



World Oral  
Health Day  
20 March

# World Oral Health Day Conference

## Be Proud of Your Mouth

19-20<sup>th</sup>, March 2021

# About Us



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- MNC Marketing Services is part of Medical News group which publishes Medical News, Dental News, Agro Veterinary News, Dental Tribune, Dental Index, AVN Index and the Journal of Pakistan Dental Association.
- We have been doing events and conferences since 2007 and we take pride in the fact that all PDA events with DTMA have been done by us till date. Other than these we have organized 1st & 2nd Women Dental Conferences with Higher Education Commission and the University of Faisalabad, ACDER, IADSR, FIDP, all PDA conferences and CME as a regular feature of our activities.
- Dental News enjoys a unique relationship with the dental industry. It prides itself with the fact that all dental events which take place happen with Dental News as its media partner. Dental News organizes World Oral Health Day on 20th March for the last 7 years all over Pakistan with many similar signature events.

# Past Events

- ACDER in Karachi
- 1st Women Dental Conference with Higher Education Commission and the University of Faisalabad,
- Launch of Sensodyne in Pakistan
- ACDER - 2007
- IADSR – multiple conferences
- FIDP - Karachi

- All PDA conferences (Lahore, Karachi, Islamabad and Quetta)
- World Oral Health Day since 2011
- South Asia Summit 2020
- 2nd UHS Dental Conference 2020
- And many more since 2007



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# Relationship with the Dental Fraternity



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- Dental News has the honour to be the official media partner of all dental events in Pakistan. We work closely with various international dental associations as media partners with FDI, APDC, IDS, AEEDC and many other local and international conferences.

# Premise



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- Mouth is the gateway to better health
- Encourage people to get regular dental check-ups
- Avoid Bettle nuts, pan chewing, smoking, gutka and brush regularly
- Educating the masses about preventable dental diseases

# Proposed Sessions



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- All dental colleges from across Pakistan to be invited to do a 20 minutes presentation stressing the need for better oral care and hygiene to reduce the incidence of disease and work towards a health Nation.
- PDA office bearers and Private practitioner will be doing live sessions
- Sessions for the General Public
- Session for the young mothers
- Session for those who are addicted and want to quit
- Session for the dentists to encourage better oral hygiene and

# Reach



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- In the past we have been reaching more than 25000 people across Pakistan and with this virtual event the reach is expected to be more than 50000

# Web Conference Features

- Detailed Analytics of HCP
  - Name
  - Email Address/ City
  - Mobile #
- Networking Opportunities with HCP using Live Video Conferencing
- Seamless Registration for Participants
- Live & Video on demand session for participants
- Fully Responsive, available on desktop and mobile platforms along with Event App on Android & iOS
- Social Media Integrations
- Real Time Synchronization



# Sample Video Frame of Conference



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- Sponsor Branding/ Logo
- Dedicated Presentation & Presenter Window
- Event/ Session Branding
- Event Branded Presenter profiles
- Live Ticker

The slide is titled "What is anesthesia?" and contains the following text:

**Anesthesia**  
⑤ The absence or abolition of sensation, especially that of pain induced by drugs especially as a means of facilitation to surgical procedures.

⑥ **Anesthesiology**- The art and science of rendering a patient insensible to pain by the administration of anesthetic agents and related drugs and procedures.

⑥ **An anesthetist** – A qualified HCP who administers anesthetics to produce total or partial loss of sensation in patients during surgical or diagnostic procedures.

⑥ **Nurse anesthetist**- A nurse who specializes in administration of anesthesia.

⑥ **Anesthesiologist**- A physician specialist in anesthesia practice t

**40th Annual PSA Conference**  
**Presenter Name**  
Presenter Designation, Organization Name

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We extend our warm regards and welcome to all the institutions, distinguished speakers, participants and sponsors to join us in this new normal with a commitment to better Oral hygiene and care.

Thank you

Event Organizer



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Media Partner

