



DSD
Digital Smile Design

2026
COURSES



Education is the DNA of DSD and our greatest passion since 2009. Every DSD course offers a unique experience, attracting a global community of like-minded A-players and their teams.

We provide CE credits for every course and support your learning through our dedicated online platform. Whether your goal is clinical mastery or business leadership, our flexible sequences allow you to customize a 2026 journey that fits your practice.

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shades club



2026

APR 23-25 Case Acceptance Mastery | Miami, USA

MAY 7-10 Intraoral Scanner Festival | Modena, Italy

MAY 22-23 Designing Smiles HandsOn | Madrid, Spain

OCT 2-3 Designing Smiles HandsOn | Madrid, Spain

OCT 15-17 DSD Clinical Course | Seville, Spain

Join us across the globe in 2026



USA

MIAMI
APRIL



EUROPE

MODENA, ITALY
MAY

MADRID, SPAIN
MAY & OCTOBER

SEVILLE, SPAIN
OCTOBER

DSD COURSES GIVE YOU

- **Return on Investment:** Implementing DSD systems has a lasting impact on clinics and their teams.
- **Clinical Confidence:** Master complex cases with digital predictability.
- **Proven systems:** Data-backed protocols honed over 16+ years through thousands of cases.
- **Patient Connection:** Use technology to build trust and 'wow' moments.
- **Efficiency:** Streamline workflows to reduce chair time and redos.
- **Community:** Network with the world's most innovative dental minds.





ACCREDITED EDUCATION

Digital Smile Design is proud to offer Continuing Education (CE) Credits for our courses through our collaboration with Dental Academy USA, a PACE Approved organization affiliated with the Academy of General Dentistry (AGD) #420360.

WASHINGTON, DC

The AGD represents a prestigious community, dedicated to the support and advancement of general dentists, by providing valuable resources aimed at enhancing their practices and the quality of patient care.

OUR COURSES

Continue reading for an overview of
each of our courses

CASE ACCEPTANCE MASTERY

ATTRACT & CONVERT ETHICALLY

**IntraOral
Scanner
FESTIVAL**

WITH

**AGNINIS &
COACHMAN**

— THE FERRARI EXPERIENCE —

**Designing
Smiles**

WITH

**CHRISTIAN
COACHMAN**

HANDS ON

DSD

CLINICAL

IntraOral Scanner FESTIVAL

WITH

**AGNINIS &
COACHMAN**

— THE FERRARI EXPERIENCE —

LOCATION MODENA, ITALY

DETAILS 2 DAYS, 15 CE CREDITS

PRICE \$ 6.000

FOCUS

Technology ROI, Expert Guidance and Hands-on Comparison.

ABOUT

The ultimate hands-on comparison. Test every major intraoral scanner on the market side-by-side (iTero, 3Shape, Medit, etc.) guided by tech experts while enjoying the legendary Ferrari Experience in Italy's Automotive Valley.



IntraOral Scanner FESTIVAL

WITH
**AGNINIS &
COACHMAN**

— THE FERRARI EXPERIENCE —



THE PROBLEM

Breaking the Digital Barrier

Many clinicians feel overwhelmed by the rapid pace of digital evolution. You may feel wary or skeptical of adopting new workflows because they weren't taught in dental school, leading to a fear of making a costly investment in a 'digital paperweight'.

The Decision Crisis

With dozens of scanners on the market, choosing the right one for your specific clinical needs is a challenge. Without an objective way to compare speed, accuracy, and software ecosystems, many practices remain stuck in learning paralysis, losing out on the efficiency and predictability that digital dentistry offers.

Objective Clarity

The Scanning Festival is designed to remove the guesswork. We provide a neutral, high-energy environment where the technology must prove its value to you, rather than you following a sales pitch.

THE CURRICULUM

Real-World Testing This is the ultimate hands-on benchmark. We bring the industry's leading technology into one room so you can experience the differences in real-time.

- **Hands-on Comparison:** Test every major scanner on the market side-by-side—including iTero, 3Shape, and Medit—to find the best fit for your hands and your workflow.
- **Technology ROI:** Learn the business side of digital adoption. We analyze the return on investment for each tool, focusing on how they reduce chair time and improve lab communication.
- **Workflow Integration:** Beyond just "the scan," we show you how to move data seamlessly from the chair to the DSD Planning Center and back to the patient.

THE EXPERIENCE

Join us in Modena, Italy, from May 7–10, 2026. This location was chosen for its history of precision engineering and innovation: the perfect backdrop for mastering digital accuracy.

- **The Ferrari Experience:** Between intensive clinical sessions, enjoy the legendary Ferrari Experience in Italy's iconic Automotive Valley.
- **A Unique Social Experience:** DSD education is as much about the social connection as it is the clinical content. Network with amazing, like-minded A-players from around the globe.
- **Team-Focused Learning:** Like all DSD courses, this is driven by the team. Bring your clinical and business-oriented staff to learn from each other at the highest level.

Designing Smiles

WITH
CHRISTIAN
COACHMAN
HANDS ON

LOCATION MADRID, SPAIN

DETAILS 2 DAYS, 32 CE CREDITS

PRICE \$4.000

FOCUS

Smile Design Theory, Facial Analysis, Hands-on Practice and Digital Records.

ABOUT

Master the fundamentals of 2D and 3D smile design. Learn to create facially-driven, harmonious smiles that connect with your patients' unique features.

Designing Smiles

WITH
CHRISTIAN
COACHMAN
HANDS ON



FACIAL HARMONY THEORY

The DSD Concept

DNA Education has been the heartbeat of DSD since its inception in 2009. This course returns to the roots of the DSD Concept, focusing on the first major pillar of our philosophy: interdisciplinary treatment planning. It is designed for those who want to deep dive into a comprehensive vision of dentistry.

Beyond the Teeth

Master the art of facial analysis to create smiles that are in total harmony with your patient's unique features. We teach you to stop looking at teeth in isolation and start designing with a facially-driven mindset. This ensures that every treatment plan is grounded in both esthetics and functional biology.

A Unique Social Experience

Designing Smiles is known for attracting amazing like-minded professionals. You will join a group of A-players who share a passion for comprehensive care and leadership. It is an educational experience that combines high-level theory with a world-class social atmosphere in Madrid.

2D TO 3D DESIGN WORKFLOW

We have evolved our initial concept into a comprehensive portfolio of digital protocols. This course teaches you the pragmatic workflow required to attract, close, and delight patients like never before.

- **The 2D Foundation:** Master the initial DSD concept by learning to use digital records to tell a compelling story.
- **The 3D Transition:** Learn how to translate 2D facial analysis into a 3D digital reality. This is the key to creating a predictable bridge between your vision and the final clinical result.
- **The 7-Step System:** Implement the 7-steps DSD System for Practice Growth to deliver predictable results every time.

Team-Driven Design This course is not just for the clinician. We encourage staff members and specialists to attend together. When the whole team understands the design language, you create a seamless workflow that removes the doctor as the bottleneck.

IMPLEMENTATION IN DAILY PRACTICE

The future belongs to digital dentistry and there is no way back. By mastering design theory, you build a brand differentiated through clinical and operational excellence. This is where great dentistry truly meets great business.

Predictable Daily Outcomes

- **The Avatar System:** Understand ideal patient documentation to ensure every design is delivered predictably.
- **Emotional Presentation:** Use your designs to create storytelling that moves patients to say "yes" without hesitation.
- **Referral Engines:** Turn one-time patients into lifelong referral engines by delivering "wow" moments at every touchpoint.

Your Custom Journey

There is no one size fits all sequence at DSD. You can customize the order of your education to fit your taste and practice needs. Whether you are a lead clinician or a staff member, this course provides the skills in leadership and technology necessary to take full advantage of the DSD portfolio.



LOCATION SEVILLE, SPAIN

DETAILS 3 DAYS, 22 CE CREDITS

PRICE \$ 7.500

FOCUS

Live Surgery, Guided Dentistry, and Execution.

ABOUT

See digital dentistry in action. Observe 20+ clinical procedures performed live on up to 10 patients by DSD expert clinicians at the state-of-the-art DSD Education Center.

DSD

CLINICAL





OVER-THE-SHOULDER PERSPECTIVE

Break the Execution Barrier

Many clinicians feel overwhelmed by the complexities of digital adoption or stuck in a state of learning paralysis. You may have the theory, but without seeing it applied in a live environment, your procedures can remain inefficient and unpredictable.

The Solution in Action

The DSD Clinical course reveals the connection between high-quality digital treatment plans and the real-world execution on live patients. This is an immersive opportunity to observe the procedures, comprehend the solutions, and start doing real guided dentistry.

A World-Class Environment

Join us at the DSD Education Center, one of the most advanced training facilities in the world. With a second-to-none audiovisual set up, you gain a big picture perspective on how to obtain achievable outcomes using an interdisciplinary approach.



20+ HIGH-QUALITY PROCEDURES

Observe our leading industry team perform over 20 high-quality planned and guided procedures across three days of intensive learning. This over-the-shoulder privilege gives you a profound look at the power of digital dentistry in real-time.

Procedures You Will Observe

- DSD Smile Donator and DSD Direct pressed and injected restorations.
- All-on-X prosthetic phases, PIC dental implant scanning, and final CAD/CAM prosthesis.
- Guided implant surgery, immediate abutment and crown, and the DSD Clic-Guide.
- DSD Double Crown Lengthening Guide and digital perio analysis.

Comprehensive Care From the DSD Ortho workflow to orthognathic planning and full mouth dentition rehabilitation, we cover the full spectrum of interdisciplinary care. You will see how technology impacts case acceptance, production, and predictability.



LEARNING PAYOFFS

The Result: Predictability

The goal of this experience is to overhaul inefficient workflows and give you the deeper digital knowledge needed to implement these solutions on Monday morning. You will learn to empower your dentist-lab communication by observing ideal workflows for a range of procedures.

A Global Community

Like all our programs, the Clinical course attracts amazing like-minded professionals who love growing together. You will be supported by our B D S D online platform and a faculty of distinguished speakers and clinical mentors.

Your Future in Focus

Having a digital mindset is key to taking full advantage of what DSD offers. There is no way back; the future belongs to technology and digital dentistry. This course ensures you are not just watching the industry change, but leading it from the frontline of clinical excellence.



CASE ACCEPTANCE MASTERY

ATTRACT & CONVERT ETHICALLY

INAUGURAL EDITION

LOCATION MIAMI

DETAILS 3 DAYS, 22 CE CREDITS

BONUS FEATURES

- **Guest speakers** Dr Miguel Stanley, Dr Andrea Agnini, Dr Alessandro Agnini, Dr David Alfi, Dr Katie To, Dr Karla Soto, Dr Maria Cardenas
 - Premium tickets option includes **VIP dinner** with course faculty
-

FOCUS

Marketing and Patient Attraction, Emotional Connection Mastery, 1st and 2nd Appointment Protocols, ROI and Success Stories, AI Implementation

DSD PRESENTERS

Christian Coachman, Dr Luken de Arbeloa, Brendon MacDonald, Jose Bermejo, JJ Gomez, Dr Lindi Rigo

CASE ACCEPTANCE MASTERY

ATTRACT & CONVERT ETHICALLY



THE PROBLEM

The Cycle of Discomfort

Most clinicians became dentists to heal lives, *not* to pitch treatment plans. This core conflict often creates a cycle of discomfort where you feel too 'salesy' when presenting fees, causing patients to walk away uncertain.

The Hidden Cost

When patients leave without confidence or urgency, practices typically lose between \$10,000 and \$30,000 monthly in rejected cases. This quietly drains your passion and keeps you stuck at a production plateau.

Break the Cycle

It is time to differentiate from your competitors by combining clinical excellence with operational mastery. Move from being the bottleneck in every decision to leading a team that executes your vision flawlessly.

THE CURRICULUM

This 3-day immersive experience is designed to take your practice to higher production by moving from mindset to implementation.

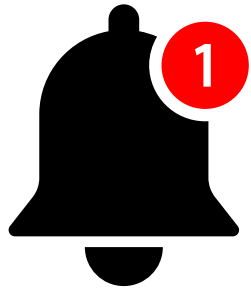
- **Day 1: The Mindset Shift** Rewire your thinking from ‘chairside provider’ to ‘system master’. Learn to use cloud communication platforms to present treatment plans like a storyteller.
- **Day 2: The Human Connection** Tap into the psychological frameworks that help patients say "yes" without feeling pressured. Master the Emotional Dentistry framework to connect with patient archetypes instantly.
- **Day 3: Team-Driven Systems** Implement high-performing blueprints that generate referrals automatically. Learn to integrate AI and automation that scales trust-building without adding to your workload.

THE RESULT

Industry-Leading Outcomes The DSD Case Acceptance system is supported by over 10,000 practice transformations across 6 continents.

- 80-90% Acceptance Rates: Participants achieve record-high conversion rates using a proven system adopted by the entire practice team.
- 10-30X ROI: The average participant can increase annual production by \$120,000–\$360,000 within the first 12 months.
- 5-6X Growth: Expect to move from one high-ticket case per month to five or six by utilizing our Emotional Dentistry framework.

A Global Movement Join a network of elite clinicians in 43 countries who have seen an average of 23% improvement in case acceptance. This is where great dentistry finally meets great business.



Ready to elevate?

Schedule a one-on-one call with a DSD Advisor to design your professional roadmap for the year.

During this session, we will:

- Discuss your specific practice goals and clinical challenges.
- Analyze which course topics best align with your current vision for comprehensive care.
- Review team-based attendance options to ensure your staff grows alongside you.
- Answer all questions regarding travel logistics, 2026 pricing, and CE certification partners.

Schedule your call



DSD

Digital Smile Design

