Don’t miss a minute!

We’re already halfway through AACD 2018, but there’s so much going on, it’s hard to know where to look.

A good place to start this morning is with Mike Rayburn’s keynote presentation, “The What IF? Keynote Experience.” Rayburn, a two-time TED Talk presenter, an innovative entrepreneur and Hall of Fame speaker who uses world-class guitar and comedy to teach change and innovation to corporations worldwide, will teach you three simple tools for harnessing your unrealized potential and creating and leading change. The presentation starts at 8 a.m.

You’ll also want to make sure to stop by the silent auction to see everything that is up for bid. Final bids are due by 7 p.m. today, with pickup Saturday between 11 a.m. and 2 p.m.

Be a part of AACD’s new consumer awareness campaign

The @yourdreamsmile account will focus on educating and engaging consumers about cosmetic dentistry, increasing AACD brand awareness among consumers and driving consumer traffic to AACD’s Find-a-Dentist website. The account will feature fun smile and cosmetic dentistry-related content, which is where you come in.

The AACD invites members to create content for @yourdreamsmile, including video tips, patient smile stories and patient portrait photos. We urge you to follow @yourdreamsmile, use #AACDdentist in your practice posts and have your patients use #myAACDsmile in their posts.

If your practice isn’t already on Instagram, here are some statistics for you to consider: Six in 10 online adults have Instagram accounts, more than 80 percent of accounts on Instagram follow a business, and engagement rates on Instagram are 15 times higher than Facebook and 20 times higher than Twitter.

For more information about the opportunities to get involved and to gain exposure for your practice through the @yourdreamsmile account, visit the AACD Social Media Hub, located outside of the exhibit hall near registration.