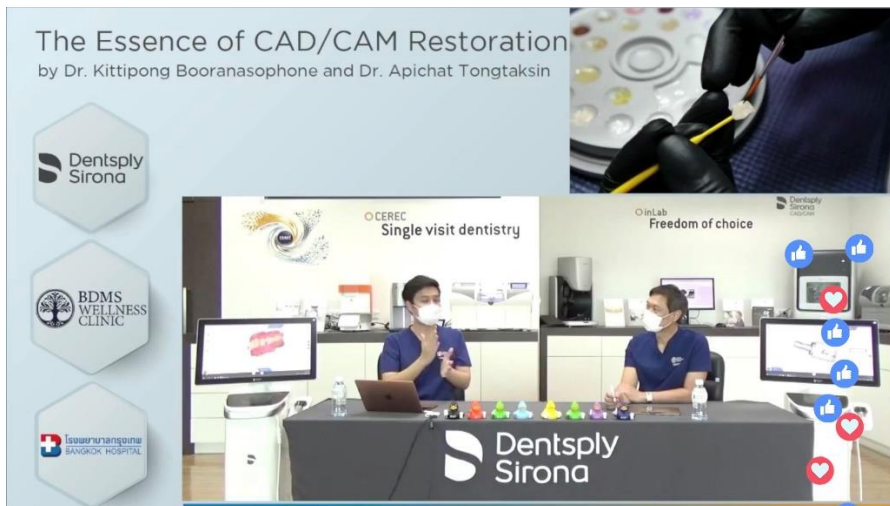


Thai Marketing Team cooperates with clinics and universities and goes live with webinars



Our colleagues from DS Thailand successfully started a series of webinars on Facebook in cooperation with BDMS Wellness Clinic (BDMS= Bangkok Dusit Medical Service), the biggest private hospital group in Thailand. Since Facebook is one of the most actively used social networks by Thai people, this appeared to be the best option to start a weekly webinar series on Fridays at 7 p.m. local time.

The educational sessions were pre-recorded during working hours due to curfew regulations (curfew in the Bangkok area is every day from 10.00 PM. to 4:00 AM.) and broadcast then in the evening. Nevertheless, after every session, which lasted one hour, viewers had the opportunity to start live talks with respective KOLs via Facetime. The main audiences of the webinar were invited guests like medical dentists from other universities and hospitals in Thailand and neighbor countries, as well as DS customers.



The first two webinars were kicked off by Dr. Kittipong and Dr. Apichat, who work with BDMS Wellness Center at Bangkok and promoted the webinar series to their hospital alliances beforehand. But not only the presenting doctors promoted the webinars, also the Thai marketing team colleagues put huge efforts into promotion of the virtual learning event. Invites on Facebook and via email were sent out, as well as direct

messages to customers via Line application (the most popular communication channel in Thailand). The effort paid off and the feedback was overwhelming: nearly 2500 engagements could be registered per webinar session.

Webinar topics organized by DS Thailand so far included: 'Fundamentals for success in CAD/CAM restoration', 'The essential of Scanning and Design', 'AstraTech Implantation System and Synchronization system', 'Cementation process' and 'Hands on with CEREC Primescan'. Furthermore, new webinars are already in the planning together with Chiangmai University and Khon Kaen University. The Thai Marketing team will announce the next topics with new speakers on Facebook soon.

Visit DS Thailand's Facebook channel <https://www.facebook.com/dentsplysirona.thailand>

