

Press release

For Immediate Publication

A Highly Successful Virtual Event!

This year, Quebec's **OPTOPLUS** banner showed great leadership by reinventing their annual *Les journées OPTOPLUS* gathering.

Montreal, QC - October 30, 2020 — All safe and cozy in their homes, more than 200 **OPTOPLUS** eye care clinic owners and employees, as well as supplier partners and sponsors, gathered virtually on Sunday, October 25th, as the banner presented their innovative online conference.



Patrice Lacoste
President and CEO of the OSI Group

“These past few months have been filled with uncertainty and our industry has had to face many challenges. This is why today, more than ever, we are committed to offering support to our members, especially in the development of technology and e-Commerce. Moreover, the **OPTOPLUS** banner clinics set themselves apart through their efficient use of technological tools,” said Patrice Lacoste, President and CEO of OSI Group.

With a focus on improving and optimizing clinic operations, participants benefited from the advice and expertise of three renowned speakers:

- An expert in her field and a seasoned entrepreneur, Isabelle Huot, PhD in Nutrition and columnist for TVA and the Journal de Montréal shared her **recipe for success** with the audience.



- Change is permanent - there is no better time than now to broach this subject! Speaker and author **Sylvain Guimond**, D.O. PhD presented an inspiring approach to better adapt to change and how to harness it through creativity and commitment.
- During her presentation of “The Art of Being a Good Buyer,” **Stéphanie Byette**, licensed optician, college-level teacher in visual orthotics and consultant for Mood Eyewear, presented her golden rules on how to become a top-notch frame buyer.



Live from Sync Productions studio in Montreal, OSI Group Marketing Director Karina Dandavino and hosts Caroline Gouin and Eveline Bourdua of OPTOPLUS, set the friendly and dynamic tone for the event. In addition to the many prizes offered by our sponsors, the morning was filled with interactive games, clips from Safilo and Marcolin on the upcoming frame trends for 2021 as well as entertaining musical sets by DJ Lady Blackice.



About the **OSI Group**

Established in 1982, Optometric Services Inc. (OSI Group) is a leader in the development of value-added services and support to Canada’s independent optometry clinics. Headquartered in Montreal, QC, the company owns Optosys® Solution, a comprehensive state-of-the-art practice management system, as well as the following subsidiaries: Opto Finance, Securo Vision, Avenue Eyewear and the OPTOPLUS banner.

Innovation and simplifying the day-to-day work lives of our members are at the heart of what we do.

For more information visit opto.com and optoplus.com.