

NEXT PRACTICES

Best practices are so yesterday!



CONFERENCE PROGRAM
NATIONAL TRAINING EVENT

CALGARY MAY 13 - 15, 2016

Overall Education Supporter

Johnson & Johnson

VISION CARE COMPANIES



WELCOME

FRIDAY

On behalf of the entire Eye Recommend Team
we would like to welcome you to the
2016 National Training Event
in beautiful downtown Calgary.

Tradeshow

6:00 - 9:00 pm

Imperial 1 - 4

Visit supplier booths to find out what's new and
enter to win! So many prizes!

Welcome Reception

8:00 - 11:00 pm

Imperial Ballroom 5 - 9

Supported by



Founded in 1997
501 Members and 431 Clinics across Canada

Eyeshop.ca

 sunglasscove.

TOTAL eye
HEALTH 
Choose an Eye Recommend Optometrist

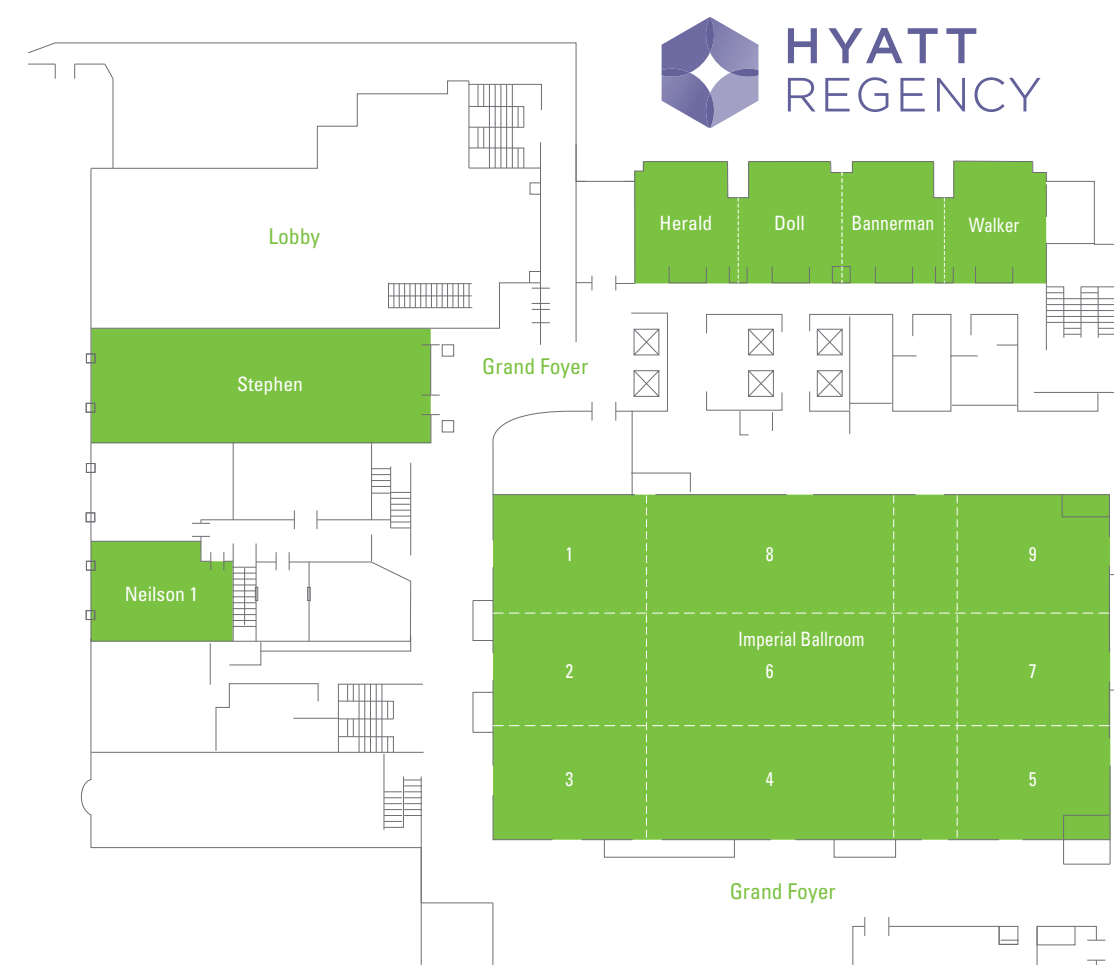





























1.297 Million People

Largest City in Alberta

5th Largest City in Canada

Attractions: Calgary Zoo, Calgary Tower, Calgary Stampede, Calgary Flames, Banff/Lake Louise



7:30 - 8:30 am	Breakfast Imperial Ballroom Supported by 				
8:30 - 9:30 am	Opening Keynote – Changing the Culture Chris Nowinski Imperial Ballroom Supported by  49163-PM				
9:45 - 10:45 am	Concussions & Ocular Damage – Educating on Safer Sports Chris Nowinski Bannerman/Walker	Creating a Sales Culture Nancy Dewald Imperial 1 - 3 48429-PM	Telephone Triage – The Emergency Call Rebecca Johnson Herald/Doll 48510-PM	The Art of Effective Communication Michael Karlsrud Stephen A & B 48527-PM	Navigating the World of Digital Marketing Kevin Wilhelm Neilson 1 48430-PM
	Supported by 	Supported by   	Supported by 	Supported by 	Supported by 
10:45 - 11:00 am	Break				
11:00 am - 12:00 pm	Building a Speciality Glaucoma Practice within your Practice Dr. Ian Gaddie Bannerman/Walker 47825-PM	Measuring for Success Jay Binkowitz & Rebecca Johnson Herald/Doll 44452-PM	Fascinate the Frame Mark Hinton Imperial 1 - 3 48509-PM	Train the Office Trainer Michael Karlsrud Stephen A & B 48528-PM	Social Media for ECPs Dr. Jeff Goodhew & Justin Goodhew Neilson 1 48434-PM
	Supported by 	Supported by 	Supported by 	Supported by 	Supported by 
12:00 - 1:00 pm	Lunch Imperial Ballroom Supported by 				
1:00 - 2:00 pm	Dry Eye Treatment for Contact Lens Patient Retention Dr. Ian Gaddie Bannerman/Walker 47823-PM	Show Me the Money – Simplify Your Lens Pricing Mark Hinton Stephen A & B 44536-PM	Consumer Connection Jay Binkowitz & Rebecca Johnson Herald/Doll 48511-PM	Innovative Office Events Travis Reed Imperial 1 - 3 48435-PM	Managing Your Own Google AdWords Kevin Wilhelm Neilson 1 48436-PM
	Supported by 	Supported by 	Supported by 	Supported by 	Supported by 
2:00 - 2:15 pm	Break				
2:15 - 3:15 pm	The Elusive Handoff Mark Hinton Stephen A & B 43582-PM	Transforming Sacred Cows Into Purple Cows Michael Karlsrud Herald/Doll 48463-PM	Retail Trends Travis Reed Imperial 1 - 3 48464-PM	Resolving Internal Office Conflict Melissa Floreani Bannerman/Walker 48504-PM	Facebook and Google My Business Dr. Jeff Goodhew & Justin Goodhew Neilson 1 48505-PM
	Supported by 	Supported by 	Supported by 	Supported by   	Supported by 
3:30 - 4:30 pm	Member Information Meeting (Managers and Staff Welcome Too!) Ken Barbet, Eye Recommend CEO Herald/Doll				

SUNDAY

Gala Dinner & Entertainment

Imperial Ballroom

Cocktails @ 6:30 pm

Dinner @ 7:30 pm

Featuring...

Matt Baker

Matt Baker's show is a unique combination of a hilarious stand-up comedy and amazing stunts. His diverse skill set had landed him 5 Guinness World Records.

His hip, energetic, comedy stunt show is action packed with funny stories, audience participation and incredible skills that engage the toughest crowd. His unique comfort level on stage sets the crowd at ease and allows them to want to be involved in every show.

Silly Wrabbit

Silly Wrabbit performed in Vancouver and everyone loved them so we've brought them back.

Silly Wrabbit always delivers a party whenever they step up on the stage. A killer songlist including hits from the 80s, 90s and today, brought to you by a band that refuses to take itself too seriously. Four singers able to nail down the vocals for whatever the song needs, and enough guitar firepower to keep you dancing all night.



Supported by



7:30 - 8:30 am

Breakfast

Imperial Ballroom

Supported by



Keynote Presentations

Imperial Ballroom

8:30 - 9:30 am



The Power of One Voice

48506-PM

Dave Carroll

Supported by



9:30 - 9:45 am

Break

9:45 am - 10:45 am



Living Up To The Line

48675-PM

Ron Tite

Supported by



10:45 - 11:00 am

Break

11:00 am - 12:00 pm



Change the Game

48663-PM

Tim Gard

Supported by



12:00 pm

Lunch

Imperial Ballroom

Supported by



Get social with Eye Recommend – Prizes awarded Sunday!



Tweet for a Chance to Win.

@EyeRecommend

#NTEEyeRecommend



Facebook a pic of your team for a chance to win.

#NTEEyeRecommend



Instagram your team at NTE for a chance to win.

#NTEEyeRecommend

Save the Dates 2017

March 10 - 17, 2017

AGM

Costa Rica



May 6 - 8, 2017

NTE West

Victoria, BC



October 13 - 15, 2017

NTE East

Collingwood, ON



Thank you to our 2016 supporters

Alcon



essilor



CooperVision™

MODO



Groupe Optique

PRISME

Optical Group

europa
eyewear

LUXOTICA



Johnson & Johnson

VISION CARE COMPANIES

4ECPs

ALLERGAN

optos



Shamir

BAUSCH + LOMB

GPH



revolutionEHR
freedom to focus

**georges
et phina**
portent des lunettes

HOYA

visual-eyes

INNOVA