

# NEXT PRACTICES

Best practices are so yesterday!



CONFERENCE PROGRAM  
NATIONAL TRAINING EVENT

TORONTO OCTOBER 14 - 16, 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 Toronto.

### Tradeshow

6:00 - 9:00 pm

Ballroom & Salon A

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

### Welcome Reception

8:00 - 11:00 pm

Concert Hall

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Founded in 1997  
501 Members and 431 Clinics across Canada

Eyeshop.ca

 sunglasscove.

TOTAL eye  
HEALTH   
Choose an Eye Recommend Optometrist



2.615 Million People

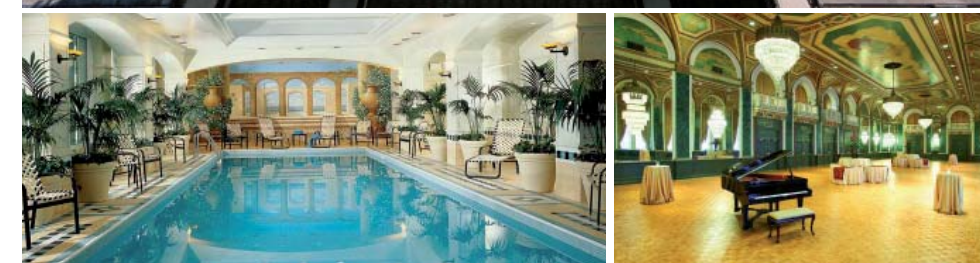
Largest City in Canada

4th Largest City in North America

Attractions: CN Tower, Rogers Centre, Toronto Zoo, St. Lawrence Market, Eaton Centre



THE  
*Fairmont*  
ROYAL YORK



7:30 - 8:30 am

Breakfast

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8:30 - 9:30 am

**Opening Keynote – Changing the Culture** Chris Nowinski | Canadian Room

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9:45 - 10:45 am

**Concussions & Ocular Damage – Educating on Safer Sports**  
Chris Nowinski | Quebec 49183-GO

**Creating a Sales Culture**  
Nancy Dewald | Canadian 48429-PM

**Telephone Triage – The Emergency Call**  
Rebecca Johnson | Alberta 48510-PM

**The Art of Effective Communication**  
Michael Karlsrud | Ontario 48527-PM

**Navigating the World of Digital Marketing**  
Kevin Wilhelm | Manitoba 48430-PM

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10:45 - 11:00 am

Break

11:00 am - 12:00 pm

**Building a Speciality Glaucoma Practice within your Practice**  
Dr. Ian Gaddie | Quebec 47825-PM

**Measuring for Success**  
Jay Binkowitz & Rebecca Johnson | Alberta 44452-PM

**Fascinate the Frame**  
Mark Hinton | Canadian 48509-PM

**Train the Office Trainer**  
Michael Karlsrud | Ontario 48528-PM

**Social Media for ECPs**  
Dr. Jeff Goodhew & Justin Goodhew | Manitoba 48434-PM

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12:00 - 1:00 pm

Lunch

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1:00 - 2:00 pm

**Dry Eye Treatment for Contact Lens Patient Retention**  
Dr. Ian Gaddie | Quebec 47823-PM

**Show Me the Money – Simplify Your Lens Pricing**  
Mark Hinton | Territories 44536-PM

**Consumer Connection**  
Jay Binkowitz & Rebecca Johnson | Alberta 48511-PM


**Innovative Office Events**  
Travis Reed | Ontario 48435-PM

**Managing Your Own Google AdWords**  
Kevin Wilhelm | Manitoba 48436-PM

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2:00 - 2:15 pm

Break

2:15 - 3:15 pm

**The Elusive Handoff**  
Mark Hinton | Territories 43582-PM

**Transforming Sacred Cows Into Purple Cows**  
Michael Karlsrud | Alberta 48463-PM

**Retail Trends**  
Travis Reed | Ontario 48464-PM

**Resolving Internal Office Conflict**  
Melissa Floreani | Quebec 48504-PM

**Facebook and Google My Business**  
Dr. Jeff Goodhew & Justin Goodhew | Manitoba 48505-PM

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3:30 - 4:30 pm

**Member Information Meeting** Ken Barbet, Eye Recommend CEO | British Columbia



# SUNDAY

## Gala Dinner & Entertainment

Canadian Room

Cocktails @ 6:30 pm

Dinner @ 7:00 pm

### Featuring...

#### Hank Stone

Hank Stone is an award winning comedy hypnotist, mentalist, mesmerist, hypnotist, hypnotherapist, actor, magician, author, DJ, international recording artist, producer, model and more.

#### Silly Wrabbit

Silly Wrabbit performed in Calgary 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.



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7:30 - 8:30 am Breakfast

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### Keynote Presentations Canadian Room

8:30 - 9:30 am



**The Power of One Voice** 48506-PM

Dave Carroll

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9:30 - 9:45 am Break

9:45 am - 10:45 am



**Living Up To The Line** 48675-PM

Ron Tite

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10:45 - 11:00 am Break

11:00 am - 12:00 pm



**Change the Game** 48663-PM

Tim Gard

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12:00 pm Lunch

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### 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 5 - 7, 2017

NTE West

Victoria, BC



October 13 - 15, 2017

NTE East

Collingwood, ON



## Thank you to our 2016 supporters

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PRISME  
Optical Group

4ECPs

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