Sirona Dental will kick off its SIROWORLD Celebration events tonight at the TimesCenter, located at 242 W 41st St. between 7th and 8th avenues, in the heart of the Times Square District.

Attendees will be treated to an evening of dental education, networking opportunities and food and drinks. They will also hear from special guest speaker Daymond John, an award-winning business executive and star of the ABC network’s show “Shark Tank.”

John will discuss his path to success and key concepts in becoming a connoisseur in one’s own practice. Attendees will gain in-depth insight into how personal brand affects all aspects of life, including personal branding and the branding of your dental practice, products and concepts.

Additionally, Dr. Mike DiTolla will present the latest technology advancements in dentistry, and Fred Joyal of 1-800-DENTIST will share how dentists can take their current social media strategy, tactics and implementation to the next level of customer engagement, profitability and ROI.

Tonight’s event is just the first of many SIROWORLD Celebration events, all scheduled in conjunction with major dental trade shows and leading up to the annual SIROWORLD Celebration event, which will take place Aug. 11 to 13 in Orlando.

“SIROWORLD is the event we always dreamed of creating for the dental community,” Sirona President Michael Augins said. “SIROWORLD is an all-encompassing, epic-scale educational experience that could not be contained to only celebrating in August; therefore, we are celebrating SIROWORLD throughout the year at various industry trade shows.”

• At the Chicago Dental Society meeting, Sirona is hosting a SIROWORLD Superheroes of Dentistry party on Friday, Feb. 26, at the House of Blues. Attendees are encouraged to dress in their best superhero costume.

• A special SIROWORLD event is also planned during the California Dental Association – South meeting, scheduled in May. More details, including location, special celebrity speaker, date and time, will be announced tonight.

SIROWORLD is a membership-based community in which like-minded visionaries gather to create the largest network of technology-driven dental professionals. Membership includes access to the annual SIROWORLD event, featuring three days of educational sessions, networking opportunities, entertainment and special celebrity appearances.

Additionally, SIROWORLD members may attend exclusive educational events at major U.S. trade shows, get optional VIP access/reserved seating and join special SIROWORLD trips (e.g., IDS visit or Sirona Bensheim).
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