



BUILDING YOUR PROFESSIONAL BRAND - ROADMAP TO SUCCESS

DR. DAVID T. WU

In today's competitive market, every dental professional is identified by a brand. Whether you are applying for a new associate position, expanding your private practice, building your academic career, your success depends on getting others to recognize your value. Understanding the fundamentals of creating your professional brand and getting comfortable marketing yourself is key. This webinar aims to introduce the principles of building a professional brand with a specific focus on the process of brand creation and strategies for effective marketing. We will review key steps in building your unique brand, evaluate strategies to market your professional brand, and understand the advantages of various platforms to help you build your marketing toolkit. The ultimate goal is to help dental professionals building their unique brand and help them embark on their path to success.

EDUCATIONAL OBJECTIVES

- Understand key steps in developing your unique professional brand
- Evaluate strategies to create and market your professional brand
- Recognize the advantages of various platforms in your brand building journey
- Develop your own strategy to building your professional brand

CLINICIAN



DAVID T. WU DMD, DMSC is a Periodontist and Faculty Member in the Department of Oral Medicine, Infection, and Immunity at the Harvard School of Dental Medicine in Boston, Massachusetts. Dr. Wu received his Doctor of Dental Medicine degree (DMD) from McGill Faculty of Dental Medicine and Oral Health Sciences. Subsequently, Dr. Wu pursued his specialty training in Periodontology and Implant Dentistry, and graduate studies at Harvard University, where he completed his Doctor of Medical Sciences (DMSc) thesis under the guidance of Prof. David J. Mooney at the Harvard John A. Paulson School of Engineering and Applied Sciences and the Wyss Institute for Biologically Inspired Engineering. Dr. Wu's research connects dental medicine to bioengineering and focuses on exploring how biomaterial mechanical properties can tune stem cell behavior for tissue regeneration and developing novel medical devices for intraoral wound healing and drug delivery. His work resulted in numerous publications in top-tier journals, invited lectures and awards. His commitment to innovation, education, and service, resulted in notable awards including the prestigious Balint Orban Memorial Award from the American Academy of Periodontology (AAP) recognizing excellence in research, the Walter Cohen Award and Educator Scholarship from the AAP Foundation, the Harvard Presidential Scholarship, the Joseph L. Henry Award, and the Outstanding Resident Teaching Award from the Harvard School of Dental Medicine.

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THURSDAY
JANUARY 18, 2024
5:00 PM - 6:00 PM (PACIFIC)
(1 Hour of Instruction)

COST:

\$59 CAD

No discounts or waivers are available for the ACDE webinar series.

REGISTER:

dentistry.ubc.ca/cde

This course will be provided via **Zoom (Live Webinar)**.

CONTACT:

P: 604.822.6156

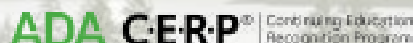
E: cde@dentistry.ubc.ca



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