



Annual Meeting
July 26-29, 2025
Boston, Massachusetts

The ACDE Annual Meeting is a dynamic platform that fosters knowledge exchange, collaboration, networking, and collective problem-solving within continuing dental education. It allows members to discuss emerging trends, best practices, innovative approaches, and practical solutions to common challenges. Through interactive exchanges, attendees pose questions, share expertise, and offer actionable recommendations based on their experiences.

A long-standing highlight of the ACDE Annual Meeting is the generation of ideas through meaningful discussions and the opportunity to learn from one another. Given the rapidly evolving landscape of the CE industry, these conversations are more critical than ever. Our membership brings a wealth of knowledge and experience, making the Open Forums an invaluable component of the meeting.

Building on this foundation of collaboration and learning, the **2025 Annual Meeting** combines GenAI tools, and strategic marketing insights with essential regulatory updates, equipping attendees with the tools to thrive in an evolving landscape.

Saturday, we'll explore opportunities to integrate GenAI tools, like ChatGPT, into your work to enhance efficiency and productivity, focusing on their application for data analysis and visualization. This interactive workshop, led by Dr. Sinky Zheng, will introduce you to the fundamentals of GenAI, along with its strengths and limitations.

Sunday, join Minal Sampat—a bestselling author, marketing strategist, social media coach, and dental hygienist—for a dynamic workshop-style course that combines creativity, strategy, and expertise. Discover how to design marketing campaigns that engage audiences and stand out in today's busy digital landscape by leveraging AI for content creation and developing impactful social media strategies, targeted ads, and cohesive branding. Learn practical techniques with tools like Canva, create captivating reels, and craft customized marketing plans that resonate with multigenerational audiences.

Monday, prepare for the future of continuing education with a comprehensive exploration of the newly revised ADA CERP Recognition Standards and Procedures, effective June 1, 2026. In this interactive half-day session, CCEPR staff will guide you through the key changes, compare them to the current requirements, and highlight essential updates. Participants will assess their existing practices and develop strategic approaches to ensure seamless compliance with the new standards.

Attendees should be prepared to bring their laptops for hands-on learning and interactive activities. This is an experience you can't afford to miss!



Annual Meeting ♦ July 26-29, 2025 ♦ Boston, Massachusetts

Attendees should be prepared to bring their laptops for hands-on learning and interactive activities

Saturday, July 26, 2025 – Nantucket, 3rd floor

12:45 – 1:00 PM	Registration
1:00 – 1:30 PM	Welcome and ACDE Introductions – Kimberly LaRocca
1:45 – 3:15 PM	Leveraging AI for Data Analysis and Visualization – Meixun Sinky Zheng (Zoom)
3:15 – 3:30 PM	Break
3:30 – 5:00 PM	Open Forum – Ann Marie Karaki
5:30 PM	ACDE Twilight Gathering

Sunday, July 27, 2025 – Nantucket, 3rd floor

7:30 AM	Check-in and Breakfast – Nantucket Foyer 7:30 AM – 8:30 AM
8:30 AM	Welcome, Introduction and Announcements – Kimberly LaRocca
8:45 – 10:15 AM	The Marketing Game Plan: A Creative Workshop – Minal Sampat
10:15 – 10:30 AM	AM Break
10:30 AM – 12:00 PM	(continued)
12:00 – 1:00 PM	Lunch
1:00 – 3:00 PM	(continued)
3:00 – 3:15 PM	PM Break
3:15 – 5:00 PM	(continued)
5:30 – 7:30 PM	ACDE Hosted Reception

Monday, July 28, 2025 – Nantucket, 3rd floor

7:30 AM	Check-in and Breakfast: Nantucket Foyer 7:30 AM – 8:30 AM
8:30 AM	Introduction and Announcements – Kimberly LaRocca
8:45 – 10:00 AM	ADA CERP – CCEPR Staff
10:00 AM – 10:15 PM	Break
10:15 AM – 12:00 PM	(continued)



Annual Meeting ♦ July 26-29, 2025 ♦ Boston, Massachusetts

Tuesday, July 29, 2025 – Nantucket, 3rd floor

7:30 AM	Check-in and Breakfast: Nantucket Foyer 7:30 AM – 8:30 AM
8:30 – 9:00 AM	ACDE Webinar Series – Janice Gibbs, Deedra Donley, Meagan Castro Travel Program – Karin Mishler (2025), Carol Trecek (2026)
9:00 – 10:00 AM	Open Forum: Annual Survey Results – Ann Marie Karaki
10:00 – 11:00 AM	Business Meeting Officer reports, election of officers, new business, 2026 meeting information

Saturday, July 26, 2025

Leveraging Generative AI for Data Analysis and Visualization – Meixun Sinky Zheng, MA, PhD, MADS (c)

Generative AI (GenAI) tools such as ChatGPT, Gemini, and Co-pilot are becoming increasingly prevalent in higher education. As this technology continues to influence every aspect of our professional lives, developing AI literacy has become an essential competency for higher education professionals - and dental education is no exception. This interactive workshop will introduce you to the fundamentals of GenAI, explaining how it works while highlighting its strengths and limitations. Through step-by-step tutorials, we'll explore opportunities to integrate GenAI tools, like ChatGPT, into your work to improve efficiency and productivity, with a focus on using these tools for data analysis and visualization. We'll also discuss the ethical considerations that arise when using GenAI for data-related projects. You'll have the opportunity to practice data visualization techniques using a GenAI tool.

Learning Objectives:

- Assess the capabilities and limitations of generative AI.
- Integrate generative AI tools, such as ChatGPT, to enhance your work as a dental education professional, with an emphasis on data analysis and visualization.
- Recognize the ethical considerations when using generative AI tools for data-related projects.

Dr. Sinky Zheng is the Director of Educational Innovation and Assessment at the Arthur A. Dugoni School of Dentistry, where she leads initiatives in learning innovation, educational design, assessment, and faculty development programs while mentoring faculty and students in academic research. She holds a professorship in Learning Sciences in the Department of Diagnostic Sciences. With 15 years of experience teaching in-person and online courses in educational methodologies, Dr. Zheng conducts research in digital learning, educational data science, and faculty teaching development, contributing to nearly 30 publications and 45 national presentations. She earned a BA and MA in Education from East China Normal University and a PhD in Education from North Carolina State University. Currently, she is pursuing a master's degree in data science at the University of Michigan, which she is expected to complete in August 2025.



Annual Meeting ♦ July 26-29, 2025 ♦ Boston, Massachusetts

Sunday, July 27, 2025

The Marketing Game Plan: A Creative Workshop - Minal Sampat, RDH, BA

Bring creativity and strategy together in this interactive workshop-style course! Learn how to craft marketing campaigns that captivate your audience and stand out in today's noisy digital world. From storytelling that creates emotional connections to leveraging AI for marketing creation, this course will equip you with innovative tools and strategies to design impactful social media content, targeted ads, and cohesive branding. Explore practical techniques for mastering Canva, creating engaging reels, and building customized marketing plans that resonate with multigenerational audiences. Walk away with a game plan tailored to your goals and tools to keep your marketing efforts fresh, relevant, and unforgettable.

Learning Objectives:

- Leverage social media platforms to craft engaging posts, stories, and reels that connect.
- Create and execute targeted ad campaigns to maximize reach and audience conversion.
- Learn how to use AI tools to streamline content creation, including blogs, videos, and captions.
- Design visually impactful marketing materials using Canva for cohesive branding.
- Harness storytelling techniques to create videos that inspire loyalty and action.
- Explore strategies for creating marketing plans that resonate with diverse audiences.
- Identify ways to build marketing strategies tailored to your audience and goals.

Minal Sampat is a best-selling author, Marketing Strategist, Social Media Coach, and Dental Hygienist. She was born in India, grew up in the U.S. Virgin Islands, went to college in NJ, lived in WA state wine country and now lives in Indianapolis with her husband and an extensive shoe collection! She launched her first company by breaking a Guinness World Record and since then has helped 100s in the dental industry streamline marketing while reducing marketing expenses. She is also the founder of Marketologist™ - an online marketing and training course, and CE on the Beach™ - she holds Dental CE events on tropical islands. She is also the co-founder of the Pediatric Dental Marketing Course & Pediatric Dental Growth Summit! Minal's marketing strategies have been featured in industry press AND on Forbes.com...not once, not twice...but 7 times in the last 4 years.



Annual Meeting ♦ July 26-29, 2025 ♦ Boston, Massachusetts

Monday, July 28, 2025

ADA CERP – CCEPR Staff

The ADA Commission for Continuing Education Provider Recognition (CCEPR) has adopted a comprehensive revision of the ADA CERP Recognition Standards, effective June 1, 2026. The revised Standards emphasize aspects of educational planning, design, and assessment that promote change in professionals' performance and practice.

This half-day session will help you prepare to transition to the new CERP Standards. CCEPR staff will review the new Standards, comparing them with current requirements and highlighting new requirements. Participants will be invited to evaluate their current practices and to consider strategies for demonstrating their program's compliance with the revised ADA CERP Standards by June 1, 2026.

Learning Objectives:

- Describe the framework of the ADA CERP Recognition Standards 2026
- Identify similarities and differences between the current and revised CERP Standards
- Develop strategies for applying the revised CERP Standards