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2017

**Lens Processing & Technology
Division Meeting Summary**

January 29, 2016

The LPT Division discussed the new investment by The Vision Council in the Think About Your Eyes (TAYE) campaign and learned about the advertising plans for 2017 from Jon Torrey, Executive Director of the TAYE program. Greg Chavez explained the impact of this investment on the program budget for the division and highlighted some of the creative ways the divisions projects are being funded for 2017. This included prepurchasing advertising for the new LPT marketing initiative, using barter advertising space, and funding market research.

Ashley Mills, CEO of The Vision Council, covered some of the feedback received after Vision Expo West 2016 as well as new plans for Vision Expo East 2017. One of the new features from VEW will be carried over into VEE and that is the pop-up talks. Those were very successful and will continue. New for VEE is a Marketing Stadium. On Sunday Google will host 20 minute learning presentations all day where members can learn how to use Google's digital products to market their business.

Finally, Steve Kodey who heads the market research department at The Vision Council presented proposals for a new equipment and software purchase survey. This survey will collect purchase data from multiple channels and provide reporting to all members of the LPT division. The survey questions are being finalized and we expect to launch the program in Q1 2017.

Your feedback is greatly appreciated so please don't hesitate to reach out to me with any questions or comments you might have.

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