FOR IMMEDIATE RELEASE
November 4, 2019

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SECO 20/20 Opens Registration with Innovative, New Education Programs

A return to Atlanta brings focus on new, innovating learning formats and provides creative opportunities to earn CE hours

Atlanta, GA—November 4, 2019 — Registration opened October 1, 2019, with the return of SECO to Atlanta March 4-8, 20/20. The move back to Atlanta has allowed the SECO education committee to review and transform the event education offerings to ensure programing is cutting-edge, customizable and accessible for every ophthalmic professional. With this goal in mind, SECO’s 20/20 education line-up will offer innovative programs and formats for creative and fun ways to receive CE.

SECO’s iconic special sessions are well known as the place to be to see the top thought leaders you typically don’t see at other optometry meetings, and the cornerstone for the 400+ hours of CE. SECO 20/20 programming will offer unique education formats including facilitated workshops, exhibit hall education, lounges for peer-to-peer sharing, hands-on skill training, and a new user group discussion area for real-world problem-solving.

“SECO puts the fun in fundamentals! The fundamental need of any ophthalmic professional to attend a professional meeting is education,” said Max Ernst, OD, President of SECO International. “Given a choice to earn continuing education credits each year at a multitude of meetings, join us in a setting and environment that creates fun, excitement, and inspiration to walk away informed and energized. I want to personally invite you to SECO 20/20 and experience the largest continuing education meeting...and southern hospitality!”

New education programs added for 20/20 include:

SECO Edutainment: Three unique opportunities for interactive CE designed to combine learning, fun, and networking! Grab a bite, network with your peers, and experience a unique learning environment with our SECO special edutainment courses.
“Pitstop with Paul” CE and Sports Car Experience at the Porsche Center with SECO’s General Chairman, Paul C. Ajamian, OD Course: “Steering Clear of Malpractice” (COPE)

“Be a Sport!” Upscale Sports Bar Dinner and CE with Selina McGee, O.D. at STATS Brew Pub, Dinner Course: “Aesthetically Pleasing; Incorporating Oculoplastics Into Your Practice” (COPE)

“Meal with Mo!” Casual Dining and CE with Mohammad Rafieetary, O.D. at Der Biergarten, Dinner Course: “Anti-VEGF for Breakfast, Lunch and Dinner” (COPE)

Specs Buyer’s Certificate Program offers 14 hours of CE and will feature interactive sessions on everything you need to plan, purchase, promote and sell your frame inventory. These sessions will provide actionable tools to help make solid business decisions that will result in a profitable bottom line and loyal customers. Don’t miss the launch of our communal learning format, Specs Buyer’s sessions on the show floor in The View!

Allied Health Professionals New to the Office Series is designed to provide basic information for new hires and cross-training for the entire practice. Sessions are focused on key topics for Opticians and Technicians and include the following:

- New to the Office: Ocular Anatomy with Jennifer Snyder, OD
- New to the Office: Technician with Sonja Newman
- New to the Office: Optical with Laurie Pierce, ABOM
- New to the Office: Front Desk with Sharon Carter

Advanced Learning for Allied Health Professionals – SECO has developed additional, tailored opportunities to access the highest-level learning available with 37 courses designated as Advanced level for Allied Healthcare Professional’s (Opticians, Technicians, Paraoptometrics, and Administrators).

MedPRO360 - SECO’s Business Management Strategies and Intel Program - Expanded from six courses in 2019 to 34 courses in 20/20! Participants will take a deep dive into the business of owning a practice and will gain insights into how to remain a viable resource to patients for eyecare and eyewear with the newly reimagined MedPRO360 curriculum. Professionals will have access to practice management gurus who will share intel and strategies for Leadership, Financials, HR, Purchasing, Sales and Communications, Customer Service, Digital Marketing, Billing and Coding, and more.

For additional information about SECO 20/20 and to register today, please visit attendseco.com.

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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.