The Best Seminar Ever

The place for dentists and their teams to be on Nov. 12-14 will definitely be Las Vegas. However, they’re not necessarily going for the gambling or the shopping. The fact that Vegas boasts more restaurants and entertainment per capita than anywhere else in the world does not particularly exhilarate them.


But the real reason dental offices will be heading to Vegas in November is to be a part of The Madow Group’s famous dental event known as “The Best Seminar Ever,” or TBSE 2009 for short.

In case you are not familiar with TBSE, it has been going on for 15 years and used to be called “The Richards Report Super Fall Seminar.” After years of attendees calling it “The Best Seminar Ever,” the producers, Drs. David and Richard Madow, co-founders of The Madow Group, decided to simply change the name to reflect that feeling.

The event consists of three days of fun and learning with some of the biggest names in dental continuing education, and many other world-class presenters you will not find anywhere else in dentistry.

Back in 1995, the Madows came up with an idea and formula to put on a multi-day dental seminar that would be different from all of the ordinary ones out there. The first one sold out within days of the event’s announcement, and the event has been packing the house every year since.

In 2009, for their 15-year anniversary, Rich and Dave have promised Dental Tribune that they intend to crank it up a few notches and give dental offices something they have never before experienced in their lives.

“Rich and I are proud of the fact that we produce the very best dental show in the world,” says Dave Madow. “We have been studying the art of dental seminar production for many years. TBSE is somewhat like the real-time Facebook of dental seminars — there is a lot of product out there, but the people know — and always come back to — the one that is the best.”

Rich and Dave have figured out how to make a dental seminar feel more like a rock concert. Many offices dress up in crazy costumes and clothes. They get in line early to assure front row seats. They stand, they cheer, they laugh and they cry. When it’s all over, they leave with the best success, team building and motivational ideas that they can put into use in their practices as well as their lives.

The Madows always work with a production team that promises a sound and vision experience unheard of at other dental seminars, let alone many concert or theatrical productions. “We will be bringing in all of our staging, lighting, audio and video equipment, as well as our own stage crew,” says Jason Reppenhagen of LV Productions.

“We will have the best lineup of speakers we have ever had at TBSE. And we will have an expanded exhibit hall and learning area where doctors will be able to discover brand new products and other cool things that can help them practice better.”

“Our goal is to have dentists and their teams feel that this was the most incredible event they have ever attended. Better than any rock concert or Broadway show,” says Rich Madow. “We will have the best lineup of speakers we have ever had at TBSE. And we will have an expanded exhibit hall and learning area where doctors will be able to discover brand new products and other cool things that can help them practice better.”

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“We will take several 18-wheelers to get everything there and the result makes TBSE unlike any other production I have worked — the Madows are a lot of fun!”

“TBSE 2009 will be held at the Las Vegas Hilton from Nov. 12-14, and at this point there are almost no rooms left in our room block, so people should call us, quick!” says Dave.

“Every year we do more things to make TBSE the most talked about event in the history of dental seminars,” says Rich.

“Our regular attendees know we have always put our hearts and souls into it. The only thing they don’t know is that they haven’t seen anything yet! Just wait.”

For questions or comments, Drs. David and Richard Madow can be reached at (888) 88-MADOW or direct at (410) 526-4780.

For details on attending or exhibiting, please contact the Washington State Dental Association at 800-448-3368 or visit www.wsda.org.