THE BDA 2015 CONFERENCE APP - NOW AVAILABLE

BRITISH DENTAL
CONFERENCE &
EXHIBITION 2015

This year make the most of your time at the British Dental Conference and Exhibition 2015 with the new event app. The app is suitable for both Apple and Android

devices and is available to download now via the Apple App Store or Google Play, search for 'BDA Conference 2015'.

Get around with interactive maps helping you navigate the venue to find exhibitors, suppliers and session venues.

The entire conference programme covering all clinical sessions as well as speaker biographies can be viewed on the app. DCPs and members of the team can also view the programme for the Training Essentials and Demonstration theatres, which covers CORE CPD, and business and personal development topics. Don't miss out on sessions from conscious sedation to clinical photography and medical emergencies. Delegates can select sessions they would like to attend and build their own personalised event diary.

Interested in making a purchase at the event? Then make sure you check out all the exclusive show offers, promotions and competitions in the app under the Exhibition tab. You can also add your voice to the event by accessing Twitter and Facebook directly through the app to interact and share views with delegates, speakers and exhibitors. Use the hashtag #BDA2015 and join the story.

For more information visit www.bda.org/conference.

Interview technique

Searching for how to perfect your interview technique? **Robert Clabby**, managing director of Crowns Recruitment (www.crowns-psd.co.uk) has some top tips

If you do a quick search online for tips for interviews around 480,000,000 results will appear in 0.39 secs. These results will contain pages and pages of tag lines and headed paragraphs discussing the importance of firm hand shakes, preparation, clean shoes, informed questions and building a rapport with

and set time scales.

With this in mind, the job interview should sit somewhere on the path to this bigger goal. As the interview is now part of something larger, it's going to allow you to focus on it with greater clarity and objectivity. You'll know about the

'MY ADVICE IS TO

MAKE SURE YOU HAVE A LONG-TERM

FUTURE GOAL. THIS SHOULD BE BASED ON

YOUR HOPES AND AMBITIONS.'

the interviewer. This is all excellent advice.

However, remember that the working world is very different to what it was five years ago, 10 years ago and almost unrecognisable from 20 years ago. Even so, interviews seem to have stayed very similar in format. Namely they consist of an adversarial approach with two parties sitting opposite one another participating in word-to-word combat. And let's be honest, neither party fully knows what the other party has to offer and are just hoping for a positive outcome.

My advice for interview success is to make sure you have a long-term future goal. This should be based on your hopes and ambitions. So, think big. Now, how do you achieve your goals? List the things you need to do, how to do them

company, the role and the activities undertaken by the business, even the application will have been a breeze, all because it fits with your goals.

The interview will be less adversarial and more an opportunity to showcase your knowledge. Your enthusiasm will be evident. Should you be asked the question, 'What will you bring to the role?', it'll be a simple answer as you'll be confident in explaining your skills, how they fit with the company and also what you want to learn from the role.

So, for career success, don't focus on the smaller components that go into the interview process, think big and ensure this role fits with your long-term goals. Then, you won't be forced to search for interview technique, you'll be focused on what really matters, your next job!