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**Industry Professionals and Trainers Joined Transitions Optical for “The Studio”
Educational Event, 2nd Edition**

MONTREAL, December 1, 2022 – Transitions Optical gathered over 80 industry professionals for a one-of-a-kind learning train the trainer event—*Transitions® The Studio*—on November 8, 2022, at the Fairmont Château Laurier in Ottawa, Ontario. During the invitation-only event, attendees from industry experts took a deeper dive into the *Transitions®* lens portfolio of products, discussed effective professional and patient education strategies, and how to incorporate valuable business-building skills into practice.

Isabelle Tremblay, director of sales and marketing, Transitions, and Martin Lespérance, professional trainer and keynote speaker, welcomed attendees and introduced them to Transitions The Studio. Next, Transitions Change Agent Dr. Danielle Gordon kicked off the morning session with a course on fostering diversity, equity and inclusion in the Canadian optical industry.



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Chris King, senior global marketing manager and Roxana Dreger, marketing manager, education, concluded Tuesday morning's session with an "Unlock Your Potential with the *Transitions* portfolio" workshop to share tips and tricks on how to boost confidence when speaking to consumers about *Transitions* products.

The afternoon ramped up with guest speaker 'The Unstoppable Tracy Schmitt,' award winning leader in business, honored humanitarian, decorated athlete and best-selling author. In her presentation, Tracy shared how to overcome various obstacles with determination and motivation.

In the next session, Christine Zeggil, National Key Account Executive, Canada, and Dayle Whitecross, *Transitions* ambassador and Eye Style influencer led the course, "Activating Trends," where they discussed insights into consumer behavior and ways to integrate best practices into online and in-store activations and displays.



Dr. Kiran Ramesh then shared insights into "How to Put it into Practice," taking participants through a workshop reviewing ways to integrate professional and educational strategies to elevate career growth and success.

The final course of the afternoon was titled "Build your *Transitions* Plan," where Chris King outlined how to set, maintain, and achieve attainable business and training goals.

The event concluded with a cocktail reception followed by a fashion show presented by Indigenous design house Ay Lelum, run by sisters Aunalee Boyd-Good and Sophia Seward-Good. Following the show, dinner was served with entertainment from The Supersonic Hearts Band.



"The Transitions Studio event hosted a unique community of trainers, sales representatives and eyecare professionals that are passionate about educating others on the vision, light protection and style benefits of *Transitions* lenses in any light," said Arnaud Rajchenbach, marketing and sales manager, Transitions Optical in Canada. "It was inspiring to see the collaboration between the professionals in the room and the excitement we generated together."

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

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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