

BESydney Impact Report on the

FDI World Dental Congress Sydney 2023



Young Dentists Forum

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1. Introduction

Initiating a social impact project through an event is a powerful way to maximise delivery on an association's mission and amplify the positive change that an organisation may generate through its event activities. BESydney is working with FDI World Dental Federation to understand and measure the impact of one aspect of the World Dental Congress (WDC) Sydney 2023, the Young Dentists Forum.

2. Impact highlights and key statistics – Executive summary

This year, the inaugural Young Dentists Forum was held as part of the WDC, with the impact intention of encouraging the next generation of young dentists into leadership roles in the dental society. Over 40 young dentists participated in the Forum.

This impact will take time to eventuate, and BESydney will monitor progress of these individuals in 12 months and again in three years time to understand the outcomes. The initial results across the key activities below show great promise, with early career dentists and dental students surveyed after attending the Young Dentist Forum in Sydney saying:

Program

88% would consider taking on leadership roles

Panel Session

75% agreed or strongly agreed the panel discussion provided insights on career opportunities/advancements

Networking

75% agreed or strongly agreed they made professional connections during the networking sessions

3. Sydney vision & strategy

BESydney believes in the value of sustainable and impactful events and understands its clients' wishes to deliver impactful events. BESydney has demonstrated unrivalled industry leadership over the last decade through research focusing on the "beyond tourism" impacts of business events. It is now converting this research into forward-looking strategies aiming to maximise the social, environmental and economic outcomes of the business events it hosts. To that effect, BESydney invited the FDI World Dental Federation to take part in a pilot project for a specific conference intervention, which will support the generation and measurement of the long-term impact of its event for their profession and their community in Sydney, Australia and global communities.

4. FDI World Dental Congress 2023 overview

In its 109th year, the four-day World Dental Congress is the flagship continuing-education event for FDI, and a unique opportunity for dental professionals to foster collaboration within the global oral health community. Themed "Educating for Dental Excellence", the agenda featured the key current topics in global oral health and showcased the future of dentistry in a scientific program led by global experts and international speakers. Hundreds of exhibitors showcased new technologies, while a raft of networking events allowed delegates to connect with local and international colleagues. Hosted by the Australian Dental Association, the fully in-person program was held at International Convention Centre Sydney (ICC Sydney).



The following extract from the Australian Dental Association website¹ provides a comprehensive overview of the Congress program and highlights.

¹ Source: <https://ada.org.au/fdi-world-dental-congress-2023-looking-back-at-a-highly-successful-event>

FDI World Dental Congress 2023: Looking back at a highly successful event



The aftermath of a major world-class event like FDI World Dental Congress 2023 (FDIWDC23) is a great time to reflect on what was achieved, what was experienced and what we can take with us going forward. By any measure, the event, which was held in Sydney at the International Convention Centre from 24-27 September, was a success, with a total of 10,752 in person registrants including exhibition-only delegates and exhibitors from 129 countries.

To break that impressive figure down still further, 78% of the registrants came from Australia, with the next major country contributors in order being India, China, Japan, New Zealand, and the United States. Of the total number of participants, 2389 were Australians from interstate, with 4838 purely there for the exhibition which took place on two levels.

In addition to the Congress itself, the ISO (International Standards Organisation) / TC106 pre-WDC technical meeting took place which saw 251 delegates from 22 countries, with 12 participants representing Australia. This meeting was just one of the many events which took place in and around Congress including the FDI World Dental Federal Parliament and a series of in-depth workshops which gave registrants the opportunity to kick off their Congress educational journey early

When registrants weren't enjoying the 200+ hours of presentations as part of the Main Scientific Programme or checking out the many offerings at the exhibition, they were attending a range of social and networking events including dinners, fun runs, and even a cricket competition!

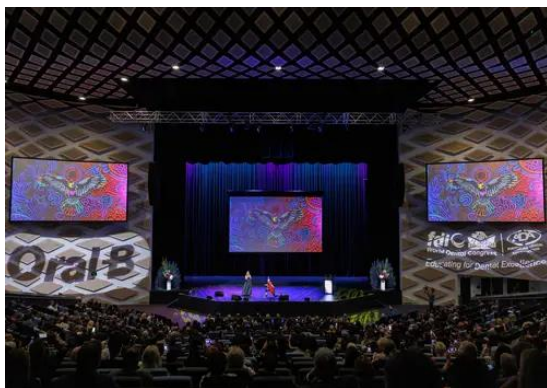
Events of this magnitude always leave a lasting legacy, particularly in the host country, and it was pleasing to see that FDIWDC23 provided the ADA with quite a few media opportunities to highlight the role of dentists in general health especially in regards to vaping, the link between poor oral health & overall health, and spotlighting the important work being done by volunteer dental professionals in assisting those who have experienced sexual assault and domestic violence.

As envisaged, FDIWDC23 gave everyone who attended the opportunity to learn, investigate and grow, bringing life to its "Educating for Dental Excellence" tagline and enriching the practice of dentistry for every participant for many years to come.

PRE-CONGRESS



While the main part of any FDI World Dental Congress takes place during the advertised dates, there's a great deal that takes place before everything officially kicks off. One of the key meetings that takes place, and which has a profoundly important effect on the practise of dentistry worldwide, is FDI General Assembly which is the supreme legislative and governing body of FDI, and attendant parliament meetings. In addition, delegates were able to take part in workshops and masterclasses on a range of engaging topics and they could even take part in the Tooth and Wicket Cricket which offered fun and friendship for everyone who took part.



MAIN SCIENTIFIC PROGRAM



With 200+ hours of presentations on offer from an array of world-class talent from Australia and overseas, the Main Scientific Programme offered something for everyone over four information-packed days. In addition to the main presentations, delegates attended Lunch 'n' Learn sessions hosted by experts in their field, witnessed the launch of the ADA's new sustainability modules and the ADA Dental Health Foundation, and ADA members were able to take part in the Member Forum which saw all eight Presidents, Federal and Branch, available to answer questions from the attendees.



EXHIBITION



Spread over two expansive levels, the exhibition offered attendees the ability to check out the latest advances in dental technology and service offerings and to talk to representatives about their particular needs and products or services that might meet them. They could also listen to abstract programme short oral presentations and even take part in a silent disco, take part in guided mindfulness sessions or play mini golf!



SOCIAL EVENTS



Even with so much on the program as FDIWDC23 there was still plenty of time for catching up with friends and colleagues or kicking up your heels! Events ranged from the stylish Gala Dinner to the more relaxed fun of Sydney Night and even to fundraising fun runs, tai chi sessions, Tooth and Wicket Cricket and delegate tours of the many beautiful attractions of Sydney and surrounding areas.



5. FDI 2023 – Impact and Legacy

YOUNG DENTISTS' FORUM

New to this year's program was the inaugural Young Dentists Forum. Passion project for the World Dental Federation Congress & Events Director, Laetitia Reymond and championed by Dr William Cheung, chair of the FDI Education Committee and visionary behind the Young Dentists Forum, this represented an opportunity for BESydney to partner with FDI to pilot its Social Impact framework.

The program concept was:

FDI Young Dentists Forum

- Half-day program dedicated to young professionals
- Target audience: 100 dentists from all over the world
- Webcast available post Congress on FDI oral health campus (200,000 dentists at reach)

The forum will present a unique opportunity for young dentists to engage on their generation's hottest topics such as aesthetic dentistry, digital dentistry, artificial intelligence and practice management.

The program will include an internationally recognised speaker and also give a chance to two young speakers to present in this unique international setting. In addition it will provide educational or presentation opportunities for the young dentists around the world.

This Forum also creates opportunities for young professionals to become familiar with the mission of FDI, thereby nurturing future leaders of our profession. The forum will be followed by a networking event, providing a sponsor is identified for the project.

The following article from the congress World Dental Daily magazine interviews Dr William Cheung, chair of the FDI Education Committee on the significance of the program.

Our aim is to provide young professionals with a platform where they can learn about the latest developments in dentistry, explore various career paths, and foster connections with peers.

The article also noted two key objectives of the session:

To provide Young Dentists with the opportunity to learn about various career paths within dentistry, and

To encourage the next generation of leaders within their field.

FDI's Young Dentists Forum

| Empowering future leaders in dentistry

To engage with aspiring dental professionals and students, FDI has launched the Young Dentists Forum, and the inaugural session will be taking place on **27 September from 9:00 to 14:00** at the FDI World Dental Congress. The half-day programme has been thoughtfully tailored to the needs and interests of young dental professionals

and students and will feature captivating presentations and a stimulating panel discussion led by distinguished international speakers alongside industry leaders and emerging voices.

Discussing the forum's mission, Dr William Cheung, chair of the FDI Education Committee and the visionary behind the initiative, ex-

plained: "Our aim is to provide young professionals with a platform where they can learn about the latest developments in dentistry, explore various career paths and foster connections with peers." By creating a dynamic environment that nurtures the exchange of knowledge and ideas, FDI is demonstrating its dedication to equipping young dentists with the tools they need to excel in their early careers.

Dr Cheung regards the Young Dentists Forum as more than a mere educational event and emphasised its transformative nature. "It's a unique opportunity for young dentists to gain invaluable exposure to the inner workings of FDI. Understanding the role of a global organised dentistry body like FDI is vital in shaping the future of our profession. By encouraging active involvement within our organisation, we can collectively address critical issues affecting dentistry worldwide," Dr Cheung noted.

The Young Dentists Forum will play a pivotal role in bridging the

gap between experienced professionals and emerging talent in the field, providing them with a common platform to exchange knowledge, ideas and best practices. Specifically, Dr Cheung believes that the event will grant young dental professionals and students direct access to industry leaders and give them the chance to present on an international stage—an experience that can be truly transformative and spark innovative thinking.

Young dentists are invited to seize the opportunity to learn about the various career paths within dentistry, unlocking a world of possibilities as they pave the way to becoming the next generation of leaders within the field.



| Dr William Cheung, chair of the FDI Education Committee, is the visionary behind the Young Dentists Forum.

With engaging presentations and a dynamic panel discussion, the Young Dentists Forum promises to be an inspiring event for young dentists from all regions of the world.

Learn more about the Young Dentists Forum in this interview with Dr Cheung.



| Interview |



5.1 BESydney Social Impact Framework

Initiating a social impact project through an event is a powerful way to maximise delivery on an association’s mission and amplify the positive change that an organisation may generate through its event activities. It enables change to occur through planned activities pre, during, and post event or congress. A well-managed and monitored social impact project will result in broader impact or change occurring from the event as well as long-lasting benefits in targeted communities. Types of impact that can occur include economic, social, cultural, intellectual, environmental, legal or political. This marks an opportunity for the association and BESydney to align on mission and vision and identify collective purposeful actions.

5.2 Impact intentions

Through a series of meetings with FDI and BESydney, the impact intentions of the FDI World Dental Congress Sydney 2023 were identified as:

Impact Intentions	Social Impact Outcomes
1. Build participation of, and engagement with, developing nations	→ Adoption of local health care solutions and continuing education through ADA programs
2. Inclusive and equitable quality education and life-long learning	→ Increased oral health and the advancement of oral health care globally
3. Encouraging the next generation of young dentists into leadership roles in the society	→ To become champions of oral health in their local communities and across their networks
4. Reducing environmental impact through sustainable oral health care	→ Reduced carbon footprint of the profession
5. Addressing the changing needs of aging population	→ Policy changes

Table 1: FDI World Congress Impact Intentions

5.3 Theory of Change Model/Impact Pathway



6. FDI 2023 – Generated impacts

This year, the inaugural Young Dentists Forum was held as part of the WDC, with the impact intention of encouraging the next generation of young dentists into leadership roles in the dental society. Over 40 young dentists participated in the Forum, with an average 65% survey response rate.

The ultimate impact of this initiative is for Young Dentists Forum participants to become champions of oral health in their local communities and across their networks, fostering community and knowledge transfer between generations, and ensuring longevity of face to face conferencing to advance the dental industry globally, ensuring improved oral health care for all.

This impact will take time to eventuate, and BESydney will monitor progress of these individuals in 12 months and again in three years' time to understand the outcomes. The initial results across the key activities below show great promise, with early career dentists and dental students surveyed after attending the Young Dentist Forum in Sydney saying:

Program	88% would consider taking on leadership roles
Panel Session	75% agreed or strongly agreed the panel discussion provided insights on career opportunities/advancements
Networking	75% agreed or strongly agreed they made professional connections during the networking sessions
Podcast	130 downloads 41% Germany / 7% Australia / 7% Switzerland / 6% United Kingdom / 6% United States
Webcast	Scheduled for 2024

See Appendix A for further statistics.

Quotes from Young Dentist Forum participants were inspiring:

The career forum and involvement of students was really inspiring, keeping some of the same ambassadors and demonstrating their journey through the YDF would be really amazing!

Student
Australia

The two keynote speakers were excellent and I love the initiative of encouraging young dentists to take the stage and giving them an opportunity to present. I also enjoyed the discussions that were had during the panel discussions and how these ideas were further delved into when we had lunch and interacted with other delegates.

Practitioner
0-2 years New
Zealand

The panel discussion - the different point of views from younger and more experienced colleagues helped me getting an insight and showed me possibilities regarding my career.

Practitioner
0-2 years
Germany

I feel inspired with new ideas to make changes in my current workplace and have a new found appreciation for advocacy and the power we all have to speak up and make a change.

Practitioner
0-2 years New
Zealand

And sponsors also recognise the importance of the Young Dentists Forum:

The health care industry is changing dramatically with a lot of new technologies coming out, a lot of new influences and things are getting pulled all over. **This is a moment where the younger demographics actually can play a key role in influencing what's happening all throughout health care.** So we have to invite those younger clinicians in, give them a seat at the table.

David Kochman
Chief Corporate
Affairs Officer
Henry Schein
YDF Sponsor

7. Impact on the destination

Building
capacity &
skills of young
professionals

76% of Australian attendees said they would not have attended if the event was not held in Sydney.

This demonstrates the significance of hosting international congresses in Sydney if we are to build capabilities and skills of young professionals.

The following quote from Young Dentists Forum sponsor Henry Shein demonstrate the importance of this initiative for the industry, and the local host.

We believe that our success commercially is inextricably with the success of the profession. We need a healthy profession for us to be successful in business. And we also believe that a healthy profession itself, the foundational elements, are strong national associations and engagement with those associations. **Bringing young dentists in at this time right now is so critical to ensuring that we have healthy associations at the country level to ultimately do big things at the global level.**

David Kochman
Chief Corporate
Affairs Officer
Henry Schein
YDF Sponsor

8. Key learnings and findings

Social Impact takes time to establish. This will be a longitudinal study to determine developments within the target population – the Young Dentists Forum participants.

Largely due to unavoidable programming conflicts², the Forum did not attract its target attendance of 100 participants. However, a solid base of 40 attendees comprised the inaugural Young Dentists Forum, and early results are very positive.

² Due to the global pandemic in 2020 and 2021, this event had been postponed and held in Sydney in 2023 – the first face to face meeting in four years. As a result, some programming concessions had to be made to accommodate the broader event within a global calendar. This meant that the YDF was held on the final day of the Congress, rather than ideally at the commencement of the program.

When surveyed post conference, respondents indicate there is a strong desire for Forum attendees to understand more about the various career opportunities in dentistry, with **75%** agreeing or strongly agreeing that panel discussion provided insights on career opportunities/advancements. Additionally, **86%** agreed or strongly agreed the content was useful and applicable to the professional dental environment and **89%** agreed or strongly agreed the Keynote speakers were inspirational and motivational.

This would certainly indicate that the first objective of the Forum, noted below, has been met:

To provide Young Dentists with the opportunity to learn about various career paths within dentistry

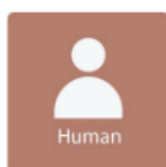
With **88%** of Forum participants saying they would consider taking on Leadership roles within their dental association, and a majority of those saying within the next 1-2 years, the second objective has also been met:

To encourage the next generation of leaders within their field.

This will be monitored over the next 12 months and again 2 years to measure the actual outcome of this purposeful intention.

Another significant outcome was that **75%** of participants agreed or strongly agreed they made professional connections during the networking sessions. 54% of respondents made 1-5 professional connections, while a further 42% made 6-10 professional contacts and 4% made over 10 professional contacts.

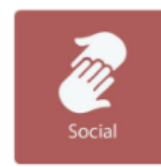
These findings directly relate to three of #Meet4Impact's [BE Impactful Framework](#) Capitals identified to demonstrate in which social value can be created through events:



Skills development /
Talent recruitment in city
/ Opportunities



Innovation / Knowledge
transfer / knowledge
diffusion



Networks /
Collaborations / Shared
experiences

Click [here](https://www.besydney.com.au/news-insights/fdi-world-dental-congress-2023/) to view our case study video. <https://www.besydney.com.au/news-insights/fdi-world-dental-congress-2023/>

9. Other social impacts

Although not specific to the Young Dentist Forum, other impact intentions as noted in section 3.2 also occurred within the Congress, resulting in legacy outcomes. Social Impact will also stem from this over time, however will not be measured within the scope of this project.

Impact intention 2:

Inclusive and equitable quality education and life long learning → To become champions of oral health in their local communities and across their networks

Additional publicity and media coverage of ADA's website tooth.org.au, gained by its award-winning recognition at the FDI World Dental Federation's 2023 Smile Awards is invaluable in promoting this resource aimed at providing accessible and informative oral health resources to the public, ultimately resulting in a more informed and educated public taking better care of their own oral health, and knowing when to seek help from professionals.

Home > Dental News > Teeth.org.au site receives FDI World Dental Federation's 2023 Smile Award

Teeth.org.au site receives FDI World Dental Federation's 2023 Smile Award

October 3, 2023 👁 456 💬 0

The Australian Dental Association-developed website tooth.org.au, designed to provide accessible and informative oral health resources to the public—and to which dentists are encouraged to refer their patients—has been awarded a 2023 Smile Award by the [FDI World Dental Federation](#).

Awarded at FDI's annual Parliament, held in the lead-up to the recent FDI World Dental Congress, the award recognises the ADA oral health initiative as a leader in its field.

The FDI Smile Award serves to promote preventive oral care at a local level, awarding FDI member associations which are making a difference in oral health nationally through innovative and sustainable community outreach projects.

Teeth.org.au was launched with the intention of making it the trusted source for the public when searching for oral health information. All the content on teeth.org.au has been thoroughly researched, peer-reviewed, and references high-quality studies and information.

The site contains articles about recent oral health issues, tips and tools to help with oral hygiene, information about common (and uncommon) treatments, and more, including the [Mob Smiles](#) resources created for Aboriginal and Torres Strait Islander Australians.

It also has a link to the Find a Dentist tool, to enable prospective patients to easily find a dentist if they don't already have one.

New content is added regularly, with all content on the site routinely reviewed and updated to ensure that everything is accurate and current.

Conferences are a platform for diffusion and amplification of knowledge and ideas that can lead to change. Tooth.org.au and the Mob Smiles resources are examples of capitalizing on this broader opportunity to gain exposure outside of their normal channels.

Equally the Fit to bite, fight to fight article below also demonstrates how conferences contribute to knowledge economies and industry innovation, as well as catalysing a range of benefits specific to local communities.

National

12 OCT 2023 11:46 AM AEDT

Fit to bite, fit to fight

The use of technology and the impact of increasing sugar consumption were on the agenda when dentists from defence forces around the world met in Sydney to discuss oral health issues relevant to the military.

The Australian Defence Force (ADF) hosted the 2023 Section of Defence Forces Dental Services (SDFDS) annual meeting, from September 21 to 24, as a precursor to the annual congress of the World Dental Federation, of which the SDFDS is a sub-section.

Colonel Prineas said the lessons learnt from focusing resources on oral health preventive strategies for trainees and addressing workforce pressures to maximise prevention-led care were equally relevant to the ADF.

Overall, Colonel Prineas said the meeting was an important opportunity to gain an understanding of the unique challenges faced by militaries, dental officers and their dependencies in delivering garrison and deployable dental capability.

"The SDFDS 2023 meeting has enabled networking and has ensured future collaboration between partner dental capabilities to provide our patients with the best dental care both in garrison and in austere environments," she said.

Impact Intention 4:

Reducing environmental impact through sustainable oral health care →

Reduced carbon footprint of the profession

Home > Dental News > Sustainable dentistry highlighted as ADA launches new resources guide

Sustainable dentistry highlighted as ADA launches new resources guide

October 2, 2023 723 0



Photo: innadodor 123rf

Environmentally friendly dentistry was in the energy-efficient spotlight when the [Australian Dental Association](#) launched its new 'Sustainable Dentistry: How-to Guide for Australian Dental Practices' on the final night of the recent [FDI World Dental Congress 2023](#) in Sydney.

The launching of it's new 'Sustainable Dentistry: How-to Guide for Australian Dental Practices' at the World Dental Congress is sure to pave the way for significant positive change toward a more sustainable dental industry in Australia.

10. FDI Delegate Impact Insights

Conference impacts from the general delegate population of FDI are shown on the following pages.

Impact Insights

business
events
sydney

FDI World Dental Congress Sydney 2023

Introduction

Conferences contribute to knowledge economies and industry innovation and bring a range of benefits beyond tourism to local and global communities. Business Events Sydney (BESydney) in conjunction with the University of Technology, Sydney, Business School surveyed delegates attending the FDI World Dental Congress 2023 to understand and measure some of these impacts.

Overall, respondents reported that the conference advanced science through networking and the sharing of knowledge, equipped delegates with new knowledge, ideas and techniques which drove workplace innovation – benefiting communities around the world.

204
survey responses

83% practitioners
12% academics
5% other

17% Sydneysiders
11% regional NSW
44% interstate
28% international

BEYOND TOURISM IMPACTS

95%

agreed that the Congress enabled/contributed to scientific advancement (new knowledge / ideas / technology / collaboration)

91%

agreed that the Congress enabled/contributed to industry innovation (new knowledge / ideas / technology / practice)

91%

agreed that the Congress enabled/contributed to attraction of global talent to Sydney

Percentage of respondents rating 3 or more out of 5

81%

agreed that the Congress enabled/contributed to trade and investment

75%

agreed that the Congress enabled/contributed to improved social policy

58%

agreed that the Congress enabled/contributed to support of vulnerable communities

What FDI delegates had to say...

"The FDI World Dental Conference in Sydney 2023 made substantial contributions across various aspects. It greatly facilitated professional networking, provided extensive opportunities for knowledge sharing and learning, significantly contributed to professional development, fostered business opportunities, offered a global perspective on dental practices, and played a crucial role in raising public awareness and advocacy for improved oral health."

About scientific advancement

- "The novel scientific concepts mixed with practical solutions to everyday clinical problems makes attendance invaluable."
- "The FDI Congress includes meetings among global leaders in the oral health profession, to discuss on crucial issues relating to the advancement of the field, global health policies, welfare of patients, innovative research etc."
- "This event is a great deal in terms of its contribution in scientific advancement in my home country PNG."
- "I came to learn new advancements in dentistry and modern equipment along with new dental materials which will boost up my dental practises."

About industry innovation

- "The whole point of the Congress was to innovate the way that we practice dentistry, so new ideas discussed will advance our practice here in Australia."
- "The event had a trade show that exhibited a lot of new products where there was the opportunity to speak to industry representatives about the research and uses of these products, thus increasing the industry innovation."
- "Opportunity to hear international speakers sharing their experiences from different parts of the world is a huge advantage to the Australian Dental community."

About attracting global talent to Sydney

"The FDI Congress includes meetings among global leaders in the oral health profession, to discuss crucial issues relating to the advancement of the field, global health policies, welfare of patients, innovative research etc. And the congress has attracted talents in the field of oral health around the world to travel to Sydney for the event."

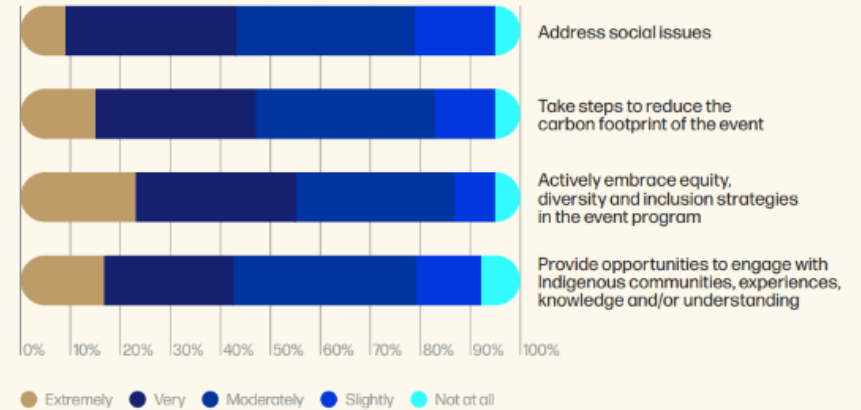


What FDI delegates think...

"Dental health is an issue that impacts upon the entire human population and thus this event was a perfect opportunity to raise, discuss and plan for the management of this global issue and the diverse range of people that it affects. The event brought together an equally diverse population to target these issues and was thus catered towards embracing equity, diversity and inclusion."

About the importance of Social and Environmental Sustainability

Approx. **80%** of delegates said it is **moderately to extremely important** to them that business events engage in social and environmental sustainability activities, with almost 50% saying it is **very to extremely important** to them



TOURISM IMPACTS



Top 3 flight booking leadtimes

- 24% 6+ months
- 34% 3-6 months
- 26% 1-3 months



Top 3 types of accommodation used

- 48% 4-5 star
- 17% Private accommodation
- 10% Serviced apartment



Top 3 booking channels used

- 22% Hotel website
- 19% Booking engine
- 15% Conference website



Did you duty free shop at Sydney Airport?

- 52% Yes
- 48% No



Did you buy carbon offsets for your flight?

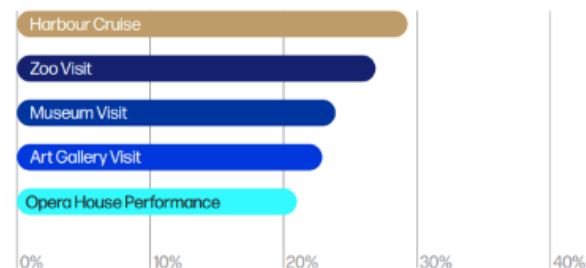
- 14% Yes
- 86% No



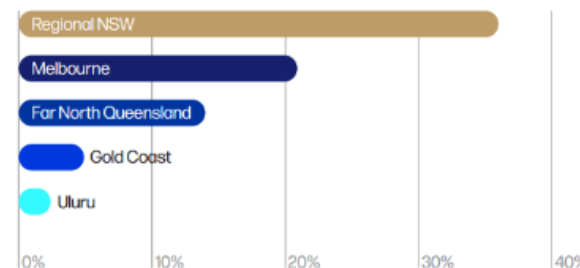
Happy with the Australian visa application process?

- 88% Rated 4 or 5 out of 5

Percentage of delegates visiting top 5 tourist attractions



Percentage of international delegates visiting top 5 areas outside Sydney



93%

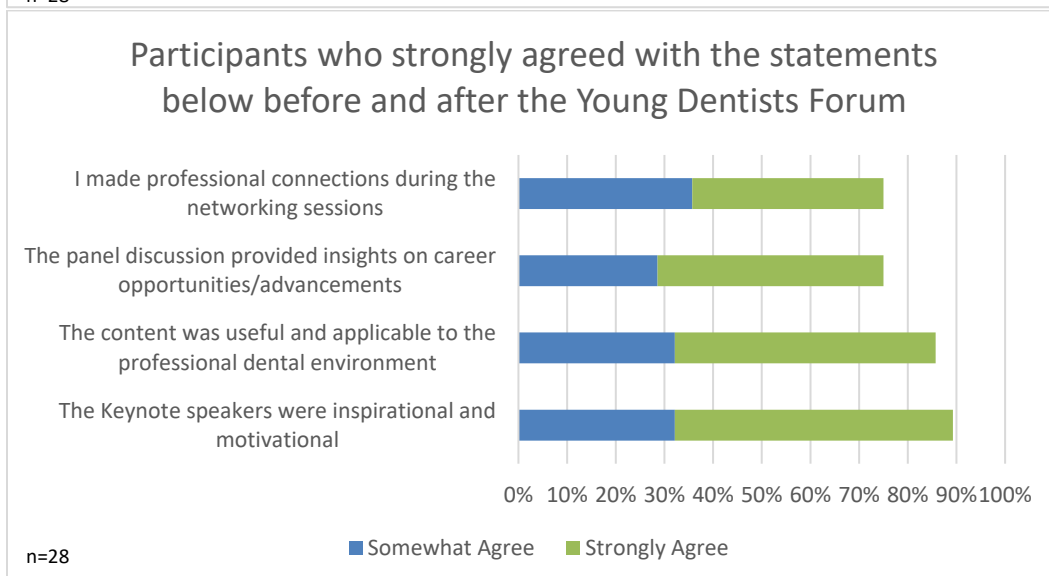
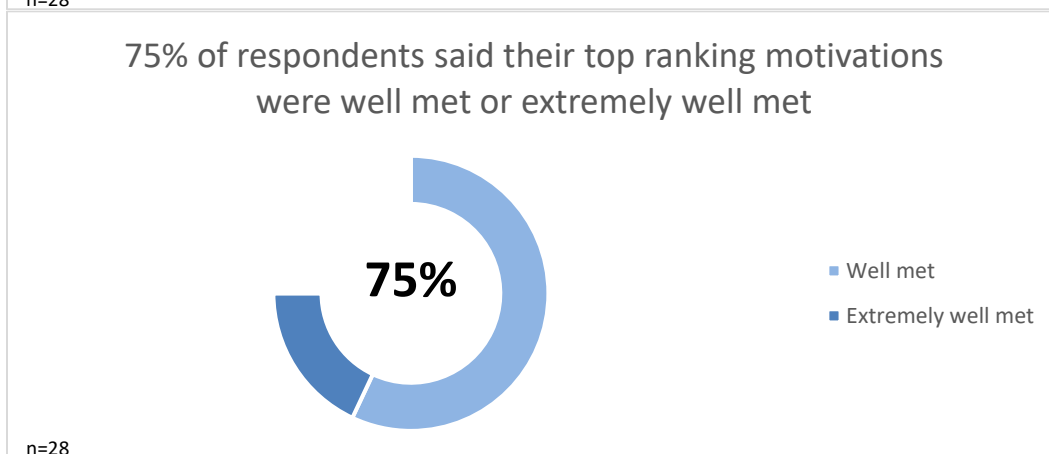
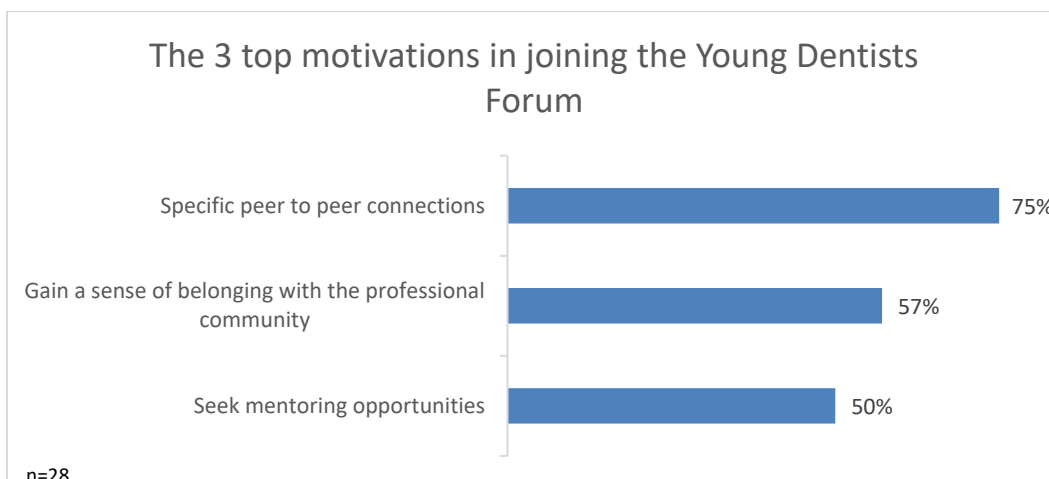
think they will visit Sydney again in the future

90%

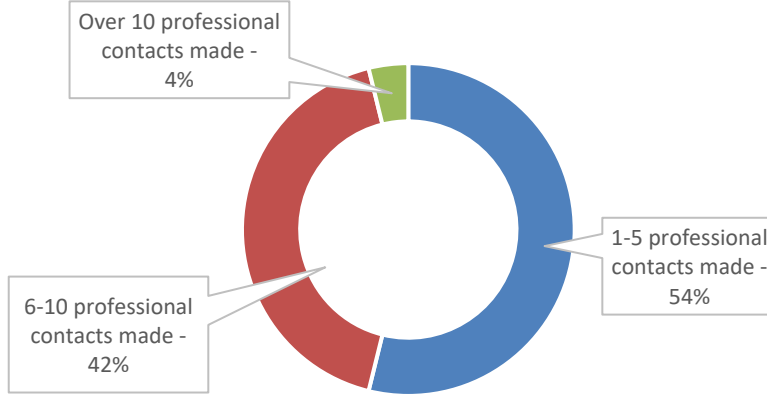
would highly recommend Sydney as both a conference and tourist destination (based on scores of 8+ out of 10)

11. Appendix

A. Additional Statistics

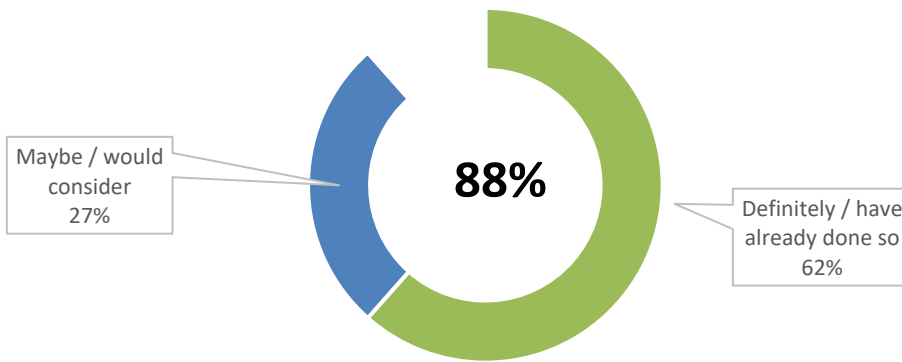


Attendees made professional connections at the Young Dentist Forum



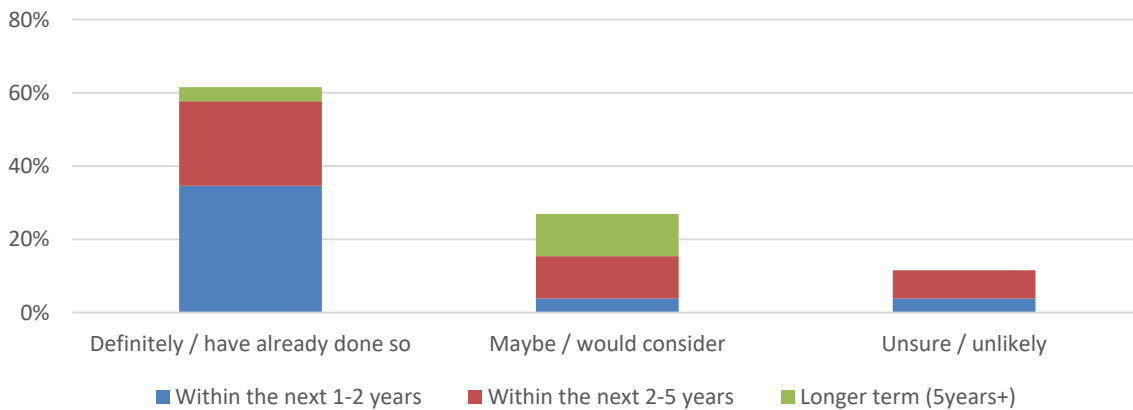
n=26

Young Dentist Forum participants would consider taking on Leadership roles within their dental association



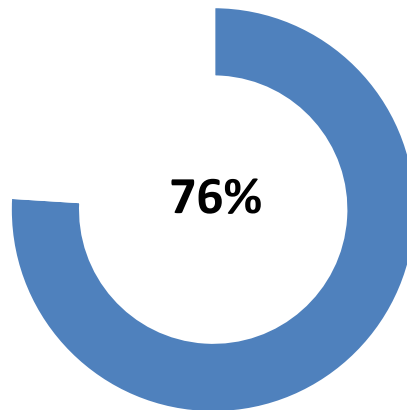
n=26

Timeframe in which participants would consider pursuing leadership roles



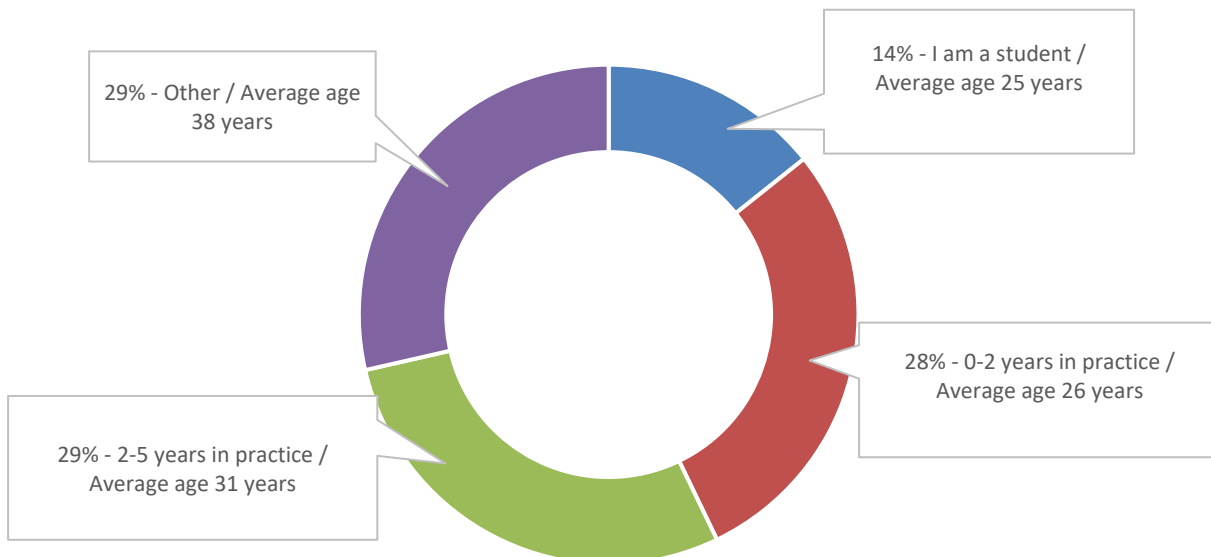
n=26

76% of Australian attendees said they would not have attended if the event was not held in Sydney



n=17

Number of Years in Practice and Average Age



n=28 for Years in Practice & n=22 for Average Age

B. Social Media Benchmark Stats

Young Dentist Forum video views

- General video: 133 views on YouTube + 2095 views on social media (excluding Twitter)
- Dr Stefani Cheung interview: 175 views on YouTube + 1459 views on social media (excluding Twitter)
- Dr William Cheung interview: 112 views on YouTube + 384 views on social media (excluding Twitter)
- Konstantin reel: 1368 views on social media (excluding Twitter)

Young Dentists Forum social media posts analytics

- A total of 10 posts on Twitter, 9 posts on LinkedIn and 8 posts on Facebook were shared to promote the Young Dentists Forum between 18 July and 27 September.
- Twitter: Total impressions = 5604
- Total engagements = 225
- Ave engagement rate = 4.2%
- LinkedIn: Total impressions = 14641
- Total engagements = 517
- Ave engagement rate = 3.5%
- Facebook: Total impressions = 5295
- Total engagements = 135; Ave engagement rate = 2.4%

Podcast stats

- 130 downloads
- 41% Germany
- 7% Australia
- 7% Switzerland
- 6% United Kingdom
- 6% United States

C. Impact planning methodology

Following a methodology developed in conjunction with social impact consultants #Meet4Impact, BESydney followed the planning methodology outlined below:

Define: Impact intentions and formulation of Theory of Change

Manage: Development of legacy activities & stakeholder mapping & engagement

Measure: Indicators & data collection process, roles, and responsibility

Maximise: Impact report development post event, iterative learnings and long tail research revisions.

D. Impact measurement approach

Following the principles of impact measurement, a measurement matrix was developed in conjunction with social impact consultants #Meet4Impact, outlining intentions, outcomes, indicators and data strategy. An overview of key elements of the data collection methodology is noted below:

Young Dentists Forum Surveys

An online delegate survey instrument was developed by BESydney in consultation with the World Dental Federation Congress & Events Director. A QF code was made available on the day of the YDF to all participants, and subsequently a survey link was then distributed by the organisers on behalf of BESydney, with a follow-up reminder also distributed. An incentive prize drawer was offered to encourage completion of the survey by YDF attendees. 28 completed responses were received.

FDI World Dental Congress Delegate Surveys

BESydney conduct ongoing delegate research in conjunction with the University of Technology Business School. The online survey instrument was distributed to the full population of conference attendees by the local organising committee, the Australian Dental Association, with an incentive prize drawer for completing the survey offered. A total of 204 useable responses were received.

Google alerts were used to monitor publicity around the conference, in particular looking for impact related stories, as noted in section 7.

Social Media and Podcast analytics

Intelligence gathered from meetings with both the international organisers, the World Dental Federation, and the local host organisation, the Australian Dental Association, over the 12 months prior to the conference.

Observations from BESydney staff attending the event were also noted.

Interviews conducted on site with organisers, committee members, sponsors and delegates.