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CONTACT:

Kate Blom-Lowery

kate@marketingdesigngroup.com

619.269.0948

**SECO International to Reunite the Industry for a
Week of Education and Trend Spotting**

*With one month until launch, SECO 2018 is
shaping up to be a must attend event*

ATLANTA, GA — January 22, 2018 — SECO International, the world’s largest meeting providing optometrists and ophthalmic professionals outstanding educational opportunities since 1924, is gearing up for it’s banner event, February 28-March 4, 2018, in Atlanta, GA. From cutting-edge education and peer-to-peer networking to the latest eyewear trends, SECO 2018 will offer attendees a comprehensive agenda filled with the critical resources they need to advance their practices.

Education continues to be the cornerstone of SECO. Attendees can strengthen their current business acumen or look to bring new skills back to their practices, with sessions geared to eye care professionals in all areas: Optometrists; Ophthalmologists; Optometric Students/Residents; Opticians; Paraoptometrics; Ophthalmic Technicians; and Optical Administrators. SECO 2018’s offerings consist of nearly 400 hours of education, presented by over 100 specialists and experts you won’t find elsewhere. Those working on obtaining their continuing education credits for the year will benefit from the up to 53 hours for OD’s and up to 41 hours for AOP’s. A comprehensive list of courses for SECO 2018 is available at attendseco.com, where attendees can search for topics that suit their practice needs by accreditation, speaker, date, session or keyword.

“Annually, we look to provide the optometry industry with a robust education offering to ensure attendees have access to the most up-to-date content for their practice and professional development,” said Dr. Lynn Hammonds, O.D., President of SECO International, LLC. “This year’s line-up offers something for everyone. Attendees can obtain continuing education credits, join sessions to help them grow their businesses and benefit from the unmeasurable opportunity

to invest in knowledge sharing with gathered peers, providing a unique intrinsic value to the industry.”

From in-depth business courses, dynamic show floor learning and an expo that highlights the latest trends, there is something to help every attendee grow their business at SECO:

- Presentation Theater sessions are designed to provide easy to access, show floor destinations that feature education courses free to all attendees. New in 2018 attendees will have the opportunity to get hands-on during sessions, giving attendees real life practical experiences and an engaging format to grow their skills. Session themes include practice and business management; evolution of lenses; and addressing the future of the optometric practice and assessing online threats. Additionally, the dynamic Learning Lounge will capture the attention of attendees with a dynamic presentation including Google and other influencers, sharing cutting-edge strategies for finding new patients and growing the eye care business.
- MedPRO360, an education program providing practice leaders the tools they need to run an efficient, profitable business. MedPRO360’s line up of speakers brings a creative and innovate approach to service driven professionals, including; Jenn Lim, CEO and CHO (Chief Happiness Officer) of Delivering Happiness; Donald Miller, CEO of StoryBrand; Vern Yip of TLC’s Trading Spaces; and Marc Haskelson, President and CEO of Compliancy Group. Those registered to attend SECO 2018 will have the opportunity to select MedPRO360.
- Each year, SECO offers attendees the opportunity to shop the latest trends and product offerings to enhance their businesses. In 2018 attendees will be able to pursue 375 booths and 30 new companies. The popular EyeStyles Fashion Show will showcase optical trends from Binocleuses, Ray Ban, Kio Yamato, Coach, DKNY, Ralph Lauren, Tory Burch, Face a Face, J F Rey, Orgreen + Goldsmith, Villa Eyewear, Giorgio Armani, and more, Friday, March 1, 11:15 am, in the Focal Point Lounge.

Attend SECO 2018, to learn from experts, draw from their experience and see for yourself what new technologies, treatments, strategies and innovations will keep your practice thriving. Register today to join the industry February 28 – March 4, 2017 in Atlanta, GA.

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About SECO International

The annual SECO meeting is produced by SECO International, LLC, a wholly owned subsidiary of the Southern Council of Optometrists, Inc. A nonprofit association founded in 1923, SECO boasts an approximate global membership of 25,000. The annual SECO Congress regularly attracts more than 6,000 national and international eye care professionals, vendors, and allied ophthalmic personnel. SECO International is widely acknowledged as the largest optometric educational meeting in the world.

For more information: www.attendseco.com, www.secointernational.com.