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Transitions Optical in Canada Announces the Return of “The Studio,” Event An In-Person Exclusive Experience for Trainers and Educators

Train-the-trainer event gives attendees the opportunity to deep dive into new Transitions innovations and elevate their approach to training.

MONTREAL, QC., October 25, 2022 – Transitions Optical in Canada is hosting a unique educational experience—*Transitions® The Studio*—for industry trainers, educators sales representatives and managers on November 8, 2022 at the Fairmont Château Laurier in Ottawa, Ontario, Canada. The audience will interact with experts on effective storytelling and patient education strategies, and Transitions training professionals as they deep dive into the *Transitions®* lens portfolio, including the new generation of *Transitions® XTRActive®* lenses and the new *Transitions® XTRActive® Polarized™* lenses. The Canada event will build on the success and key learnings of last year's event, as well as this year's U.S. events.

The Transitions Studio events held in 2021 in the U.S. and Canada transformed 200 certified trainers to be more confident as storytellers and Transitions advocates, inspiring them to commit to train over 21,000 people. The one-of-a-kind experiences taking place this summer are exclusively for educators and sales and marketing professionals

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who engage with eyecare professionals to help them grow their sales. This immersive, train-the-trainer experience will feature the best content from Transition Academy to help attendees gain an edge with *Transitions*® product knowledge and market insights, collaborate with a growing *Transitions* trainer community, create an action plan to train their own team, and become a Certified *Transitions* Trainer.

“We are expanding our community of *Transitions* advocates and trainers through this year’s Canada Studio Event,” said Arnaud Rajchenbach, marketing and sales manager, *Transitions* Optical in Canada. “The events will empower attendees to train others confidently and more effectively on the need for light management, the latest consumer insights and how to recommend the new *Transitions* portfolio.”

Attendees will be able to increase their product knowledge on photochromics, grow as



a professional, focus on educating patients or others, and build their sales, dispensing, or eyewear styling skills. Presentations will also include a deep dive into the two new *Transitions XTRActive* products, including *Transitions XTRActive* new generation lenses

and *Transitions XTRActive Polarized* lenses.

About the *Transitions*® Brand

Transitions® *Light Intelligent 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 [Transitions.com/en-canadapro/](https://www.transitions.com/en-canadapro/).

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NOTE: For high resolution images, please contact Michael Battisti at Michael.Battisti@redhavas.com