



National Conference

17th-18th September 2025
SILVERSTONE

Driving the future of Dentistry



info@bdia.org.uk



Day 1 - Wednesday 17th September 2025

10:00	Welcome Address <i>Edmund Proffitt, Chief Executive, British Dental Industry Association</i>
10:10	Presidents Welcome <i>Gail Vernon, President, British Dental Industry Association</i>
10:15	Sponsors Spotlight
10:25	A Global Membership <i>Greg Chavez, Chief Executive Officer, US Dental Trade Alliance</i> <i>Linda Sanin, Secretary General, Italian Dental Industry Association</i> <i>Kym de Britt, Chief Executive Officer, Australian Dental Industry Association</i> <i>Markus Heibach, Managing Director, German Dental Industry Association</i> <i>Edmund Proffitt, Chief Executive, British Dental Industry Association</i>
11:30	Coffee break
12:00	<p style="text-align: center;"><u>Choose Your First Breakout Session</u></p> <p>Leadership coaching: There is no such thing as change management in today's world <i>Maddy Allen, Founder, Speak2Connect</i></p> <p style="text-align: center;">————— OR —————</p> <p>A CEO's guide to transitioning a business into an accredited sustainable business <i>Glenn Leech, Consultant</i></p> <p style="text-align: center;">————— OR —————</p> <p>Next Generation Leadership: Building Diverse Teams That Drive Growth <i>Mark Topley, Purpose Driven Business Limited, Founder</i></p> <p style="text-align: center;">————— OR —————</p> <p>What does a successful communicator look like? <i>Rebecca Jenkins, Rusticus, Trainer & Writer</i></p>
13:00	Lunch, Networking, visit Exhibitors, Sponsors and Partner Stands and Gaming

14:00	<p style="text-align: center;"><u>Choose Your Second Breakout Session</u></p> <p>Leadership coaching: There is no such thing as change management in today's world <i>Maddy Allen, Founder, Speak2Connect</i></p> <p style="text-align: center;">————— OR —————</p> <p>A CEO's guide to transitioning a business into an accredited sustainable business <i>Glenn Leech, Consultant</i></p> <p style="text-align: center;">————— OR —————</p> <p>Next Generation Leadership: Building Diverse Teams That Drive Growth <i>Mark Topley, Purpose Driven Business Limited, Founder</i></p> <p style="text-align: center;">————— OR —————</p> <p>What does a successful communicator look like? <i>Rebecca Jenkins, Rusticus, Trainer & Writer</i></p>
15:00	Coffee Break, Networking and Gaming
15:40	<p>Collaborating with Academia <i>Dr Christopher Nile, Director of Global Engagement, School of Dental Sciences at Newcastle University</i></p>
16:05	<p>A 21st century dental practice <i>Kunal Thakkar, Founder, Tooth Club</i></p>
16:40	<p>The life of a Practice Manager <i>Lisa Bainham, President, Association of Dental Managers</i></p>
17:00	<p>The future economics of Dentistry <i>Max Stanyard, Senior Industry Analyst and Associate Director, RSM UK</i></p>
18:00	End of Day One
18:00	Hotel Check In
19:00	Pre Dinner Drinks
20:30	Dinner and Drinks at Iconic Silverstone Museum

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Day 2 - Thursday 18th September 2025

09:30	<p>What is in store for today <i>Edmund Proffitt, Chief Executive, British Dental Industry Association</i></p>
09:45	<p>Leveraging Social Media <i>Shaz Memon, Founder, Digimax Dental</i></p>
10:20	<p>AI the future and the challenges <i>Tom Spector, Head of Sales, Open Medical</i></p>
10:40	<p>102nd Annual General Meeting</p>
11:00	<p>Members' views of the BDIA Facilitated panel session of members championing the benefits of the BDIA Membership</p>
11:20	<p>Coffee Break, Networking and Gaming</p>
12:00	<p style="text-align: center;"><u>Choose Your Breakout Session</u></p> <p>Regulatory Opportunities – Navigating an evolving regulatory landscape <i>Adam Stanley, Policy & Public Affairs Manager, British Dental Industry Association</i></p> <p style="text-align: center;">————— OR —————</p> <p>Getting the most out of your membership - Training Opportunities <i>Srini Srinivasan, Marketing and Communications Manager, British Dental Industry Association</i></p> <p style="text-align: center;">————— OR —————</p> <p>Getting the most out of your membership - What we can do together <i>Edmund Proffitt, Chief Executive, British Dental Industry Association</i></p>
12:45	<p>Lunch, Networking, visit Exhibitors, Sponsors and Partner Stands and Gaming</p>
13:50	<p>Launch of BDIA Next Generation <i>Edmund Proffitt, Chief Executive, British Dental Industry Association</i> <i>Srini Srinivasan, Marketing and Communications Manager, British Dental Industry Association</i></p>
14:10	<p>Not forgetting 'Wellbeing' <i>Dr Rana Al-Falaki, Optimal Performance Strategist and Executive Leadership Coach, International Speaker, Energy Leadership Master Practitioner, Best-selling Author, Specialist In Periodontics, BREATHE</i> <i>Jackie Cooper, Cognitive Hypnotherapist and NLP Master Practitioner , BREATHE</i></p>

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14:35	What's happening on the ground? <i>Jason Wong, Chief Dental Officer, NHS England</i> <i>Martin Woodrow, Chief Executive, BDA</i>
15:35	President's Handover
16:00	End of Conference

Our Speakers

This year's BDIA National Conference brings together a powerhouse line-up of UK and international leaders, innovators, and changemakers shaping the future of dentistry.



Maddy Allen
Speak2Connect

Leadership coaching: There is no such thing as change management



Glenn Leech
Consultant

A CEO's guide to transitioning a business into an accredited sustainable business



Mark Topley
Purpose Driven Business

Next Generation Leadership: Building Diverse Teams That Drive Growth



Rebecca Jenkins
Rusticus

What does a successful communicator look like?



Dr Christopher Nile
*Director of Global Engagement
Newcastle University*

Collaborating with Academia and Overcoming barriers to engagement for SMEs



Kunal Thakar
Founder, Director, Tooth Club

A 21st century dental practice



Lisa Bainham
President, Association of Dental Managers

The life of a Practice Manager



Max Stanyard
Senior Analyst, RSM UK

The future economics of Dentistry



Shaz Memon
Founder of Digimax Dental

Leveraging Social Media



Dr Rana Al-Falaki
Founder, Nail It Leadership, BREATHE

Not forgetting 'Wellbeing'



Jackie Cooper

Cooper Transformation

Not forgetting
'Wellbeing'



Tom Spector

Head of Sales, Open Medical

AI the future and the
challenges



Jason Wong

*Chief Dental Officer
NHS England*

What's happening on
the ground?



Martin Woodrow

*Chief Executive
BDA*

Updates from BDA



Matt Turner

*General Manager,
A-dec Dental UK*

BDIA Membership



Markus Heibach

*Managing Director, German
Dental Industry Association*

A global
Membership



Kym De Britt

*Chief Executive Officer,
Australian Dental Industry
Association*

A global
Membership



Greg Chavez

*Chief Executive Officer,
US Dental Trade Alliance*

A global
Membership



Linda Sanin

*Secretary General,
Italian Dental Industry
Association*

A global
Membership



Gail Vernon

Director, VSM Marketing

A global
Membership



Edmund Proffitt

*Chief Executive Officer
BDIA*

Getting the most
from your
membership



Adam Stanley

*Policy & Public Affairs
Manager, BDIA*

Regulatory
Opportunities -
Navigating an
evolving regulatory
landscape



Srini Srinivasan

Marketing Manager, BDIA

Training
Opportunities -
Getting the most
out of your
membership



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More Information

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