## E-MAGAZINE

## **JUNE 2022**



# PRESIDENT'S LETTER

The dreadful Pandemic that has ravaged the world these past two years seems, at last, to be under adequate control. We appear to be going back to normal function and service on the surface.



IFED, too is looking forward to re-establishing its ethos and mission to improve communication between all aspects, disciplines and elements of Oral Health Care services and education. We seek genuine multi-ethnic co-operation in our diverse world with improved contact with each other.

With this noble objective in mind, IFED has undertaken to re-publish its quarterly Newsletter, which will be distributed to the Primary Contacts of all IFED members and then sent to the individual members.

COVID-19 has forced the world to re-think and re-adapt, and IFED has many exciting projects to be initiated. These will all be listed and discussed in the first Newsletter. We ask all individual members of IFED not only to read the Newsletter but to contribute news that IFED may be allowed to share globally.

Hope to see you all shortly
Best wishes

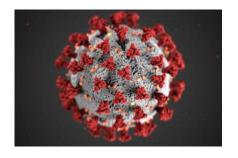
Jaime

Jaime Gill
President
International Federation
of Esthetic Dentistry



### IFED EMAGAZINE JUNE 2022





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#### **COVID 19 PANDEMIC**

What steps IFED took to endure, resist and overcome the harsh reality of the Covid-19 Pandemic.



## IFED 2022 ABU DHABI 12th World Congress

Despite Global pandemics, Destabilising politics and Military conflicts the 12 World Congress is entering final planning stages.



12th World Congress of Esthetic Dentistr

PAGE 04-06

### **IFED TURNS 30**

IFED will return in May 2024 to Florence, its city of origin in a romantic project co-operating with the European Academy of Esthetic Dentistry.



PAGE 07-09

#### THE IFED TALK SHOW

Introduced in February 2024, hopefully this becomes a permanent feature of IFED activity with close to 10K views in 4 months.





PAGE 10-12

#### IAED CHALLENGES IFED

Read about this novel competition. IFED hopes that this too will become a permanent feature of IFED activities.

# PAGE 13-15

### THE IFED DIGITAL FACE

Discover IFED's revamped digital presence, with a redesigned website, social media channels and more.





# EDITOR'S LETTER

Coping and dealing with strange new emotions, obstacles and challenges

Our world and its diverse societies has just lifted themselves from an awful viral Pandemic; economic restraints and ongoing military conflicts. Whether we advance or inflict self-destruction on ourselves is totally within our hands. However, paraphrasing our American Hippy Friends of the '60s. "WE SHALL OVERCOME"- of that, there is no doubt!!

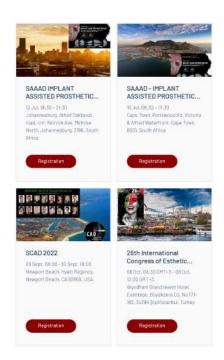
We provide a list of projects that IFED has continued, newly implemented and plans to ensure our noble profession advances.

## THE HERCULEAN DAILY TASKS FACING IFED:

#### 1. COMMUNICATION

Providing direct/ indirect communication between the membership is an essential task of IFED. To this end, IFED continues to provide direct communication with the membership by constant letters and direct calls to the designated Primary Contacts of each member Academy. All members are kept informed on a current basis, of IFED Activities and News and individual Member Academy News and Events. Electronic distribution of communication elements is updated and implemented daily. The IFED Website is updated almost daily reflecting News and Events.

Social Media Platforms as well are up to date. The calendar of Esthetic Meetings is dynamic and kept current.



#### 2. WORLD MEETINGS

2022 features an Abu Dhabi meeting in October working with the ARAED
2024 features 30th birthday Celebrations in Florence, Italy with EAED in May
2026 features Istanbul hosted by EDAD
2028 Features Asia, Possibly South Korea or the United States



# EDITOR'S LETTER

Coping and dealing with strange new emotions, obstacles and challenges

### 3. COLLAGE OF SPEAKERS AND DEGREE IN ESTHETICS

One of the few benefits, or better written, one of the learning achievements evolving from the pandemic was the user-friendly utilisation of online communication providing direct/indirect communication between the membership.

In addition, Home Communication solved the financial restraints imposed on the **Collage of Speaker** project. As a result, Member Academies are now interchanging speakers by utilising online platforms at no cost. IFED has and will continue to play a driving role in this development. The **Frankfurt University** degree in Esthetic Dentistry, associated with IFED, continues to evolve.



There will be many further areas of educational exchange occurring through projects such as The **Online Clinical Competitions**, The **IFED Night Talk Show** and as yet new ideas to emerge.

#### 4. DENTAL JOURNALS ASSOCIATED WITH IFED

The Journal of Esthetic and Restorative Dentistry (JERD) remains as our official journal

The International Journal of Esthetic Dentistry (IJED) remains our highly recommended and supported journal



#### AN EDITORIAL PLEA

We can't achieve the above if members' primary contacts fail to provide the IFED Secretariat with updated details, requests, inquiries or request information and ideas that they wish to express.

Please assist yourselves IFED represents your ethos and is here to facilitate your efforts to drown us with data!



# 12TH WORLD CONGRESS OF ESTHETIC DENTISTRY



Abu Dhabi is set to host the 12th World Congress of Esthetic Dentistry – IFED 2022, a unique dental meeting is jointly organized by the International Federation of Esthetic Dentistry, INDEX Conferences and Exhibitions – a member of INDEX Holding and the Arabian Academy of Esthetic Dentistry (ARAED) for the first time in the MENA region. The 12th World Meeting of the International Federation of Esthetic Dentistry is dedicated to dental pioneers and experts, running in 2022 at the Conrad Abu Dhabi Etihad Tower.

#### **CONFERENCE SPEAKERS**



### **REGISTER VIA LINKS BELOW**

Register: ifed2022.com

Hotel Packages ifed2022.com/hotel-packages





# THE IFED'S 30TH BIRTHDAY CELEBRATION



## **SAVE THE DATE!**

In 1994, Fabio Toffenetti, as EAED President, invited the American Academy of Esthetic Dentistry and the Japan Academy of Esthetic Dentistry to participate in the EAED meeting in Florence.



The meeting was a tremendous success and was very well attended by European delegates and many from America and Asia. At the gala dinner event, Fabio announced the formation of the International Federation of Esthetic Dentistry, founded by the EAED, AAED and the JAED

The Federation's original intention and mission statement was primarily aimed at facilitating and improving communication between existing national academies/ societies to raise and evolve the standard and ethos of esthetic dentistry.

Within a brief period, the number of member academies grew, and today there are 35 member academies/societies from all over the world. The IFED also benefitted from the concept of a world meeting, held every four years but by popular demand evolved into a two-yearly event. Members tender for the privilege to host such a meeting two to three years before the event and to date, these meetings have proved to be successful, highly scientific, educational and enjoyable events.









# THE IFED'S 30TH BIRTHDAY CELEBRATION



## **SAVE THE DATE!**

The EAED has played a prominent role in the evolution of the IFED, hosting two world meetings and providing nine officers of the IFED ExCo in the past 24 years. The role of IFED has grown in the last 24 years and today, under the guidance of President Jaime A. Gil, present a four-point plan to improve esthetic dentistry – this plan is still evolving into established protocols.



The net result will be that the ethos of esthetic dentistry will be taken back to the profession and the individual through the IFED members. May 2024 coincideS with the 30th year of the formation of the IFED.

Therefore, the Council approached *Professor Irena Sailer*, who would be President of the EAED in 2024, as well as Treasurer of the IFED, to suggest holding a joint meeting with the EAED, original founding members, to be held in Florence to coincide with the annual Spring May meeting of the EAED. This proposal was brought to the *EAED* and has been accepted in principle, and approved at the *Bordeaux AGM in May 2022*.

From the IFED point of view, the *Turkish Academy* graciously agreed to postpone their meeting until 2026, and for this, we give thanks to *Professor Selim Pamuk and current President Dr. Kübel Íltan Özkut* and their Academy.

The EAED holds its Spring Meeting in May each year.

The Academy has agreed to celebrate the 30th Birthday of the IFED by hosting a combined meeting on *Florence in May* 26th,27th and 28th, 2024.





# WHY COME TO FLORENCE?



## THE VENUE



THE **TEATRO DEL MAGGIO MUSICALE** site of the Scientific Meeting

- Outstanding venue and resources
- Top range speakers
- State of the art education

## THE SOCIAL

Three Major Social events, all to be sited in halls, museums and Venues that rank amongst Italy's finest. No promises, but we are trying to secure a unique venue that alone will be worth every mile of the trip. What we do promise is the opportunity to enjoy sophisticated, elegant and romantic parties and dining that is genuinely Renaissance.



## THE CITY AND ART

Florence alone has sufficient tourist, historical and cultural attractions to fill a two-week vacation. However, there are numerous excursions to cities such as Pisa, Siena, and the Tuscan Hills. For the adventurous and early risers, there are train trips to Rome or Milan



THE CHERRY ON THE CAKE: EXPERIENCE THE BEST ICE CREAM IN THE WORLD



# THE IFED TALK SHOW

"If your actions inspire others to dream more, learn more, do more and become more, you are a leader." - John Quincy Adams



During the mid-December period 2021, the Executive Council of IFED held a casual brainstorming Zoom Meeting aimed primarily at establishing protocols to regroup post-Covid 19. There was unanimous agreement that online communication, although heavily deployed and grossly overused, had become a fact of life globally. Acknowledging the advantage of "at home" communication the ExCo decided to initiate a monthly Talk Show involving well known oral health care clinicians. The Theme of each show was not to involve clinical aspects but to concentrate on the driving and philosophical forces that led each interviewee to evolve to their current status. Such a task had to be led, controlled and guided by a dynamic force and a highly perceptive moderator - we found this in Andrea Ricci or should I say, Ricci King.

In four months the monthly episodes have reached nearly 10K viewers and these are almost 100 % limited to the Oral Health Care followers - we can be truly proud of this. Currently, the shows are pre-recorded but IFED intends to persist with the concept until the Florence Celebrations. Hopefully, the next stage will involve live shows with Q&A from the viewers. Time zone obstacles will be overcome and we hope to involve the Americas, Asia and Africa as participating in the project. The procedures are being developed as we write.



OUR OWN ATOMIC ANDREA RICCI AKA RICCI KING

Thank you Andrea for the inspiration, dedication, hours of effort and enthusiasm with which you approached and carried out this task. You are the driving force and we all appreciate your passion - No comfort zone for you !!!



## THE IFED TALK SHOW

Finally the Episodes all promoted the Abu Dhabi meeting with ample video footage to wet the most resistant appetite. We hope this concept becomes a feature in Dental Activity and improves global communication and acceptance.

## **SCREENED EPISODES**

In December 2021 IFED opened a YouTube Channel, named IFED MEDIA AND DISCOURSE

URL: https://www.youtube.com/channel/UCTLvgKEGMtXtU5GXeflym-A

There are 6 videos to choose. Two teasers, one for Abu Dhabi and one for the Talk Show. Then there is the choice of the first four episodes of the show. You may watch any or all in your own time. What is important is for you to Subscribe to the Channel. This helps you with access, and gives IFED greater exposure.

Since its launch, our channel has amassed close to **10K Views**, involving Dental Health Care Followers.



Episode 1 | Dr. David Garber and Dr. Ron Goldstein



Episode 3 | Dr. Galip Gurel and Prof. Irena Sailer



Episode 2 | Dr. David Klaff and Dr. Stefano Gracis



Episode 3 | Dr. David Winkler and Prof. Nitzan Bichacho



# THE IFED TALK SHOW

## **FUTURE EPISODES**

All future episodes will be accessed for the premier through the IFED web- site PLEASE NOTE THAT THE CURRENT EPISODE WILL NOT BE AVAILABLE UNTIL THE SPECIFIED PREMIER TIME OF 8:00PM CET (20:00)

The episode will be widely advertised both on social media and direct communication via email.

#### FULL INSTRUCTIONS ON ACCESS WILL BE PROVIDED WHEN ADVERTISED.

#### SCHEDULE FOR 2022:



#### Next: IFED Night Talk: Episode 5

Date: 14th of June 2022, 20:00 CET

#### IFED Night Talk: Episode 6

Date: 5th July 2022, 20:00 CET Moderator: Dr. Andrea Ricci

Speakers: Dr. Mauro Fradeani and Dr. Rafi Romano

#### IFED Night Talk: Episode 7

Date: 5th August 2022, 20:00 CET Moderator: Dr. Andrea Ricci

Speakers: Dr. Giano Ricci and Dr. Baldwin Marchack

#### IFED Night Talk: Episode 8

Date: 6th September 2022, 20:00 CET

Moderator: Dr. Andrea Ricci

Speakers: Dr. Franck Bonnet and Prof. Markus Hurzeler

#### IFED Night Talk: Episode 9

Date: 4th October 2022, 20:00 CET

Moderator: Dr. Andrea Ricci

Speakers: Prof. Jaime Gil and Prof. Wael Att



# THE ITALIAN ACADEMY OF ESTHETIC DENTISTRY CHALLENGES IFED!





In the common need to provide alternative promotions for their annual scientific meeting due to Covid-19 et al., the *IAED* has introduced a novel idea. They have challenged *IFED* to a *Football/Tennis type competition* in which the ball will be a *Dental case*. IFED, brimming with confidence and-very self-assured, accepted the challenge.

Although the Scientific Meeting will take place in BARI on the 21 and 22. October, seemingly plenty of time to develop and implement the concept; nonetheless, time was and is, in fact, very tight. Therefore the organisers have agreed that IFED's team for this competition will be selected from the European National Academies only. However the number of



these Academies being greater than twelve, the final choice had to be narrowed down further and the solution was to choose the *four oldest* standing *European National Member Academies of IFED.* These four Academies are the *German DGAZ*, the Spanish SEPES, The British BAAD and the Turkish EDAD.

These teams will play in knockout rounds for the right to meet IAED in the final. Non-included members in this tournament will have every opportunity from early 2023 to be involved in the *IFED DENTAL WORLD CUP* leading to the Florence celebrations in 2024.



# THE ITALIAN ACADEMY OF ESTHETIC DENTISTRY CHALLENGES IFED!

## **RULES OF THE GAME:**

- **1.** Each team will consist of two individuals. One member has to be 40 years or younger and the second between 40 and 55 years old
- **2.** Participants will have to prepare a single case per match. Each case must be related to Esthetic Dentistry and could involve treating a single tooth or a complex case. Clearly, complexity will gather more points.



- **3.** The format of each presentation must be wide-screen, with no limit to the number of slides, but time is of the essence. Participants will be al- lowed ten minutes per case and penalised for going beyond this time allocation.
- **4.** On the night, each case will be independently assessed and judged by three officiating judges. Each Judge (for every match) will be chosen well in advance and will have a thorough knowledge of the competition rules and method of allocating points.
- **5.** Points will be awarded for: quality of clinical case; rationale of the treatment plan; the complexity of the case, quality of outcome; quality of presentation; quality of delivery of production; confidence; scientific evidence of choices; knowledge presented during questions; points will be deducted if presentation exceeds 10 minutes; the decisions of the judges will be final.

### IFED EMAGAZINE JUNE 2022



## **MATCH SCHEDULE:**

- **1.** ITALY (IAED) as hosts will gain automatic entry to the final match, played in Early to Mid-October 2022
- **2.** The Four Teams representing IFED will play in a *Quarter-Final Round,* followed by a *Semi-final*. The winner of the Semi-Final will meet the IAED in the *Final*.
- 3. The Quarter and Semi-Final matches will be scheduled and played in September 2022.

## **MATCH VENUE:**

- **1.** Every match will be featured online with live screening and streaming to all audiences.
- **2.** Each match shall be of a 60-minute duration consisting of two halves of 30 minutes each.
- **3.** Each team will present their two ten minute cases in one half, with 10 min- utes of questions from the judges.
- 4. The matches will be under the strict control of the referee, Dr Andrea Ricci.
- 5. The Judge's decision will be final

## **MISCELLANEOUS INFORMATION:**

- **1.** All participants, judges and officials will be invited with acceptance by the end of July 2022.
- **2.** Full disclosure will be given and accepted by the end of July. Detailed rules and data will be fully provided to these individuals.

IFED accepts this novel project with gratitude and great excitement.

To those who do not actively participate this time NIL DESPERANDUM. There will be a World Cup leading to the final in time for the 30th Birthday Celebrations - this will involve all major global Academies and all members will be invited to participate and enjoy the challenges!



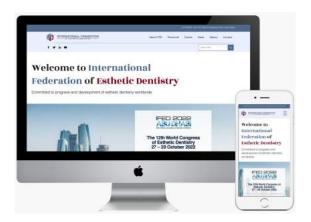
# THE IFED DIGITAL FACE

## A LISTING OF IMPORTANT LINKS WITH IFED

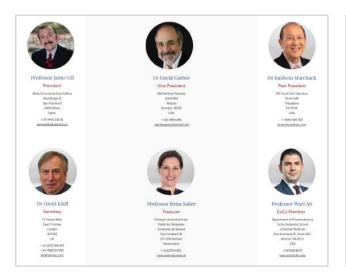


# **REDESIGNED WEBSITE** THE IFED WEB-SITE HAS BEEN COMPLETELY REDESIGNED PLEASE VISIT AND EXPLORE AND PROVIDE US WITH ANY MISSING DETAILS RE YOUR ACADEMY

- **1.** The home page now has an alternating carousel which revolves between a World-Meeting and an IFED Event.Both have dynamic links to register etc
- **2.** The member page has full information with regard to the members communication details THIS CAN ONLY BE AS GOOD AS INFORMATION YOU PROVIDE



- **3.** The Member Event and Calendar Page automatically updates with full information revenue, date and event as well as registration THIS CAN ONLY BE AS GOOD AS INFORMATION YOU PROVIDE
- 4. All Events Such as the Talk Show and This Newsletter linked
- 5. All Executive Council Member details listed





**EXECUTIVE COUNCIL PAGE** 

**ASSOCIATION MEMBERS PAGE** 



# THE IFED DIGITAL FACE

## A LISTING OF IMPORTANT LINKS WITH IFED



**SOCIAL MEDIA** SEVEN PAGES, ACROSS 4 PLATFORMS, ALL WITH AN INDIVIDUAL FUNCTION PLEASE VISIT AND SUBSCRIBE TO ALL OUR CHANNELS, TO KEEP UP TO DATE WITH THE LATEST NEWS

IFED CLINICAL FEEDS - clinical cases group
IFED NEWS AND EVENTS - IFED and Member events
IFED MEDIA AND DISCOURSE - online guorums

TWITTER

INSTAGRAM

YOUTUBE

LINKEDIN

www.facebook.com/IFEDClinical
www.facebook.com/IFEDNewsandEvents
www.facebook.com/IFEDMediaSite
twitter.com/IFED2024
instagram.com/ifedinsta

www.linkedin.com/in/international-federation-of-esthetic-dentistry www.youtube.com/channel/UCTLvgKEGMtXtU5GXeflym-A



# ABU DHABI SOCIAL MEDIA & WEBSITE USEFUL IFED 2022 RELATED LINKS PLEASE VISIT AND SUBSCRIBE TO ALL OUR CHANNELS, TO KEEP UP TO DATE WITH THE LATEST NEWS

IFED 2022 WEBSITE www.ifed2022.com

IFED 2022 EVENTTRAILER <u>www.youtube.com/watch?v=S\_-R\_xR-okY</u>

VISIT ABU DHABI: DESERT www.youtube.com/watch?v=x8F1sb8Ft3c

www.youtube.com/watch?v=qPiNKVUMa6c

www.youtube.com/watch?v=kXk\_npPh2Bk

www.youtube.com/watch?v=P\_MeLuiR5bE

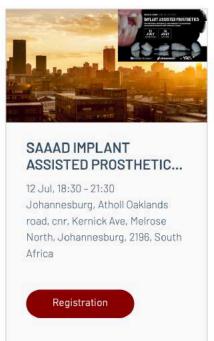
www.youtube.com/watch?v=bOcvdv-Sv\_M

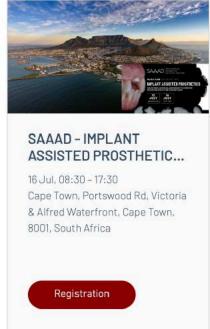
VISITABU DHABI: NATURE

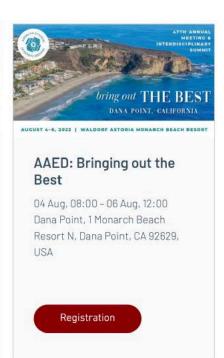


# NEWS AND EVENTS JUNE-AUGUST

## MEMBER MEETINGS JUNE TO AUGUST







# TO THOSE MEMBERS WHOSE MEETING HAS ALREADY TAKEN PLACE WE CONGRATULATE AND LOOK FORWARD TO MEETING(S) IN 2023

IFED HAS STRESSED THE NEED FOR OPTIMUM COMMUNICATION IN THIS RELEASE OF THE ELECTRONIC MAGAZINE.

PLEASE SEND US AS MUCH INFORMATION ABOUT THE ACADEMY/SOCIETY THAT REQUIRES INFORMATION COMMUNICATED. WE WILL PLACE IT IN THIS NEWSLETTER AS WELL AS ON ALL OUR PLATFORMS. SEND US THE DETAILS CONCERNING YOUR BOARDS OF DIRECTORS; PRIMARY DESIGNATED CONTACTS AND ANNUAL MEETINGS DETAILS.

IFED HAS TEMPLATE DOCUMENTS TO ASSIST IN COMPLETING INFORMATION - WE WILL READILY SUPPLY COPIES PLEASE SEND ALL DETAILS , REQUESTS AND INFORMATION TO: infoifed@gmail.com

#### WE WILL PUBLISH AND NOT LET YOU DOWN - THE BALL IS IN YOUR COURT

WE LOOK FORWARD TO THE AUGUST EDITION



# REMEMBER: 27-29TH OCT, 2022 ABU DHABI



## REMEMBER: 26-29TH MAY 2024 FLORENCE

