



# National Conference

**17<sup>th</sup>-18<sup>th</sup> September 2025**  
**SILVERSTONE**

Driving the future of Dentistry



[info@bdia.org.uk](mailto:info@bdia.org.uk)



## Day 1 - Wednesday 17<sup>th</sup> September 2025

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

14:00	<p><b><u>Choose Your Second Breakout Session</u></b></p> <p><b>Leadership coaching: There is no such thing as change management in today's world</b>  <i>Maddy Allen, Founder, Speak2Connect</i></p> <p>————— OR —————</p> <p><b>A CEO's guide to transitioning a business into an accredited sustainable business</b>  <i>Glenn Leech, Consultant</i></p> <p>————— OR —————</p> <p><b>Next Generation Leadership: Building Diverse Teams That Drive Growth</b>  <i>Mark Topley, Purpose Driven Business Limited, Founder</i></p> <p>————— OR —————</p> <p><b>What does a successful communicator look like?</b>  <i>Rebecca Jenkins, Rusticus, Trainer &amp; Writer</i></p>
15:00	Coffee Break, Networking and Gaming
15:40	<p><b>Collaborating with Academia</b>  <i>Dr Christopher Nile, Director of Global Engagement, School of Dental Sciences at Newcastle University</i></p>
16:05	<p><b>A 21st century dental practice</b>  <i>Kunal Thakkar, Founder, Tooth Club</i></p>
16:40	<p><b>The life of a Practice Manager</b>  <i>Lisa Bainham, President, Association of Dental Managers</i></p>
17:00	<p><b>Industry trends and technical disrupters in healthcare</b>  <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 18<sup>th</sup> September 2025

09:30	<b>What is in store for today</b> <i>Edmund Proffitt, Chief Executive, British Dental Industry Association</i>
09:45	<b>Leveraging Social Media</b> <i>Shaz Memon, Founder, Digimax Dental</i>
10:20	<b>AI the future and the challenges</b> <i>Tom Spector, Head of Sales, Open Medical</i>
10:40	<b>102<sup>nd</sup> Annual General Meeting</b>
11:10	<b>Members' views of the BDIA</b> Facilitated panel session of members championing the benefits of the BDIA Membership
11:30	Coffee Break, Networking and Gaming
12:00	<p><b><u>Choose Your Breakout Session</u></b></p> <p><b>Regulatory Opportunities – Navigating an evolving regulatory landscape</b> <i>Adam Stanley, Policy &amp; Public Affairs Manager, British Dental Industry Association</i></p> <p>————— OR —————</p> <p><b>Getting the most out of your membership - Training Opportunities</b> <i>Srini Srinivasan, Marketing and Communications Manager, British Dental Industry Association</i></p> <p>————— OR —————</p> <p><b>Getting the most out of your membership - What we can do together</b> <i>Edmund Proffitt, Chief Executive, British Dental Industry Association</i></p>
12:45	Lunch, Networking, visit Exhibitors, Sponsors and Partner Stands and Gaming
13:50	<b>Launch of BDIA Next Generation</b> <i>Edmund Proffitt, Chief Executive, British Dental Industry Association</i> <i>Srini Srinivasan, Marketing and Communications Manager, British Dental Industry Association</i>
14:10	<b>Not forgetting 'Wellbeing'</b> <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>

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

## 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



**Stancy Coughlan**

*General Manager  
Acteon*

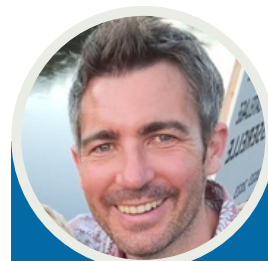
Why BDIA  
Membership Matters



**Sam Tyrer**

*Managing Director  
DD Group*

Why BDIA  
Membership Matters



**Chris Mason**

*Country Manager  
Hu-Friedy*

Why BDIA  
Membership Matters



**Naveen Kumar**

*Managing Director  
DMG Dental UK & I*

Why BDIA  
Membership Matters



**Gemma Barker**

*Managing Director  
Barker PR*

Why BDIA  
Membership Matters



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