner amplification** (get speakers, podcast guests, and adjacent vendors to share — Naren's existing network through Less Insurance Dependence Podcast, Thriving Practice Academy, and iLoveDentistry is the highest-leverage asset here)
- **Paid traffic** (LinkedIn and Meta paid promotion targeting dental practice owners by job title — even a small budget significantly compounds organic effort)

The copy in this document will measurably improve conversion rate on the registration page. But total registrations = traffic × conversion rate. If you want to maximize Q3 attendance, the copy is necessary but pair it with a deliberate 3-4 week promotion campaign per event, not just a landing page refresh.

Tab 2

# The AI-Ready Dental Practice: What Owners Need to Fix Before 2027

## Registration Page — Why You Should Attend

AI is no longer the future conversation in dentistry — it is already changing how practices schedule, communicate, diagnose, follow up, market, and manage teams.

But the biggest mistake dental owners are making is treating AI like a tool-shopping exercise.

The practices seeing real gains are not simply buying software. They are redesigning workflows, training teams differently, protecting the patient experience, and using automation to remove friction from daily operations. The practices falling behind are stacking subscriptions, confusing their teams, and automating broken systems.

This 2-hour summit is designed for dental owners, executives, and practice leaders who want to understand what an AI-ready practice actually looks like — without hype, vendor pressure, or unrealistic promises.

You will walk away with a clearer view of where AI belongs, where it does not, and what your practice needs to change now to stay competitive heading into 2027.

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## Summit Format

### Panel 1: The AI-Ready Front Office — Fixing Operations Before Automation

This panel focuses on how AI is changing the business side of dentistry, especially scheduling, patient communication, recall, reactivation, insurance conversations, and front-desk workload.

#### Key discussion areas:

- Why automation fails when the underlying workflow is broken
- How patient communication is changing across phone, text, email, and online scheduling
- What front-office tasks can be supported by AI without damaging the patient relationship
- How owners should think about staffing, accountability, and team adoption
- Where human judgment still matters most in the patient journey
- The difference between “saving time” and actually improving production

#### Suggested panel title options:

1. *The AI-Ready Front Desk: What to Automate, What to Keep Human*
2. *From Overloaded Teams to Smarter Workflows: The Operational Side of AI*
3. *Before You Automate: The Systems Every Dental Practice Must Fix First*

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## **Panel 2: Clinical Confidence, Patient Trust, and the New Standard of Care**

This panel focuses on how AI is influencing clinical conversations, diagnostics, treatment planning, documentation, and case presentation — without replacing the doctor-patient relationship.

### **Key discussion areas:**

- How AI-assisted diagnostics can support consistency, documentation, and patient education
- Where AI can help doctors and teams communicate treatment needs more clearly
- How to introduce AI to patients without sounding cold, robotic, or sales-driven
- The ethical and trust-related questions owners need to address now
- Why AI should support clinical judgment, not replace it
- How practices can use technology to improve confidence in treatment presentation

### **Suggested panel title options:**

1. *AI, Clinical Judgment, and Patient Trust: What Changes and What Shouldn't*
2. *The New Treatment Conversation: Using AI Without Losing the Human Touch*
3. *Smarter Diagnosis, Better Communication, Stronger Case Acceptance*

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## **Marketing Segment: Growing the AI-Ready Practice Without Sounding Like Everyone Else**

This segment should connect AI to growth strategy — not by promoting tools, but by showing how practices can modernize marketing, patient follow-up, and conversion without becoming generic or impersonal.

### **Core theme:**

AI will not fix weak positioning, poor follow-up, or unclear patient communication. But when a practice already understands its ideal patients, its brand voice, and its growth goals, AI can help the team respond faster, personalize better, and identify missed opportunities.

### **Key discussion areas:**

- How AI is changing dental marketing, search behavior, and patient expectations
- Why generic AI-written content can weaken trust and make practices sound the same
- How practices can use AI to improve speed without losing brand personality
- Missed growth opportunities: unscheduled treatment, dormant patients, incomplete follow-up, and low-converting leads
- How to align marketing, front desk, and treatment presentation into one patient journey
- What every practice should audit before using AI in marketing

### **Suggested segment title options:**

1. *Marketing the AI-Ready Practice: Faster Follow-Up, Better Personalization, Stronger Trust*
  2. *AI Won't Fix Bad Marketing: What Dental Practices Need to Get Right First*
  3. *From Click to Case Acceptance: How AI Is Changing the Patient Growth Journey*
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## Registration Page — What You'll Walk Away With

By attending this summit, you will gain:

- A clear understanding of what an AI-ready dental practice looks like beyond software and subscriptions
  - A practical framework for deciding which workflows should be automated, improved, or left human-led
  - A front-office readiness checklist for scheduling, recall, follow-up, phone coverage, and patient communication
  - A clinical communication framework for using AI-supported insights while protecting patient trust
  - A staffing impact map showing which responsibilities are changing and where human judgment remains essential
  - A marketing audit framework to identify where AI can support faster response, better personalization, and stronger conversion
  - A 30-day action plan to prepare your team, clean up workflows, and avoid costly AI implementation mistakes
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## Recommended Final Summit Structure

### **Opening:**

The AI-Ready Practice: Why This Is a Leadership Issue, Not a Software Issue

### **Panel 1:**

The AI-Ready Front Desk: What to Automate, What to Keep Human

### **Panel 2:**

AI, Clinical Judgment, and Patient Trust: What Changes and What Shouldn't

### **Marketing Segment:**

AI Won't Fix Bad Marketing: What Dental Practices Need to Get Right First

### **Closing:**

Your 30-Day AI Readiness Plan for 2026–2027