

Contact

Lesley Sillaman

Red Havas

tel 202 491 4055

lesley.sillaman@redhavas.com

Arnaud Rajchenbach

Transitions Optical

tel 514 622 1173

arajchenbach@transitions.com

Trainers and Educators Joined Transitions Optical for “The Studio” Educational Event

PINELLAS PARK, Fla., November 2, 2021 – Transitions Optical gathered a select group of industry professionals for a one-of-a-kind educational experience—*Transitions*[®] The Studio—on October 26, 2021 at the Hilton Lac-Leamy in Gatineau-Ottawa, Quebec. During the invitation-only event trainers, sales reps, labs managers and buying groups managers or buyers heard from Transitions training professionals as they dove deep into the *Transitions*[®] lens portfolio, including the new generation of *Transitions*[®] XTRActive[®] lenses and the new *Transitions*[®] XTRActive[®] Polarized[™] lenses, and from experts on effective storytelling and patient education strategies.

Chris King, senior global marketing manager, Transitions Optical, and Martin Lesperance, professional trainer and keynote speaker, welcomed attendees and introduced them to Transitions The Studio at the opening of Tuesday morning's session with a Building Your



Plan workshop. Isabelle Tremblay, director of sales and marketing, Transitions, Essilor Group Canada, gave an overview of the current state of the market and shared consumer insights. Isabelle Tremblay also recognized influencer partners, AnnLo,

-more-

internationally known Quebec painter, who joined her on stage and Coco & Breezy, eyeglass designers and DJs. AnnLo also painted a new abstract art piece and hosted an exhibition during the event.

The morning courses 'Defy the Bright: *Transitions XTRActive New Generation*' and 'Defy the Glare: *Transitions XTRActive Polarized*' included presentations from various experts



from the Transitions Optical team on the newest *Transitions* product innovations. Chris King and Joshua Hazle, instrumentation technical services manager, showcased the performance of the new range of *Transitions XTRActive* lenses and demonstrated the new products for attendees.

Martin Lesperance and Arnaud Rajchenbach, marketing manager, Transitions, closed the morning session with the course 'Share Your Story' where they highlighted what makes for a powerful story and encouraged attendees to share success stories with the brand.

Transitions The Studio Afternoon Kickoff was led by Martin Lesperance and he was joined by special guest and Transitions ambassador, Georgia Ellenwood, Olympic athlete, who inspired the attendees with the story of her professional journey to the Olympic games. The learning continued with the course 'Offer Your



Patients the Best + Finding the Style' with *Transitions® Signature® GEN 8™*. Christine Zeggil, national key account executive, Canada, Transitions opened the course by educating attendees on what makes *Transitions Signature GEN 8* the best overall photochromic lenses* and Sheena Taff, owner and optician, Roberts & Brown shared information on the latest style trends.



The next course 'Light Up Your Sales' was presented by Dr. Kiran Ramesh, owner and neuro-visual optometrist, Vision Care Centre, and Trupti Patel, business manager and registered optician, Vision Care Centre. The presenters shared how eyecare professionals can supercharge their optical sales. To close the afternoon, Martin Lesperance and Chris King led a Completing Your Plan workshop where attendees committed to bringing the content they

learned during the event back to their work in a tangible and accountable way. Attendees were also officially recognized for completing their education over the course of the event with a digital badge certification for attendees to use on their LinkedIn profiles. The event concluded with a cocktail reception and dinner with entertainment from DJ's Coco & Breezy.

To learn more about the Transitions product portfolio, trainers, sales reps and eyecare professions can visit [Transitions.com/en-canadapro](https://www.transitions.com/en-canadapro).

About the *Transitions*® Brand

Transitions® eyeglass lenses and shields set new standards of advanced performance to provide ever increasing visual comfort and optimum harmful blue light protection, and always blocking 100% of UVA and UVB rays. Product leadership, consumer focus, and operational excellence have made the *Transitions*® brand one of the most recognized consumer brands in optics. For more information about *Transitions*® *Light Intelligent Lenses*™, visit [Transitions.com](https://www.transitions.com) or [TransitionsPRO.com](https://www.transitionspro.com).

** Based on achieving the highest weighted composite score among main everyday photochromic lenses across measurements of key photochromic performance attributes weighted by their relative importance to consumers.*

#

NOTE: For high resolution images, please contact Michael Battisti at 724-987-2640 or Michael.Battisti@redhavas.com.