



RUSSO SEMINARS

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Andrew E. Russo, D.D.S.
REHABILITADOR ORAL / BRANDING & MARKETING ODONTOLÓGICO DIGITAL

CLINICAL PHOTOGRAPHY

APRIL 28 / 29 • 2 FULL DAY COURSE • SARASOTA, FL



Andrés E. Juncu, D.D.S.

Dentist and Prosthodontist, with more than 15 years of work experience in the public and private sector, leading groups and advising companies and institutions in marketing through the generation and communication of value content in the dentistry field on different platforms and media.

Dental Degree. La Frontera University. Temuco, Chile.
Aesthetic and Adhesive Dentistry Diploma. Austral University. Valdivia, Chile.
Prosthodontics Specialist. Desarrollo University. Concepción, Chile.
Administration in Public Health Institutions Diploma. La Frontera University. Temuco, Chile.
Marketing and Digital Marketing Diploma. Adolfo Ibañez University. Santiago, Chile.
Presidente Chilean Prosthodontics Society (SPROCh) Temuco. 2014 - 2018
Board Chilean Prosthodontics Society (SPROCh) Temuco 2018 -
Key Opinion Leader 3M Oral Care.
Certified Trainer Style Italiano.
Education Committee Member. International College of Prosthodontists.
Staff Professor UDD Prosthodontics Post Graduated Program.
Guest Professor Medical University of South Carolina, US.
General Editor BioHorizons Global Magazine.
Dental Marketing Advisor.
International Speaker



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THEORY

TYPES OF LIGHTING
BASIC LIGHTING FROM 2 SOURCES.
POSES AND LIGHTING FOR THE
DIFFERENT FACIAL TYPES.
TYPES OF LENSES AND CAMERAS.
FLASH TYPES.
TYPES OF BODIES AND LENSES FOR MACRO
PHOTOGRAPHY.
SEPARATORS, CONTRASTING
AND MIRRORS FOR INTRAORAL PROTOCOL.
MAGNIFICATION TECHNIQUE.
EDITION IN PHOTOGRAPHY.
FUNDAMENTALS OF MARKETING.
DIGITAL MARKETING AND SOCIAL MEDIA.
BRAND AND PERSONAL BRANDING.
BRANDING DEVELOPMENT.

PRACTICAL CLASS

EXECUTING FROM EXTRA TO INTRA ORAL
PHOTOGRAPHY: HANDS ON
HOW TO WORK THE LIGHT TOGETHER
WITH THE SUBJECT.
USING LIGHT TO OUR ADVANTAGE.
TIPS TO IMPROVE POSTURE AND POSE
IN FRONT OF THE CAMERA.
COMPOSITION IN DENTISTRY.
PROTOCOLS FOR AESTHETIC DENTISTRY.
TIPS FOR PRESENTATIONS AND CASES.
LABORATORY OR PRODUCTS PHOTOGRAPHY.
TIPS TO IMPROVE LIGHTING AND POSITION
WITH PATIENTS.
EDITING TOOLS IN PHOTOGRAPHY: HANDS ON.
EDITING VIDEOS TOOLS: HANDS ON.
FROM VIDEO TO REEL: HANDS ON.

PRESENTIAL REQUIREMENTS

CLINICAL CLOTHES

PHOTOGRAPHY EQUIPMENT

(JUST IF IT IS AVAILABLE)

EDITING EQUIPMENT

(IPAD OR IPHONE)

registration

	EARLY BIRD (MARCH 1st)	REGULAR
DENTIST	1200 USD	1500 USD
D. ASSISTANT	700 USD	950 USD

* COFFEE BREAK AND LUNCH INCLUDED

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SEMINARS

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CREDITS



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