

Dentistry

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Dental web expert slays TV 'Dragon'

TV entrepreneur James Caan, of *Dragons' Den* fame, has handed the contract for revamping his website to dental digital marketing experts at Digimax.

James, one of the stars of the famous BBC show, was so impressed with Digimax Dental's creative director Shaz Memon that he sealed a deal which not only includes a redesign of www.james-caan.com, but also the reviewing, branding and management of the site.

Shaz, 27, is one of the UK's rising marketing stars and was listed as one of the Young Directors of 2009 in the *Who's Who of Britain's Business Elite* series.

He described the account win as 'a fantastic opportunity to work with one of Britain's best entrepreneurs'.

Pitching the website facelift to a 'Dragon' was a natural move for Shaz. Spurred by artistic passion and respect for James, he stepped forward when a chance encounter offered the opportunity.

Giving the TV entrepreneur honest feedback on his existing website – and pitching changes that would better reflect his

expansive business realm – Shaz put his experience and talent on the line – and won.

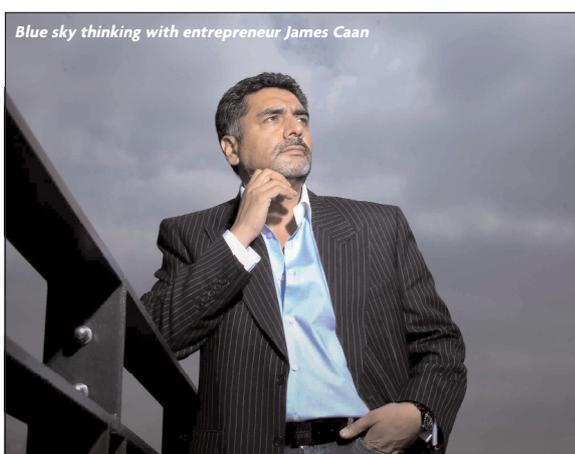
He said: 'James-caan.com not only needs to reflect the plethora of business activities that James is involved in, but has to mirror his public persona of being a slick, smooth, stylish and classy businessman.'

'It needs to deliver on a number of fronts and serve multi-purposes without confusing the user while promoting the James Caan brand and those of the businesses he invests in.'

James added: 'I was impressed that the designs Digimax presented really encapsulated my brand. Working efficiently with my team, Shaz followed direction well and implemented any changes I wished to incorporate. The new design lifted my existing site into a more professional, streamlined website.'

Digimax Dental will be flashing the flair that snared a 'Dragon' on stand R03 at Dental Showcase.

The company, set up in 2003, has delivered award-winning marketing campaigns and was a finalist for a CIM (Chartered



Blue sky thinking with entrepreneur James Caan

Institute of Marketing) Award in the Healthcare category for an on and offline campaign for Sparkle Dental Boutique in west London.

Digimax Dental offers clients a full-range of image and brand enhancement services.

Shaz said: 'We specialise in dental marketing – establishing branding of a practice through every avenue of public interaction – designing a website, getting it ranked high on Google, creating

blogs for fresh content, designing and printing interior graphics, leaflets, stationery, appointment cards, and exhibition stands.

'We produce copywriting and offer dental practice photography in-house as well.'

Digimax Dental recently launched their second design studio in Marylebone, London.

Meet the team at ExCel or visit www.digimaxdental.co.uk for further information.

Take advantage of subscriptions and seminars offers

Delegates attending this year's BDTA Dental Showcase are welcome to join the team at the FMC and Independent Seminars exhibition stand G09 and save money in the process.

The best deals and special offers have been saved especially for this event, so visit stand G09 to see how you can benefit from the very best discounts for the industry's leading dental journals and

seminars. The special offers include:

- 30% off subscription journals (see page 8 for further details)
- £100 off all seminars
- 50% off DVDs.

Visit stand G09 to take advantage of these fantastic bargains – and remember these offers are exclusive to Dental Showcase visitors only and will end after the event, so make sure you don't miss out.



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