

Optical Social Media Experts Gather to Share Best Practices at Inaugural EyeStyle Influencer Lunch

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For Immediate Release:

October 8, 2018 Las Vegas, NV – Last week at Vision Expo West, industry social media experts gathered at the first EyeStyle Influencers event, with an aim to discuss the key trends and topics driving social media in the industry. The event brought together 30 of the industry's most 'followed' and influential eyecare professionals and brand representatives to share stories, best practices and tips and to ultimately discuss ways to help further increase the number of eyecare professionals and practices actively using social media to interact with patients.

Sheena Taff, known on social media as "Optician about Town," conceived and organized the event to drive partnerships and collaboration among brands and eyecare professionals, as well as to recognize the best work being done in the industry today. VSP Global and Marchon Eyewear also sponsored the event, which was held at in an intimate setting at La Cave Wine and Food Hideaway in the Wynn Hotel.

"The influencers at EyeStyle are dedicated leaders in our industry, working hard every day to educate the public via social media on the benefits of seeing eyecare professionals and changing the perception of what it means to wear glasses," said Taff. "These professionals should be recognized for their hustle and entrepreneurship in not only applying the latest social media trends into the optical industry but for first and foremost, helping patients. I hope this event will foster ideas and collaborations that come from putting innovators from all sectors of our industry together."

During lunch, guests learned social media secrets from top industry influencers, Dr. Arian Fartash (@Glamoptometrist), Dr. Jen Tsai (@JenandJuice), Dr. Will To (@ThetravellingOD) and Ryan Walton, a senior member of VSP Global's content and strategic social strategy team, in a panel style discussion.

Guests also had the opportunity to be among the first to see and try the latest trends in eyewear from Marchon Eyewear's CALVIN KLEIN, CALVIN KLEIN 205W39NYC, Chloé, Longchamp, and Salvatore Ferragamo lines, as well as Altair Eyewear's bebe and Cole Haan sun and optical offerings.

To learn more about The EyeStyle Influencers contact Sheena Taff,

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