

ISSN 2320 - 1134

FAMDENT

A visual guide to practical dentistry



FAMDENT

Vol. 23 Issue 2 Oct. - Dec. 2022

www.futuredent.in

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Famdent Publications



*India's Leading Publications
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Power Of Stories Comes To Life - An Event To Remember- The Branding Bootcamp.

Have you ever wondered why you can't watch a 30 sec commercial on you tube and are waiting to click on the "Skip Ad" button?

And yet you are the same person who can binge watch a Netflix series for hours on an entire weekend?

You may be a stern, straightforward, a no nonsense personality, but yet you find yourself moved to tears as you reach out for a tissue in a cinema hall watching the latest Aamir Khan Bollywood flick.

It's the power of Storytelling!

The two day branding boot camp made people speak stories from their heart, come out of their shyness, inhibitions and have fun collectively and enjoy every moment of their branding.

Branding bootcamp - one of its kind workshop that makes you aware of your brand value and helps you stand out from the crowd. We build your entire Branding Roadmap with you and get your photoshoot and social media content done with you

I was very excited when Dr. V. S. Mohan Sir and Dr. Anil Arora Sir agreed to grace the occasion as Chief Guests for the event.

Once again the power of Stories was experienced by the whole group when the duo shared snippets of their life stories.

Dr. V. S. Mohan's Story truly inspired us as he spoke about the meaning of each letter in the word LIFE and snippets about his inspirational journey.

When **Dr. Anil Arora** shared the "Famdent Story" I got goosebumps.

Famdent of 2008, World Trade Centre got back memories in my own journey when I first sold posters and that was in a way the start of my journey into something more than Dentistry.

The Famdent Magazine started in the year 2000 and since then has been one of the most prestigious publications in Dentistry.

From his journey of distributing several copies of the journal at the Common Wealth Dental Exhibition, New Delhi way back in 2000 it was heart-warming to listen to the story from Dr. Anil Arora Sir himself.

What moved us was the incident when a temporary hangar constructed at the World Trade Exhibition Centre was engulfed by flames of fire just hours before the Famdent Show, and how this was tackled to salvage the exhibition.

And guess what? The time I am writing this Article, I realise I was there too at the Bombay Dental Stall selling posters behind a small table back then, completely naive, having no idea about this either!

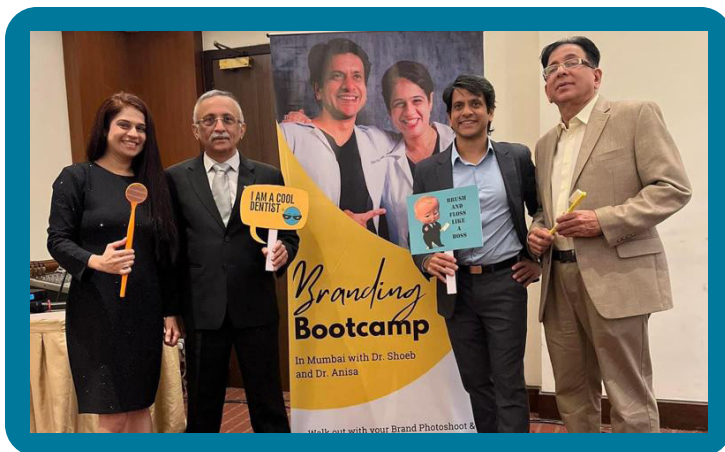
That moment I got goosebumps when I heard his words, **"Your true leadership and character is revealed during moments of crisis and adversity"**

The magic of Stories in creating connection, bonding and trust was very evident in these 2 days.

My learning as a Marketer and human after 2 intense days of Bootcamp.

Heartfelt gratitude to everyone who has been a part of my wonderful journey and made the **2 Day Branding Bootcamp** a grand success.

References – The Story Skills Workshop, Seth Godin.



Dr. Anisa, Dr. V. S. Mohan, Dr. Shoeb Shaikh & Dr. Anil Arora



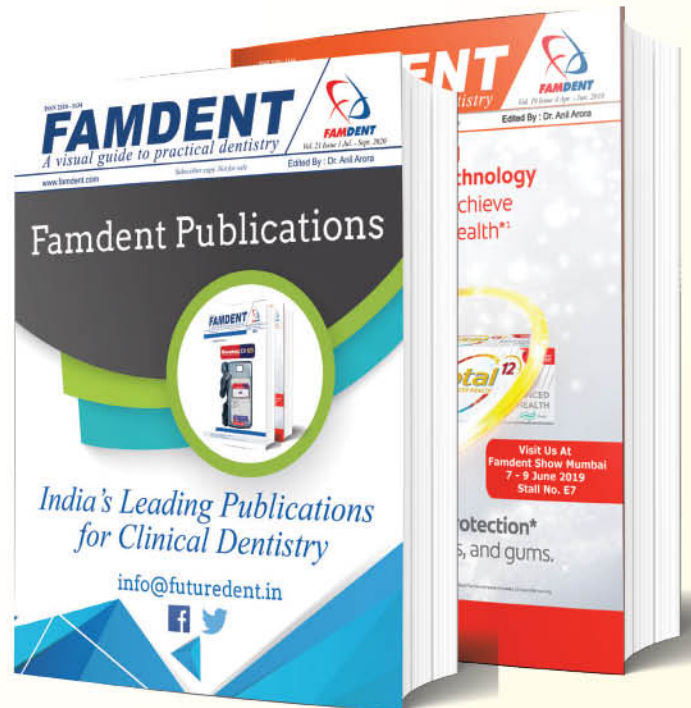
.....With Maala Malik, M&M Dental Associates.

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