

# KNOW BEFORE YOU GO

Thank you for registering for SECO 2025 at the Georgia World Congress Center in Atlanta. To help make your SECO experience even better, please take a moment to review the highlighted conference information, featured sessions, and events below.



Explore SECO 2025 with our Event Guide and Course Grids. Click the buttons below to view and/or download.

[EVENT GUIDE](#)

[COURSE GRIDS](#)

## CONFERENCE BADGE

All confirmed registrants will receive an email on Monday, February 24th, with instructions on how to download and/or print your conference badge. You can also print your badge before arriving onsite, or at the Registration Desk on Level 4 outside the Sidney Marcus Auditorium in the Georgia World Congress Center. The registration desk will open on Wednesday at 7:00 AM.

## GETTING TO THE GEORGIA WORLD CONGRESS CENTER

The SECO Congress will be located in Building A. We recommend you make your parking reservations in advance! The Georgia World Congress Center provides ample parking for the event. Select the SECO 2025 Event options, and the Red Deck is the closest in proximity to Building A where SECO is being held. Visit SECO's travel page for more information: [Click Here for More Information](#)

*A marathon will take place in downtown Atlanta on Saturday and Sunday during SECO 2025. While we have been advised that the race should not have an impact on parking in the red deck at the GWCC, we encourage you to arrive early to ensure you reach your classes and events on time. Please allow extra travel time, especially if driving or using rideshare services, and check local traffic updates for the most efficient routes.*

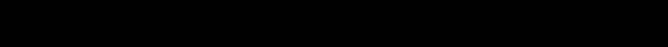
## COURSE HANDOUTS

Don't forget to download the course handouts and SECO 2025 mobile app available on both iOS and Android to have the meeting at your fingertips! Search for "SECO 2025".

## DOWNLOAD THE SECO APP

Access course details, schedule, and stay informed with real-time updates and announcements.

Navigate the event with ease using exhibitor maps and booth locations, and explore event highlights all in one place.



# FEATURED ALLIED HEALTHCARE PROFESSIONALS EDUCATION

(Opticians, Paraoptometric, Technicians and Practice Administrators)

## JCAHPO

### NEW! Advanced learning: JCAHPO courses for ophthalmic technicians return to SECO 2025

SECO 2025 is offering 6 hours of advanced training tailored for Allied Health Personnel needing JCAHPO credits and includes courses #64, 717, 719, 721 and 723.



### Don't Miss Out on Hands-On Learning at SECO 2025!

Looking to enhance your skills with hands-on training? SECO's interactive workshops are a great way to gain practical experience, and not only do we have a few seats open, some of the sold out sessions may have last-minute spots available! If you're interested in adding a workshop to your registration, stop by the registration desk to check availability.



## CONTACT LENS SUMMIT

### SECO CONTACT LENS SUMMIT

This free, comprehensive two-part program will take place Wednesday, February 26 in the Sidney Marcus Auditorium.

Don't miss the Contact Lens Summit Symposium break!



## FREE FOOD SYMPOSIUM SERIES

### SYMPOSIUM SERIES

FREE Meals! The Symposium Series sessions are unopposed by education for the designated audience and are offered at no charge to attendees.

**In addition to free breakfast and lunch symposiums Thursday-Saturday, we have the following free dinner events:**

Wednesday, February 26: 5:30 pm – 6:30 pm  
Session #303 – Room 411

Thursday, February 27: 5:45 pm – 6:45 pm  
Session #306 – Room 411

**New!** Friday, February 28: 6:00 pm – 8:30 pm  
Course # 732 – Transitions Certified Live – Room 411  
2 Hrs. ABO CE Credit

**Don't miss \$2,000 in door prizes from SECO!**

**Be sure to add these sessions to your registration before arriving onsite. If a session is sold out, you can check at the session location onsite to see if any seats become available.**



## SPECIAL SESSIONS

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There is still time to add the Thursday Keynote Session (Course 61) and Saturday Special Session (Course 64)! These dynamic sessions provide an unmatched platform where attendees have the unique opportunity to learn from industry pioneers, gaining insights and perspectives not found at other meetings. See it first @ SECO 2025!

## SECO2025 ALLIED HEALTHCARE PROFESSIONALS

# EssilorLuxottica

EYES ON INNOVATION THEATER

Featuring live presentations, product demonstrations, and expert-led discussions, this theater provides valuable education on the innovations shaping the future of the optical industry. Join us each day the hall is open for free food and drink events!

### Friday 2/28

10:00 AM - 10:20 AM

Integrating Ray-Ban Meta into the Optometric Practice Experience: A Step-by-Step Guide

10:45 AM - 11:45 AM

708 - MBA Methods to Frame Inventory Management

12:00 PM - 12:20 PM

Discover How the Transitions Expert Program Can Enhance Patient Satisfaction

1:30 PM - 1:50 PM

Nuance in Practice: Essential Insights Every Allied Health Professional Should Know

3:30 PM - 3:50 PM

Master How to Leverage Leonardo for Success in Your Optometric Practice

4:00 PM - 5:00 PM

713 - Setting Realistic Benchmarks and Goals

### Saturday 3/1

9:45 AM - 10:05 AM

Integrating Ray-Ban Meta into the Optometric Practice Experience: A Step-by-Step Guide

10:15 AM - 10:35 AM

Nuance in Practice: Essential Insights Every Allied Health Professional Should Know

12:00 PM - 12:20 PM

Discover How the Transitions Expert Program Can Enhance Patient Satisfaction

1:30 PM - 1:50 PM

Master How to Leverage Leonardo for Success in Your Optometric Practice

3:00 PM - 4:00 PM

724 - What Does World Class Service Mean to Your Young Employees and Customers

# OPTOMETRY'S MARKETPLACE™ EXHIBIT HALL

## Exhibit Hall Hours

Friday, February 28 - 9:30 AM – 5:00 PM

Saturday, March 1 - 9:30 AM – 4:00 PM

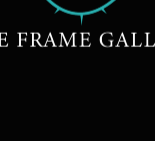


## THE VIEW

LUXURY EYEWEAR

### THE VIEW

Step into the world of luxury eyewear with The View, SECO's exclusive eyewear pavilion showcasing an array of innovative, fashionable, and luxury eyewear lines from around the globe. Don't miss this opportunity to elevate your understanding of luxury eyewear and bring a new level of style to your practice.



## THE FRAME GALLERY

### THE FRAME GALLERY

Discover the latest trends in eyewear at The Frame Gallery, where style, innovation, and functionality come together. Whether you're searching for the next must-have styles or looking to expand your product offerings, The Frame Gallery is the perfect place to explore what's new in eyewear.



## SALE FOR SIGHT

ONE SIGHT FOUNDATION

### SALE FOR SIGHT

You are exclusively invited to attend the Sale for Sight benefitting the Foundation! This is a great opportunity to shop across many EssilorLuxottica brands at SECO. Shop while supplies last! Limit 10 frames per purchase. **Located near the entrance to the exhibit hall.**



## NAO LOUNGE

National Academy of Opticianry

### NAO LOUNGE

Connect with peers, explore educational opportunities and events to discover benefits that can transform your career all in the National Academy of Opticianry (NAO) Lounge in Optometry's Marketplace.

# SOCIAL EVENTS

We are excited about the social events at SECO 2025. There is still time to register if you have not added these events to your schedule.

# BAD HABITS

# ROSE BENGAL BAND

## SECO 2025 EYE TUNES

*Battle of the Bands*

**FREE TO ALL REGISTERED ATTENDEES AND EXHIBITORS**  
DRINKS AVAILABLE FOR PURCHASE

**FRIDAY, FEBRUARY 28**  
Omni Hotel, Grand Ballroom

**9:00 PM - MIDNIGHT**  
DOORS OPEN AT 8:30 PM

## SATURDAY NIGHT

# PRESIDENT'S CELEBRATION

FEATURING

## KENT GONSOLIN    PINE LEAF BOYS

Celebrate Mardi Gras-style at SECO 2025's Saturday Night President's Celebration! Enjoy the comedic genius of Cajun comedian Kent Gonsoulin, followed by a live performance from Louisiana's world-renowned Pine Leaf Boys.

## SATURDAY, MARCH 1<sup>ST</sup>

**9:00 PM - 12:00 AM (DOORS OPEN 8:30 PM)**  
TABERNACLE

PLEASE STOP BY THE SECO EXHIBIT HALL INFORMATION BOOTH TO PICK UP YOUR ENTRY WRISTBAND AND COMPLIMENTARY DRINK TICKETS.

**Friday, February 28**  
9:30 AM - 5:00 PM

**Saturday, March 1**  
9:30 AM - 4:00 PM

\*You must have your conference badge with you to be scanned for verification.

## CHILDCARE

Childcare services will be available during SECO 2025. Please make sure to plan ahead – reservations must be made no later than 72 hours in advance. The cost is \$20 per hour per child, with a minimum of 3 consecutive hours. Book Reservation

## NURSING ROOMS

Mamava mobile nursing units will be located outside room 411 (level 4) at the Georgia World Congress Center for SECO 2025. The nursing room pods are controlled by the app on the website. The pods are open 24hrs around the clock.

Please visit our [Frequently Asked Questions](#) page for additional information.

We look forward to welcoming you to SECO 2025 and wish you safe travels. If you have registration questions contact [seco@csreg.zohodesk.com](mailto:seco@csreg.zohodesk.com), all other questions [info@secostaff.com](mailto:info@secostaff.com).

