

**FOR IMMEDIATE RELEASE**

# Revolutionizing Eye Care Education: Eyewear Artwalk Unleashes Modern Learning for Optical Professionals

There will be CE and ABO-accredited courses + for the first time in optical history, receive your credits online through the Optical Metaverse!

Los Angeles, CA, October 24, 2023 - In a groundbreaking move, Eyewear Artwalk 2024 is set to redefine how eyecare professionals (ECPs), including Opticians, Optometrists, Ophthalmologists, and Allied Health professionals, approach education. This avant-garde event not only offers CE and ABO-accredited courses but marks a historic shift as the first-ever online platform to earn credits in optical history.

## Immersive Learning Redefined

Eyewear Artwalk 2024 introduces a fresh, art-centric approach to education, blending visual and immersive learning experiences. Each 45-minute lesson is carefully crafted for maximum engagement, delivering bite-sized morsels of information with actionable insights.

Plus, attendees will immerse themselves in the latest optical innovations, test new trends to engage with consumers and be provided access to all educational materials in the first-ever global optical resource hub.

## Meet the Visionaries of Change

Eyewear Artwalk will host global thought leaders and subject matter experts (SMEs) who work together to reinvigorate the optical industry.

“I have been in the eyecare industry a long time, so when I see something as innovative as the Eyewear Artwalk concept, I know I have to be involved. I am working on some very special, unique education I have never done anywhere else. Time to take your eyecare business to the next level by attending this amazing event” states Trudi Charest, Optician and best-selling Author.

Led with innovation in mind, our Education Committee includes the biggest names in eye care.

## [IOT](#)

IOT exists to empower independent labs and eye care professionals to create the best lenses in the world. To do this, they provide their partners with access to state-of-the-art technology and top-notch services and support. From production validation in the lab, to go-to-market strategy for product launch, IOT operates as an extension of your own business and will support you every step of the way.

## [Trudi Charest](#)

Trudi is a Licensed Optician, best-selling author, serial entrepreneur, and business innovator. She brings a huge history of eyecare experience to her training and workshops. Trudi has worked in retail optical, corporate training, wholesale sales, and clinical consulting, and was the VP of Marketing & Training for an Optometry buying group before starting her marketing agency, Marketing4ECPs in 2015.

## [Heather Harrington](#)

Heather Harrington is an optical trailblazer serving as the Executive Board Secretary and Social Media Manager for the Opticians Association of Colorado, as well as proudly representing Studio Optyx, the 10th oldest optical company globally. Heather is a driving force behind optical education, strategic business consulting, professional networking, and career support for opticians. Heather's continuing education courses are not only modern but also forward-thinking, designed to seamlessly bridge the gap between traditional optician practices and the rapidly evolving technological advancements in the industry.

## [Lynn Lawrence](#)

Lynn E. Lawrence is a nationally recognized lecturer and an ophthalmic technician for Mills Eye and Facial Plastic Surgery. In 2009 he retired from the USAF after 30 years of service, during which he was promoted to the top 1% to Chief Master Sergeant. He oversaw quality control for 133 optical stores worldwide before being appointed by the Air Force Surgeon General as the Ophthalmic Career Field Manager where he oversaw 540 Optometry/Ophthalmology technicians at 90 locations around the world. Lynn was 1 of 4 nationally recognized technicians selected to attend the Industry sponsored 2020 Summit where industry and optometry came together to target the hurdles within optometry to enhance the profession.

## [Patricia Barilla](#)

Patricia Barilla is a seasoned eyewear professional with over two decades of experience in practice management and a commitment to enhancing the eyewear industry. As the President and Co-Founder of OrganEyes Inc., Patricia is disrupting traditional practices by providing a revolutionary inventory management solution that empowers eye care professionals and boosts their revenue. She combines her extensive expertise in inventory management, vendor relations, and eyewear sales with a forward-thinking vision for the future. With an MBA in Entrepreneurship in progress and her role in OrganEyes Inc.,

Patricia is positioned at the forefront of change, leveraging technology to drive industry transformation and redefine the future of eyewear.

#### [Dr. Irina Yakubin](#)

Dr. Irina Yakubin graduated from the InterAmerican University of Puerto Rico School of Optometry in 2020 and has been involved with eye care and optical industries through her role in My Vision Show and The Optical Metaverse. She is currently practicing in Los Angeles with a focus on primary eye care, dry eye, and ocular disease. Dr. Yakubin has been published in several eye care publications, sharing scientific developments, industry news, and best practices from her unique perspective. She is a key innovation leader in her field and an advocate for eye care for all.

#### [Ryan Markey](#)

Ryan Markey is a third generation in the optical industry, starting out in his family's business assembling lenses in frames in the 70's. His grandfather (Irv Greenberg) and father (Benton Markey) owned large laboratories, servicing 670 retail locations through Royal International Optical around the US. He then moved to Miami to work in our family's frame manufacturing facility Styl-Rite. Shortly after his time in Miami Ryan returned to Dallas (1990) and opened 5 couture optical shops of his own. In 2000 Ryan was recruited to run the Texas State Optical Laboratory. This facility serviced over 100 associated retail stores as well as independent practitioners around the country. By 2010 the knowledge from the lens company put me on a path to work for the second largest lens manufacturer as their Technical Product Manager.

Plus local optical community leaders and speakers will be present from each location as we support the entire independent community by providing a platform for them to be heard.

## Learnings Attendees Walk Away With

While secrets are kept under wraps, Eyewear Artwalk promises attendees will leave with tangible insights on elevating the customer experience for their patients.

Brands get an exclusive chance for 1:1 connections with eye care professionals, business owners, and consumers for in-person data verification. With Eyewear Artwalk's support, exhibitors and sponsors will effortlessly leverage this data for unstoppable brand growth through automated systems.

## Continuing Education in the Optical Metaverse

Eyewear Artwalk extends into the Optical Metaverse, an online portal curated by Charlene Nichols to keep ECPs engaged with the latest technologies and ongoing education efforts. Nichols ensures a seamless blend of the physical and virtual for an innovative learning experience.

## Save the Date:

Unlock a new world of inspiration and aesthetic exploration as Eyewear Artwalk 2024 unfolds. Grab your tickets for the dates below at [EyewearArtwalk.com](https://www.EyewearArtwalk.com).

Los Angeles April 18-20, 2024	Nashville May 16-18, 2024	Denver June 13-15, 2024	New York July 18-20, 2024
Boston August 15-17, 2024	Austin October 24-26, 2024	Miami December 5-7, 2024	

Join us as we redefine the boundaries of eyewear and art, and discover the endless possibilities that await.

Tickets and sponsorships are on sale now. For more information, please visit [www.EyewearArtwalk.com](https://www.EyewearArtwalk.com) and follow us on social media @EyewearArtwalk.

### Media Contact:

For more information or to schedule interviews please contact Trevor Williams, Co-Founder & CMO | [trevor@insid3rs.io](mailto:trevor@insid3rs.io) | +1.717.363.0564

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