



**FOR IMMEDIATE RELEASE**

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## **Show Organizers Announce Education Program Planned for Vision Expo West 2023**

*Education to Take Place September 27-30; Exhibit Hall Open September 28-30*

**Alexandria, VA – July 6, 2023** – Today, The Vision Council and RX, organizers of Vision Expo, announced the education program for Vision Expo West 2023, taking place September 27-30 at the Venetian Convention & Expo Center in Las Vegas.

The Show's VisionEd optometry and opticianry educational programs, including OptiCon®@Vision Expo, will open Wednesday, September 27. Exhibits will open Thursday, September 28.

To register for Vision Expo West, click [here](#).

“With accredited optometric, opticianry, and business education spanning subjects from disease diagnosis and management, to the latest in eyewear and contact lens fitting, patient engagement and marketing, we are proud to offer valuable and sought-after content at this year's Vision Expo West,” said **Fran Pennella, Vice President of Vision Expo at RX** and co-organizer of Vision Expo.

This year's education program will feature more than 320 hours of custom-designed clinical content organized by key subject areas, including common eye diseases, optical technology, allied health, contact lens, practice management and business solutions. Attendees will learn from experts in the industry as they unveil ground-breaking technology and speak to the latest trends in diagnosing and treating common eye diseases.

Specific topics include glaucoma, presbyopia, ocular surface and other anterior segment diseases including dry eye, imaging technology and surgical techniques, contact lenses, posterior segment/retina including macular degeneration, low vision, diabetic care, pharmacology, optometric/surgical procedures, myopia and practice management.

In addition to the latest clinical offerings, Vision Expo West will offer actionable, business-focused courses highlighting ways to strengthen leadership, culture and profitability with topics ranging from customer experience to human resources. Each course will provide attendees with practical solutions designed for immediate implementation.

**OptiCon®@Vision Expo** returns with an unparalleled education program and exhibit hall experience for opticians, contact lens practitioners, and ophthalmic allied professionals. The

OptiCon Hub will host pop-up talks, networking, social events and access to representatives and resources from ABO & NCLE, OAA, NFOS, CLSA and vendor partners.

“We are thrilled to bring OptiCon®@Vision Expo back to the Venetian Expo for another year of education and networking,” said **Phernell Walker, MBA, ABOM, LDO – Pure Optics, LLC and OptiCon Advisory Board Co-Chair**. “This is a phenomenal opportunity to unlock a world of knowledge and growth in six key areas of education, including optical technology, allied health, contact lens, practice management and business solutions, and ABO and NCLE basic, advanced and practical exam review courses.”

On Wednesday, September 27, Vision Expo West will host the **Battle at the Sands**, a competition during which panelists will compete against each other by presenting interesting cases highlighting imaging technology. The audience decides who wins each match via attendee interactive polling technology. The competition is fierce and the stakes are high as the loser goes home and the winner advances until the final showdown.

Vision Expo West will also offer the **Global Contact Lens Forum**, which provides attendees with practical, timely tips in both clinical and business processes to help take their specialty contact lens practice to the next level. A panel of respected, highly successful contact lens practitioners will provide personal insights gleaned from their road map to success, followed by the business of contact lenses. Finally, learn about myopia control, including the good, the bad and the ugly.

“The wide range of educational programming offered at Vision Expo West allows attendees to pursue continuing education best suited to their unique needs and preferences within the vision and eyecare industry,” said **Mitch Barkley, Vice President of Trade Shows and Events at The Vision Council**. “By pairing education with robust exhibit hall experiences, attendees are able to network, learn from each other, and exchange new ideas – taking what they’ve learned in their courses directly to the show floor.”

To download the Vision Expo West 2023 education brochures, click [here](#).

For more information on Vision Expo, visit [visionexpo.com](http://visionexpo.com) and follow Vision Expo’s social media channels, [Facebook](#), [Twitter](#), [Instagram](#) and [LinkedIn](#).

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### **About Vision Expo**

Vision Expo East and West are trade-only conferences and exhibitions for eyecare and eyewear presented by co-owners RX and The Vision Council. Vision Expo is the complete event for ophthalmic professionals, where eyecare meets eyewear, and education, fashion and innovation mingle. In the Vision Expo Exhibit Hall, eyecare providers can discover trends, interact with new technologies and access innovative products and services. The Vision Expo education program is driven by the profession, offering content of the highest quality and relevance to enhance overall patient care. For more information on Vision Expo, visit [visionexpo.com](http://visionexpo.com) and follow Vision Expo’s social media channels, [Facebook](#), [Twitter](#), [Instagram](#) and [LinkedIn](#).

### **About The Vision Council**

The Vision Council brings the power of sight to all through education, government relations, research and technical standards. A leading advocate for the optical industry, the association

positions its members to deliver the eyewear and eyecare people need to look and feel their best. Vital to health, independence and safety, better vision leads to better lives. Learn more at [thevisioncouncil.org](http://thevisioncouncil.org).

### **About RX**

RX is in the business of building businesses for individuals, communities and organisations. We elevate the power of face-to-face events by combining data and digital products to help customers learn about markets, source products and complete transactions at over 400 events in 22 countries across 43 industry sectors. RX is passionate about making a positive impact on society and is fully committed to creating an inclusive work environment for all our people. RX is part of RELX, a global provider of information-based analytics and decision tools for professionals and business customers. [www.rxglobal.com](http://www.rxglobal.com)