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WAY4<sup>®</sup>  
Dental

Consultancy Company in the  
**DENTAL SECTOR**

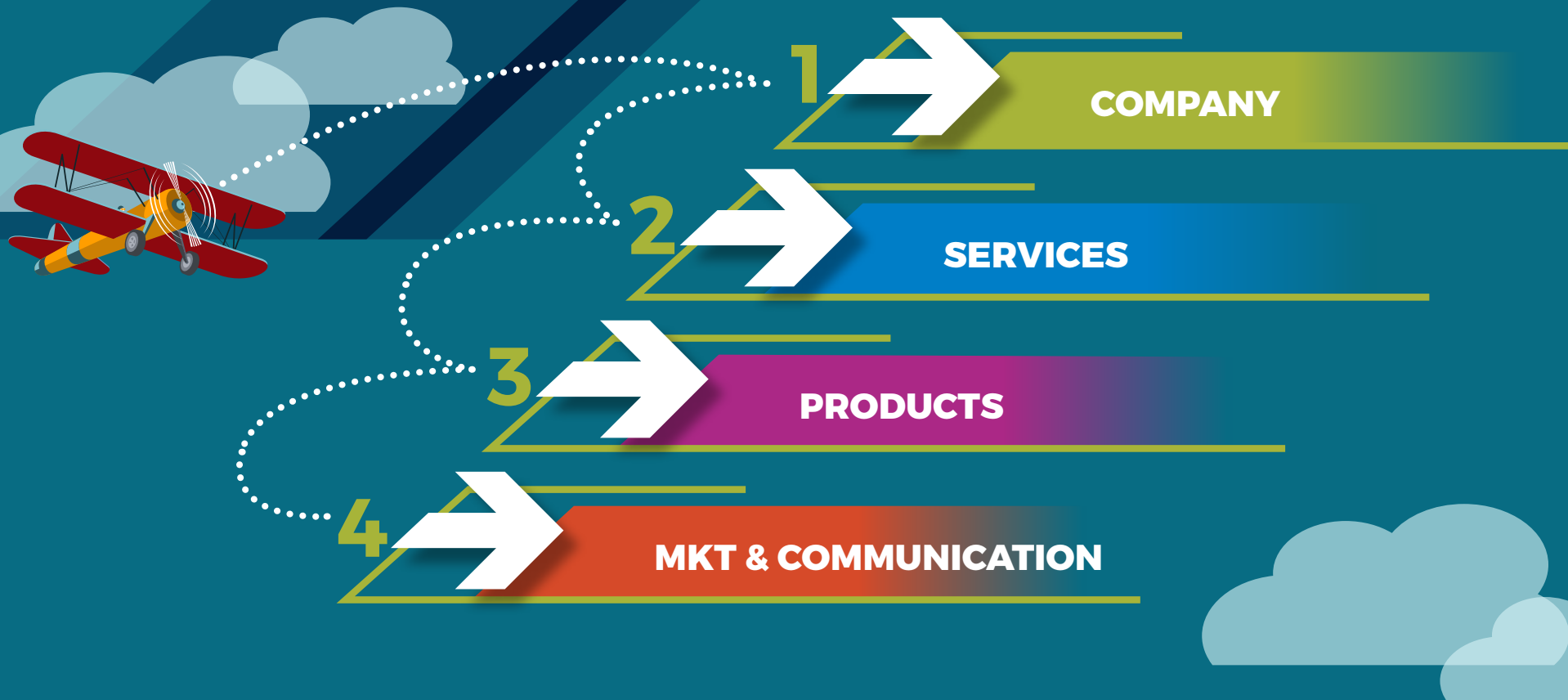
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PRODUCTS

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1

## COMPANY

- ➔ 1.1 ABOUT US
- ➔ 1.2 COMPANY PHILOSOPHY
- ➔ 1.3 STRUCTURE AND WORKING METHOD
- ➔ 1.4 WHY US



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## 1.1 ABOUT US

**WAY4DENTAL<sup>®</sup> srl** is a consulting company in the sector dentistry with specific reference to dental implantology.

Through the distribution of products, personalized growth paths and continuous support, it leads dentists to the excellence of surgical and prosthetic practices. As well as the development of particular management skills in every step that distinguishes clinical and educational implantology.

**WAY4DENTAL<sup>®</sup> srl** was born from the passion, ambition and determination of its founder **Domenico Lioy** and the fundamental support of **Eugenio Leone**. Together they marked, in an innovative way, the 2000s in the consultancy and strategic sales of dental implants. Together they marked, in an innovative way, the 2000s in the consultancy and strategic sales of dental implants.

From successful experiences gained in previous companies such as Straumann Italia Srl, Astratech S.p.a. and Deutsche Osstem GmbH and the close collaboration of **Maria Teresa Di Terlizzi**, expert consultant in **Communication and Marketing**.

**“The WAY4DENTAL Business Model”** takes shape. It is totally based on the customer's needs and is developed through a concrete partnership relationship.

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## 1.2 COMPANY PHILOSOPHY

### VISION

Our highest ambition is  
**excellence in dentistry**  
through effective,  
shared and personalized courses.

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## 1.2 COMPANY PHILOSOPHY

### MISSION

**Our goals are pursued daily with continuous passion and devotion.**

We offer competitive products and services with high quality features such as reliability, security and innovation.

We support our customers by using the most appropriate communication channels, but we prefer to be our clients' on-site partners.

We are constantly looking for highly customized solutions to meet our customers' needs in the best possible way

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## 1.2 COMPANY PHILOSOPHY

**WAY4DENTAL<sup>®</sup> srl**

**is the name of our company, but it represents above all the medium by which to achieve our corporate mission.**

**Especially through:**

- The advice on the correct use of the product to get high-level performance.
- Selection and coordination of scientific communities in the area.
- The design of local and national conferences for key clients and for opinion leaders.
- Training through the organization of courses for dentists.
- Surgical and prosthetic consultancy for dentists and dental technicians.
- Radiological studies of the clinical case.
- The technical evaluation of the study models.
- Customized solutions in relation to 3D implant surgery, correct functionalization of the prosthesis performed in CAD and CAM technologies.

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## 1.2 COMPANY PHILOSOPHY

### VALUES

**Values are our daily compass and allow us to create more effective working relationships:**

RELIABILITY

DETERMINATION

PERSEVERANCE

PRECISION

QUALITY

HONESTY

CONSISTENCY

SERIOUSNESS

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## 1.3 COMPANY STRUCTURE

### DISTRIBUTION AND SALE

- Direct sales to customers through specialized and previously trained agents.
- Development and organization of events.

### SUPPORT

- Assistance in warehouse management.
- Surgical consultancy.
- Prosthetic consulting.
- Planning a project from surgery to prosthesis.
- Management of and solution to critical issues, from the order to the delivery of the material.

### TRAINING

- Training for the sales force.
- Training for dentists.
- Training for dental laboratories.



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## 1.4 WHY US

- Highly reliable and quality products but at a competitive price.
- Lifetime warranty on all products.
- Assistance on all products.
- Accredited training courses also one to one.
- Effective and fast shipping service.
- Customized product offers.
- Continuous search for news.
- Simplification of surgical protocols and prosthetic protocols.
- Advice and expertise.
- Partnership with the customer.
- Personalized and shared paths.
- Maximum simplification possible.

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2

## SERVICES



2.1 DISTRIBUTION



2.2 DENTAL PRACTICES



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## 2.1 DISTRIBUTION SERVICES

- 1) **Training courses for the product sales network.**
- 2) **Training courses on sales techniques**  
and resolving objections contextualized to implantology.
- 3) **Organization of basic, intermediate**  
and advanced courses for dentists.
- 4) **Customization of dedicated commercial offers**  
in compliance with a common commercial policy  
that protects customers and the company
- 5) **COMMUNICATION & MARKETING SUPPORT**  
for the product launch.
- 6) **SALES SUPPORT**  
Methodology.  
Services for dental practices.

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## 2.2 SERVICES FOR DENTAL PRACTICES

### **Information and direct sales,**

through precise agents previously trained by dentists and dental technicians.

### **Customization of dedicated commercial offers,**

in respect of a common trade policy that is protection for customers and for the company.

### **Training**

through the organization of activities: events, courses, groups of study aimed at increasing the clinical and professional level.

### **Acquisition of visibility**

for aspiring Opinion leaders in the area of competence.

### **Assistance**

for dentists and dental technicians.

### **Coaching**

in the early stages of approach to our implant system and generally to our products.

### **Continuous Global Consulting**

on Products (Surgical and Prosthetic consultation).

### **Replacement of purchased products**

as long as they comply with company procedures, in order to promote a faster flow of sales.

### **Formulation and sharing of clinical project**

(surgical and prosthetic treatment plan).

### **Analysis of the costs related to a treatment**

and justification of a price quotation to the patient.

### **Management and solution of critical issues**

from the time of order to delivery of the material.

### **COMMUNICATION & MARKETING support**

for the correct launch of the products supplied and for the relaunch on the market of the dental practice.

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3

## PRODUCT

- ➔ **3.1** OUR PRODUCTS
- ➔ **3.2** SPECIFICATIONS OF DENTAL IMPLANTS
- ➔ **3.3** NED SYSTEM





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## 3.1 OUR PRODUCTS

- Implant system
- Preformed prosthetic solutions
- CAD-CAM prosthetic solutions
- 3D implant planning software
- Non-invasive surgery tools
- Surgical instruments
- Bone and tissue regeneration material
- Socket Preservation
- Surgical sutures
- Radiology systems

## 3.2 SPECIFICATIONS of dental implants

### **SLA-SH<sup>®</sup> implant surface**

Osteointegration 6/8 weeks. The decrease in osteointegration time drastically reduces the possibility of failures that would create inconvenience to the patients and bad publicity for the surgeon.

### **Conical connection between implant and abutment**

The conical connection allows us to have a seal between the two components (implant and abutment) that does not allow bacterial infiltration, micro movements, unscrewing or breaking of passing screws to occur. All this allows maintenance of the marginal bone which therefore guarantees an excellent aesthetic over time.

### **Conical implant morphology**

Such as to make an easier implant insertion and an excellent stability thanks to a strongly retentive spire and an apex that reduces the possibility of complications.

### **Platform Switching**

It allows us to have a gingival seal to further protect the connection and therefore helps to further reduce the problems of bacterial infiltration.

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## 3.3

### NED SYSTEM

- ➔ **3.3.1** WHAT IS IT?
- ➔ **3.3.2** INNOVATIVE THERAPY
- ➔ **3.3.3** WHO IS IT FOR?
- ➔ **3.3.4** GUARANTEES
- ➔ **3.3.5** WHY CHOOSE NED SYSTEM?





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SYSTEM

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[ned-system.it](http://ned-system.it)

### 3.3.1 WHAT IS IT?

The myofunctional device **Ned-System**<sup>®</sup>, NEURO EQUILIBRATORE DINAMICO (neuro dynamic balancer), is custom designed and produced in viscoelastic material.

It comes from multidisciplinary skills, such as **gnathology neuro-myofascial**, which has significantly enriched the therapeutic potential in recent years.

**Ned-System**<sup>®</sup> is an innovative individual therapy based on diagnosis and whose clinical assessments consider:

- determinants of the individual dynamic of free space;
- determinants of lingual dynamics;
- determinants of the mandibular-cranial relationship;
- possibility to intervene in the structure;

**Ned-System**<sup>®</sup> is ideal for aligning teeth in children, being a non-invasive orthodontic therapy that uses removable devices without the use of wires and fixed bands.

### 3.3.2 AN INNOVATIVE THERAPY

A single device that acts both on the harmonization of the structural component and on the myofunctional one. Parameters can be entered on the **Ned-System**<sup>®</sup> device of the mandibular-cranial relationship, the value of free space, as well as the recording of the lingual dynamics detected under transcutaneous nerve electrical stimulation of the V and VII cranial nerve (T.E.N.S.).

As a result, each device is customized and is specific to each individual patient. Each swallowing is different from subject to subject, both in its neurovegetative component and in its muscular dynamics. Therefore, any myofunctional therapy with intraoral devices can only be specific and targeted for each individual patient.

The therapy consists of several intraoral devices, which must be modified or replaced during the course of therapy, each designed to solve a particular dysfunction.

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### 3.3.3 WHO IS IT FOR?

The therapy is indicated both in **growing children** and in **adult patients**, the latter often symptomatic.

In children it is an orthodontics without wires or brackets, which is used in the classic orthodontic malocclusions with tooth crowding.

**It is ideal for children because it is a non-invasive method**, which supports the child's growth and cranio-occlusal harmonization.

It is a therapeutic philosophy that does not impose the same treatment model in all patients "a priori" and indiscriminately. In adults with symptoms, one or more symptoms are often resolved such as:

**HEADACHE, DIZZINESS, TINNITUS.**

### 3.3.4 GUARANTEES.

#### Clinical Certification

**Ned-System<sup>®</sup>** device therapy requires basic or 1st level training. This training enables and accredits dentists as competent operators, as well as illustrating the philosophy of the method and providing the concepts for the management of the generic device.

Ned-System<sup>®</sup> therapy also includes the management of complex cases for which advanced or 2nd level training is essential.

#### The Experience

**+1000 PATIENTS VISITED** for the **Ned-System<sup>®</sup>** treatment.

**+500 PATIENTS TREATED** with **Ned-System<sup>®</sup>**.

**+25 YEARS OF EXPERIENCE** on functional devices.

**+ 85% PATIENTS TREATED** with swallowing problems.

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### 3.3.5 WHY CHOOSE NED SYSTEM?

- Patented product.
- Exclusive product.
- The only one that focuses on lingual dynamics and gives it the right importance.
- Training courses for Distributors and their sales force (in Italy and abroad).
- **Free** training courses for dentists.
- 1st level **paid** training courses for dentists  
(for enabling the use of the generic Ned System).
- 2nd level **paid** training courses  
(for enabling and using the customized Ned System, both in Italy and abroad).
- **COMMUNICATION & MARKETING support**  
**for correct product launch** (both in Italy and abroad).
- Partnership with the Università Cattolica del Sacro Cuore in Rome.

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**IDENTITY**

**ADVERTISING  
& PROMOTION**

**SOCIAL  
MARKETING**

**WEBSITE  
CREATION**

**INTERACTIVE  
PRESENTATIONS**

**WEBSITE  
MANAGEMENT  
TRAINING**

**SOCIAL  
NETWORK  
MANAGEMENT  
TRAINING**

**PICTURES  
& VIDEO  
TRAINING**

**INTERIOR  
DESIGN**

**STRATEGIC  
COMMUNICATION  
PLAN**

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## STRATEGIC COMMUNICATION PLAN

**Dedicated to new companies or companies already operating in the market that want to expand their business through effective planning of communication strategies both online and offline.**

It represents the first and most important contribution towards the problem with which the company is faced and its solutions are identified, indicating the activities and the communication initiatives to achieve, both internally and externally.

### 1. Analysis of the situation

It defines the problem, the possible evolution of the scenario.

### 2. Interlocutors

It indicates the recipients of the messages with the appropriate segmentation also from a sociological and cultural point of view and their interests and needs.

### 3. Objectives

It gives a clear definition of what you want to achieve.

### 4. Strategies

It defines the strategic approach with which to pursue the objectives.

### 5. Tactics

It indicates the specific actions and activities through which it develops the strategy for communicating with the different categories of stakeholders.

### 6. Times

It specifies the flow of individual activities in priority order, and indicates the execution of responsibilities.

### 7. Budget

It analyzes the economic and human resources for the execution of the various activities

### 8. Verification of results

It indicates the criteria and results monitoring tools.



## STRATEGIC COMMUNICATION PLAN



### What is the communication plan for?

The communication plan can address different situations and problems:

- the image of the company;
- the launch of a new product;
- the launch of a new service;
- the repositioning of a product;
- the search for new ways to communicate;
- the search for new contacts;
- improve the climate with employees;
- share the company philosophy.

### OPERATIONAL PROCEDURE

#### 1. BRIEF

Essential information for the development of the communication campaign.

#### 2. ANALYSIS

Analysis of the information contained

in the Brief and integration of the information transmitted with the Brief using appropriate market research.

#### 3. OBJECTIVES OF COMMUNICATION

The objectives of the communication are identified and the positioning of the brand is defined based on the information gathered.

#### 4. COPY STRATEGY

Guidance document that summarizes all the elements that constitute the key to the communication campaign:

- To whom we address.
- What to say and how to say it.
- The main advantage, benefit, idea that the product / service offers to the reference consumer (target).
- The main reason why the consumer should prefer the product / service over

the competition.

- The style and personality that the product wants to assume.
- The reaction we want to get from the consumer.

#### 5. PROMOTION STRATEGY

If the campaign is complemented by promotional activities (marketing action) it is necessary to add a promotion strategy to the copy strategy and show the benefits of the promotion.

#### 6. CREATIVE PROPOSAL

#### 7. PROCESSING OF THE EXECUTIVES

#### 8. SUPPLIER MANAGEMENT

#### 9. MEDIA PLAN DEVELOPMENT

#### 10. PURCHASE TIMES AND SPACES

#### 11. VERIFICATION OF RESULTS

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**IDENTITY**

## IDENTITY

**Dedicated to companies that want to stand out on the market with a clear, understandable, effective, well-organized, attractive and exciting corporate image.**

## SERVICES

- Design and implementation of the LOGO AND LOGOTYPE.
- Coordinated image.
- Standard forms: headed paper, business cards, envelopes.
- Internal and external forms.
- Technical, administrative and commercial forms: invoices, orders, bills, bank receipts, reservations, forms.
- Briefcase and containers for documents: punch and decoration.
- Transportations and mobile offices.
- Clothing and gifts.
- Internal and external signage.
- **Operating manual for the application of identity.**
- **Institutional brochure.**





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**ADVERTISING  
& PROMOTION**

## ADVERTISING & PROMOTION



**Dedicated to companies that  
want to promote their business  
through effective advertising  
promotion strategies.  
All year long.**

### OFFERED SERVICES

- Press announcements.
- Advertorials.
- TV spots: project and art direction.
- Posters.
- Dynamic posters.
- Festoons and banners.
- Sales folder.
- Brochures and Flyers.
- Product catalog and catalog of prizes.
- Price lists.
- Discount coupons and voucher.
- Postcards and Directmailing.
- Circulars and sales letters
- Gadgets
- Calendars and greeting cards
- Block notes
- Menu and wine list
- Graphic image of events
- **Store graphic image:**  
invitations, posters, playbill, totem signs,  
advertising signs, stickers and window  
stickers, promotional flashes and price  
tags

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**SOCIAL  
MARKETING**

## SOCIAL MEDIA MARKETING



**Dedicated to new companies, or companies already operating in the market, that want to promote their business through interaction with Social networks.**  
**All year long.**

Social Media Marketing is a branch of web marketing that uses social media to spread knowledge of the company and its products / services, by exploiting the marked level of interaction between users.

### Examples of social media are:

- **social networks** (Facebook, Twitter, LinkedIn, Google Plus, etc.);
- **photo / video sharing platforms** (YouTube, Instagram, etc.);
- **blogs** (which allow interaction by comments).

### Goals of Social Media Strategy:

Increase the clientele and the reputation of the brand, improve the relationship with customers.

The secrets of a truly effective social media marketing campaign are the content that must attract attention and encourage users to share them with their social networks contacts.

This form of marketing is mainly based on word of mouth and uses mixed communication actions with advertising, rather than just paid advertising.

Social media platforms are easily accessible by customers because they just have to have access to the internet and are relatively cheap for the company that wants to develop marketing campaigns.

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**SOCIAL  
MARKETING**

## SOCIAL MEDIA MARKETING



### OPERATIONAL PROCEDURE

#### 1. BRIEF

Collection of fundamental information for the development of the communication campaign.

#### 2. ANALYSIS

Analysis of the information contained in Brief.

#### 3. OBJECTIVES COMMUNICATION

Based on the information collected, the objectives of the communication are identified and the positioning of the brand is defined.

#### 4. COPY STRATEGY

Guidance document that summarizes all the elements that constitute the key to the communication campaign:

- To whom we address.
- What to say and how to say it.
- The main advantage.

### SERVICES

#### Initial phase

- Opening and / or optimizing the company profile on Facebook.
- Opening and / or optimizing the company profile on LinkedIn.
- Opening and / or optimizing the company profile on Twitter.
- Creation of a corporate blog.
- Rewriting of texts relating to the website to increase the level of persuasion using modern neuromarketing techniques.
- Evaluation of change web hosting in favor of a faster and more performing one in order to increase the performance of the current site.

#### Maintenance phase

- Basic management of the Facebook page with the publication of 2 weekly posts.
- Basic management of the LinkedIn page with the publication of an article and two posts per month.
- Basic management of the Twitter page with the publication of 4 weekly tweets.
- Basic management of the company Blog with the publication of 2 weekly articles.
- Management of a Google ADV campaign aimed at recruiting new customers (excluding Google investment).
- Production of a monthly report on the progress of the website and Facebook, LinkedIn and Twitter pages.

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WEBSITE  
CREATION

## WEBSITE CREATION

**Dedicated to companies that want to promote their business in the global market, with a strategic and effective digital presence and support service. All year long.**

## SERVICES

- Acquisition of the domain and site design.
- SECURE CONNECTION WITH THE HTTPS PROTOCOL.
- Copywriting: creation of original texts.
- HTTPS and HTML / widget elements.
- Interaction with SOCIAL Networks
- On-page SEO optimization.
- Optimization for viewing on all mobile devices.
- Traffic monitoring of visits to your site.
- Activation and setting of the BLOG within the site.
- VIDEO input directly on the site (from YouTube, Vimeo).
- Insertion of PHOTO GALLERIES and GOOGLE MAPS.
- Management of PASSWORD AREAS and CONTACT FORM.
- DOWNLOAD (Information brochures, forms, photo albums, video or audio files).
- Continuous management and updating for one year.



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## INTERACTIVE PRESENTATIONS

**Dedicated to companies that want more effective, engaging, memorable and persuasive presentations. All year long.**

It is for important presentations such as a talk at a conference, or the launch of a new therapy, or the presentation of your study, etc.

No matter what the topic is, the goal of this type of business presentation is the same: to communicate a message that involves the public, that impresses in the minds and convinces them to act.

## The best presentations are conversations

**Communicates content that follows the flow.**

Conversational presentations allow you to quickly adapt your presentation for a more meaningful and engaging experience.

When a presentation has too rigid a structure (with strictly ordered slides and a one-size-fits-all script for all cases) adaptability is impossible.

**Speakers are forced to look through slides filled with superfluous topics to reach the points that interest a particular customer.**

With a change in approach you can easily convert presentations into dialogues that are collaborative, dynamic and engaging enough to keep the audience alert from the beginning to the end.

**The conversational presentation is not limited to an experience of just images.**

Movies, sounds, music, internal links to the presentation, and links to other presentations or websites can also be inserted.



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## WEB SITE MANAGEMENT TRAINING

**It is dedicated to companies that want to manage their own website and no longer depend on others, saving time and money!**

The course is organized to acquire all the technical skills to manage your website in complete autonomy in an easy, creative and professional way.

### DESCRIPTION

At the end of the course you will be able to modify your website according to your needs.

#### **You will be able to:**

- Add, replace and edit images (without the help of other professional software like Adobe Photoshop).
- Add, replace and edit texts.
- Change the navigation menu.
- Add more pages to the site.
- Create a blog within the site.
- Manage own indexing of pages.
- Totally change the look of the site in a few easy steps.
- Insert slide shows and movies
- ...and so on.



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## SOCIAL MANAGEMENT TRAINING

**It is dedicated to companies that want to manage their own social networks and no longer depend on other saving time and money!**

The course is organized to acquire all the technical skills for managing your social network in complete autonomy, in an easy, creative and professional way.

## DESCRIPTION

At the end of the course you will be able to manage your social network according to your needs.

### **You will be able to:**

- Use social media as a company.
  - Adopt the most suitable strategy.
  - Create a social media campaign.
  - Use the most appropriate social media platforms.
  - Communicate effectively with your target groups.
  - Measure the success of the social campaign.
  - Manage the human resources necessary for social media management
- ...and so on

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**PICTURES  
& VIDEO  
TRAINING**



## PICTURES & VIDEO MANAGEMENT TRAINING

**It is dedicated to companies that want to manage their own photos and videos to use on Social Networks, for professional presentations and conferences and no longer depend on others, saving time and money!**

The course is organized to acquire all the technical skills for creating and managing images and videos in complete autonomy.

### DESCRIPTION

At the end of the course you will be able to manage your pictures and videos according to your needs.

**You will be able to:**

- Use graphic software for image manipulation: Adobe Photoshop and Lightroom.
- Use graphic software for creating videos: Adobe Premiere
- ...and so on.

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## INTERIOR DESIGN

**It is dedicated to companies that want to adequately and strategically design and furnish their professional environments, and want to customize it with a coordinated and effective use of the brand.**

## SERVICES

- Advice on the disposition of all the spaces up to suggesting solutions which also involve structural aspects, such as walls, floors, doors.
- Structuring and definition of spaces and colors.
- Advice on decorative aspects, such as lighting and curtains, and scenographic, such as furnishing accessories.
- Processing of estimates and management of all aspects of both design and logistics, from delivery to product assembly, to after-sales service.
- Feasibility study, in the design phase and choice of technical solutions.
- Personalization through the use of the brand.
- Internal communication materials.
- Internal and external signage.

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