

## Vision Expo East Announces Captivating Speakers and Experiences Planned for The Bridge and Innovation Stage



**Alexandria, VA (March 3, 2020)** – Vision Expo today announces the series of events and speakers planned for The Bridge and Innovation Stage at the 2020 event in New York City. In keeping with Vision Expo's renewed focus on discovery, experience and connection, attendees can expect a robust lineup of industry experts, creative luminaries, and forward-thinking leaders presented in engaging, interactive formats.

Following a successful debut year in 2019, The Bridge returns to Vision Expo East with new events designed to inspire learning and facilitate networking and socializing. Linking The Union to the Eyewear + Accessories neighborhoods, The Bridge is a luxurious destination to refresh and recharge with comfortable seating and complimentary refreshments. The Bridge stage will host the educational EYE2EYE Series for the second year in a row. Headlined by fashion innovator and author Dapper Dan, the series includes high-profile speakers providing high-level insights on topics that aim to inform, empower and challenge attendees.

Additionally, the attendee favorite destination for groundbreaking content, the Innovation Stage, will host events that showcase the state-of-the-art products and services that are revolutionizing the industry. New events for Innovation Stage include the worldwide debut of a documentary about the importance of optometric testing in preventive medicine and a panel on establishing a sports and performance vision training center.

"The reimagination of Vision Expo East is meant to inspire discovery, create new experiences for attendees, and facilitate meaningful connections. We are delivering on these intentions by offering multiple Show floor destinations, such as The Bridge and the Innovation Stage, that provide attendees with a dynamic Show experience and encourage exploration," said Fran Pennella, event vice president at Reed Exhibitions. "We are excited to offer so many new and informative events that keep attendees at the very forefront of industry trends and opportunities."

**Attendees are invited to attend the following events at The Bridge:**

## **Friday, March 27**

**10 a.m.-12 p.m**

### **EYE2EYE Series: The Ritz Carlton Leadership Center Presents: Memorable Customer Service**

The Ritz Carlton Leadership Center Presents: Memorable Customer Service will provide attendees with The Ritz-Carlton methods for fulfilling unexpressed wishes and needs and advice on how to create personalized experiences that surprise and delight. Additionally, attendees will discover and discuss the critical skills necessary for authentic customer engagement as well as how to foster them in their employees. Attendees must register for this session through the continuing education program.

**12:30 p.m.-1:45 p.m.**

### **OptiCon @ Vision Expo General Session: Mission Impossible: Find Your Mission**

Returning to Vision Expo East, OptiCon @ Vision Expo will offer attendees access to various special events including the OptiCon @ Vision Expo General Session. Sponsored by Eyes of Faith, Essilor and the Essilor Vision Foundation, the session will feature an exclusive conversation with Delilah, radio personality and author, in The Bridge. Pre-registered attendees will receive a copy of Delilah's latest book "One Heart at a Time."

**5 p.m.-6 p.m.**

### **EYE2EYE Series: Dapper Dan**

Fashion innovator and author Dapper Dan, known for pioneering luxury streetwear in the early 1980s, will share the experiences that have been most influential in informing his style and fashion designs. He will detail his motivation to pursue his dreams as an independent designer, how he has remained inspired through challenging periods in his life and how he continues to fuel his creativity today.

## **Saturday, March 28**

**10:30 a.m.-11:15 a.m.**

### **Coffee Talk in the Bridge**

New to this year's Show, Coffee Talk in the Bridge will present four influential women in the optical industry as they engage in a discussion about independent retail, moderated by Erinn Morgan, editor-in-chief of Eyecare Business. Following the panel, attendees will have the opportunity to engage with the panelists and ask questions. Panelists include: Stephanie Haenes, owner of Art of Optiks; Alicia Hartman, owner of Eye Q; Nada Vuksic, owner of Bruce Eyewear.

**3:15 p.m.-4:15 p.m.**

### **Not All UV Protection is the Same: Why Good Enough Isn't Enough**

This panel discussion will be led by Dr. Millicent Knight, OD and senior vice president of Essilor of America and is sponsored by Essilor of America.

**5 p.m.- 6 p.m.**

### **Independence @ The Creative Edge**

Formerly the Boutique Buyer Panel, the Independence @ The Creative Edge panel will feature retailers and vendors known for their keen sense of daring and tendency to break from tradition. Moderator James Spina,

editor-in-chief of 20/20, will lead the discussion to explore the way panelists Do It Independently. Following the panel, attendees are encouraged to stay for the presentation of the OPTimum Retail Award and a Cocktail Party. \*Invitation only.

Panelists include:

- Coco and Breezy Dotson, founders of Coco and Breezy Eyewear
- Jeff Press, chief creative officer at Morgenthal Frederics
- Gai Gherardi, co-founder of I.a. Eyeworks
- Siobhan Burns, owner of The Eyeglass Lass
- Nada Vuksic, owner of Bruce Eyewear and Bruce Eyewear II

**Attendees are invited to attend the following events at the Innovation Stage:**

## **Friday, March 27**

**11:45 a.m.-12:45 p.m.**

**Eyezen™ Start: The New Generation of Single Vision Lenses**

**3 p.m.-5 p.m.**

**ALLDocs documentary, "Open Your Eyes: A Film by Wayne Chesler"**

Exclusively at Vision Expo East, the Innovation Stage will screen the worldwide debut of the ALLDocs documentary, "Open Your Eyes: A Film by Wayne Chesler." The documentary follows Kerry Gelb, OD and president of ALLDocs, and Chris Maraboli, podcast host, as they travel across North America, Europe and Costa Rica, illustrating the optometrist's major role in detecting and thwarting chronic diseases, such as: obesity, diabetes and Alzheimer's disease.

## **Saturday, March 28**

**11:45a.m.-12:45p.m.**

**Delivering postural flexibility for PAL wearers with the NEW Varilux® Comfort Max**

**1 p.m.-2 p.m.**

**Change the Future: For your Patients, For your Practice, For your Profession; Sponsored by Maculogix**

**3:30 p.m.-4:30 p.m.**

**Establishing a Sports Vision Practice – Tips from the Pros**

For the first time, the Establishing a Sports Vision Practice – Tips from the Pros session will delve into ways to establish a sports and performance vision training center at the Innovation Stage. Presented by the International Sports Vision Association, the lecture will discuss the different ways to incorporate this niche into a practice as well as information on the latest technology available, testing and training protocols, outreach and more.

The River, one of three new neighborhoods to debut at Vision Expo East 2020, will open on March 26, one day earlier than the general Exhibit Hall. Education at Vision Expo will take place March 26-29, 2020. The Vision Expo Exhibit Hall will be open from March 27-29, 2020.

To register for Vision Expo East 2020, visit [visionexpoeast.com](http://visionexpoeast.com) and be sure to follow along on all of Vision

Expo's social media channels, [Facebook](#), [Twitter](#), [Instagram](#) and [LinkedIn](#).

For access to all Vision Expo East 2020 press releases and assets, click [here](#).

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### **About Vision Expo**

*Vision Expo East (The River: March 26-29; Education: March 26-29, 2020; Exhibition: March 27-29, 2020) in New York City and West (Education: September 23-26, 2020; Exhibition: September 24-26, 2020) in Las Vegas are trade-only conferences and exhibitions for eyecare and eyewear presented by co-owners Reed Exhibitions 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, visit [VisionExpo.com](#) and follow Vision Expo on [Facebook](#), [Instagram](#), [Twitter](#) and [LinkedIn](#).*

### **About The Vision Council**

*Championing better vision for better lives, The Vision Council positions its members for success by promoting growth in the vision care industry through education, advocacy, research, consumer outreach, strategic relationship building and industry forums. Furthermore, through a partnership with Think About Your Eyes, The Vision Council supports consumer education around eyewear and eyecare.*