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**International Vision Expo Introduces Over 20 Hours of Business-Building Courses Ready
ECPs for Economic Recovery and Prosperity**

Norwalk, CT (January 21, 2010) – International Vision Expo East, held March 19-21, 2010 at the Jacob K. Javits Center in New York City announces an expanded focus on business-oriented continuing education. Over 20 hours of continuing education, including the popular Visionomics® program, offer courses that will develop and build strong, savvy and successful eye care practices and related organizations.

“This year we’ve expanded our popular Visionomics® program to address the challenges practices have faced during the recession,” said Tom Loughran, vice president for Reed Exhibitions. “Anyone seeking insight into how the economic recovery and pending health care reform will affect their practice should take advantage of new business-focused CE.”

Business-oriented ABO and/or COPE approved courses include:

- A Comprehensive Look at Pricing Strategies/Fee Structures (ABO); Course #2111
- How to Implement Disney® Management Into Your Practice (COPE,ABO); Course #1311
- Sales Benchmarks and Strategies for Premiere Dispensers Workshop (ABO); Course #4310
- 99 Marketing Techniques for Your Practice (COPE/ABO); Course #2211
- E-prescribing and Incorporating EMR Into Your Practice (COPE/ABO); Course #3111
- Retaining Valuable Employees (COPE, ABO); Course #3211

In addition, several business-oriented continuing education programs are offered this year, including:

Visionomics® - Visionomics® provides 20+ hours of business-relevant education for the optical profession in a down economy. Themed “Post Traumatic Growth,” the 2010 Visionomics® program helps attendees assess their businesses, establish benchmarks and increase efficiencies.

Optical Boot Camp – Exclusive to International Vision Expo, Optical Boot Camp is a series of three, six-hour immersion programs that quickly and expertly train new dispensers. Attendees

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can choose from Optical Boot Camp Level 1: New Dispensers, Optical Boot Camp Level 2: Top Gun Level 2 and Contact Lens Dispensing. Attendees can also take advantage of Optical Boot Camp workshops, which focus on one topic and are between one and two hours long.

The Great Debate: Is it Time to Sell Eyewear on the Internet? (Course #2208) – Held Friday, March 19, 2010, from 9:45 – 11:45 a.m., this course will be moderated by Edward DeGennaro, Med, ABOM, and will feature panelists Dhavid Cooper, Steve Kodey and Lisa Wilson, who will take questions about Internet eyewear sales and discuss opinions on both sides of this emerging topic.

Visionomics® - Become the CEO of Your Practice: Manage People, Process and Expenses (Course #30MS) – This free keynote address, held Friday, March 19, 2010, from 5:00 – 6:00 p.m. and delivered by Neil Gailmard, O.D., explores how to better analyze the eye care practice as a business.

eTechnology in Conference: The International Vision Expo Visionomics® program now includes new courses dedicated to understanding and utilizing new technology in the practice. Courses include:

- Using Electronic Eyewear Selection & Information Systems for Practice Enhancement (ABO); Course #1204
- Social Networking 101 – What the Tweet is Facebook (ABO); Course #2202
- Technology Within a Technology-Oriented Office (COPE); Course #2314
- Are Your Patients More Up-to-Date Than You? (ABO) ; Course #3104
- e-Tools for Managing Frame Inventory (ABO); Course #3304
- Podcasting Primer (COPE); Course #4208
- Growing Your Practice Using Social Media Sites Like Facebook (ABO); Course #4214

“Attending International Vision Expo is one of the smartest decisions practices can make,” said Kirk Smick, OD, FAAO, chairman of the International Vision Expo Conference Advisory Board. “This year we have expanded our continuing education program to offer expert learning on management, social networking and general business tools to ensure that practices are equipped to succeed in these challenging economic times.”

For more information on International Vision Expo East and to register, please visit www.visionexpoeast.com.

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International Vision Expos, the worldwide conference and exhibition for eye care and eyewear, are trade-only events which draw more than 30,000 eye care professionals each year. Co-owned by Reed Exhibitions and The Vision Council, International Vision Expo gives back to the entire ophthalmic community. Proceeds from International Vision Expo are used by The Vision Council to educate consumers about the importance of vision care and the options in eyewear and other related products. In 2009, The Vision Council reached millions of consumers with its messages through marketing materials, public relations outreach and strategic partnerships.