



THE VISION COUNCIL  
LENS PROCESSING & TECHNOLOGY DIVISION  
**DIVISION MEETING MINUTES & FOLLOW-UP**  
**EXECUTIVE SUMMIT & VEE 2018**  
FRIDAY, JANUARY 26TH, 2017 • 7 - 8:30 A.M.

Please note that there was no division meeting at Vision Expo East (See “Next Meeting” notes below).

## Executive Summit Minutes

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### LPT Marketing Campaign Update

Maureen Beddis, Vice President of Marketing and Communications for The Vision Council, updated the members on the status of the campaign. The campaign is designed to drive people to the LPT vendor website and some questions were brought up regarding the amount of traffic generated by each round of advertising. Those results are included below. Maureen’s presentation can be viewed here:

<https://www.thevisioncouncil.org/sites/default/files/LPTMarcommExecSummit18.pdf>

### Think About Your Eyes 2018 Campaign

The Vision Council is continuing to invest in the Think About Your Eyes campaign in 2018. Ron Sallerson from TAYE updated the members on the campaigns goals for this year. A copy of the presentation is available here:

[https://www.thevisioncouncil.org/sites/default/files/TAYE\\_TVC-ES-Division-Mtgs-LO-edits.pdf](https://www.thevisioncouncil.org/sites/default/files/TAYE_TVC-ES-Division-Mtgs-LO-edits.pdf)

### Equipment Tracker Study

Steve Kodey, who heads the market research department at The Vision Council, presented the 2017 year-end results of the LPT Equipment Tracker Study. Those detailed results can be found here:

[https://www.thevisioncouncil.org/sites/default/files/Q417-VEW-LPT-Meeting-Presentation\\_Draft2.pdf](https://www.thevisioncouncil.org/sites/default/files/Q417-VEW-LPT-Meeting-Presentation_Draft2.pdf)

### Emerging Optical Leaders

Kurt Gardner of FEA spoke to the members about the Emerging Optical Leaders Program. Members are encouraged to have their up and coming optical executives participate in this enriching program:

<https://www.thevisioncouncil.org/blog/and-coming-optical-industry-executives-gain-seat-table-vision-council-board>

### Vision Expo East Show Update

An update from the shows committee which has information regarding Vision Expo East is included in this document. See below.

### AR Council/Committee

During open discussion a proposal was made to examine the possibility of resurrecting the AR Committee (formerly the AR Council). During subsequent discussions it was decided to form a task force to determine if there was value in reforming the committee. The first call of the group was scheduled for 2/23/18. At that time it was determined a scope and list of objectives was needed. A follow-up is being planned in the coming week. Anyone interested in participating in the task force should contact Paul Wade ([pwade@thevisioncouncil.org](mailto:pwade@thevisioncouncil.org)).

## Lab Training

Another topic raised during open discussion was the possibility of putting together a training program for lab technicians to increase general ophthalmic knowledge within the industry. A joint working group is being formed with the Lab Division to evaluate potential plans of action to develop such a program. If you are interested in participating in this working group please contact Paul Wade ([pwade@thevisioncouncil.org](mailto:pwade@thevisioncouncil.org)).

## Next Meeting

We discussed the possibility of meeting at Vision Expo East. After evaluating logistics and potential topics it was decided that a meeting in New York wasn't feasible. Instead we will continue to generate momentum for the above initiatives in preparation for our regular meeting at Vision Expo West.

## VEE Updates

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### – Data Communications Standard Committee Meeting

The DCS committee met as usual during VEE. Several new records were discussed. The committee is working on the draft for version 3.12 of the standard. They expect to approve that version between now and Vision Expo West 2018. A draft will be circulated for review in the coming weeks.

### – Lens Product Description Standard Committee Meeting

The LPDS committee also met during VEE. In addition, the working group drafting the first draft of the data dictionary met. Work continues on the draft outline of data elements. Further working group meetings will be held between now and Vision Expo West 2018 to further flesh out details within the outline. The committee will review the groups process during their next meeting at VEW.

**EXHIBITS FOLLOW BELOW**



## Audience Overview ✓

SAVE EXPORT SHARE INTELLIGENCE

All Users  
100.00% Users

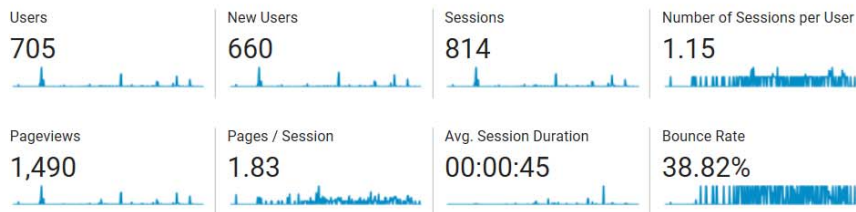
+ Add Segment

Jan 1, 2017 - Dec 31, 2017

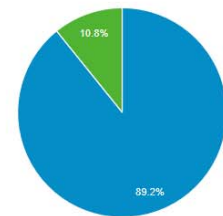
### Overview

Users vs. Select a metric

Hourly Day Week Month



New Visitor Returning Visitor



### Notable Traffic Spikes

- February 25<sup>th</sup> – Email Blast through VCPN
- July 26<sup>th</sup> – Email Blast through VCPN
- October 3<sup>rd</sup> – Email Blast through Jobson
- November 10<sup>th</sup> – Email Blast through VCPN
- December 5<sup>th</sup> – Email Blast through VCPN

Total Referral Traffic to the Site – 499 visits (70%)



## Lens Processing Technology Division Update

### About the Lenses + Processing Pavilion

- New Name (Formerly Lenses & Processing Technology Pavilion)
- New Key Locations on Level 1
  - o Innovation Stage featuring daily content and special events
  - o Innovation Café – retail environment for food and beverage purchases and seating in the exhibit hall
  - o Lenses + Processing Lounge featuring music and complimentary amenities
- New Entrances and Branding



### New Event Features



- Initiative to increase number of Opticians attending Vision Expo
  - o Partnership with ABO&NACLE to bring their meeting to Vision Expo.
  - o Value pricing for Education, hotel along with free food and social events
- To date results are exceeding expectations!
  - o Optician and CL Technician attendance is currently tracking up 19% over 2017
  - o Delivering 1,200+ new attendees to Vision Expo
- Why is this important to the show?
  - o Opticians are a key target audience for exhibitors as they are often the person guiding the consumer through the eyewear purchasing process.
  - o Gets exhibitor/member products and messages in front of this important audience of influencers



- Saturday, March 17 from 2:45 – 4:45 pm, Partner Pavilion Level 1 Hall 1E Room 1E16
- Partnership of *Review of Optometric Business*, Vision Expo and *Vision Monday*
- Estimate 300 registrants including over 100 ECPs including new executive level attendees, exhibitors, private equity management and representatives of buying groups, universities and consultants

### NEW to East Best Booth Contest

Most Creative Booth Design + Best Use of Technology in a Booth voting via app. Winner announced Sunday. Exhibitors who win earn \$1000 in free sponsorship credits to future show.

