

MEDIA RELEASE

Optometry Australia to host three-day virtual event and product showcase

Wednesday 15 April 2020: Optometry Australia announced today that it will be hosting a three-day virtual event, including a comprehensive accredited CPD program and product showcase.

Optometry Virtually Connected will be held from 26-28 June 2020.

This initiative aligns with the organisation's commitment to look at innovative ways to support members during the COVID-19 pandemic and to use new advances in technology to advance its members' education and continued career development.

"Because we believe that it is important to keep abreast of the latest clinical, patient care, management technology and products on the market, our virtual event will feature Australia's first, will be amongst one of the world's first, virtual optometry product showcases", said Darrell Baker, President of Optometry Australia.

"We are very excited to launch this new initiative, an idea we have been exploring for a while, and we felt there was no better time than now to hold such an event".

Optometry Virtually Connected will provide delegates with the opportunity to attend a series of accredited live and pre-recorded webcasts and to network with colleagues in real time within an online platform over the three-day program.

"With technology providing more and more scope to be innovative, we felt it was time that we too stretched ourselves by introducing new ways to do things".

Virtual events, conferences and trade shows are becoming increasingly popular as they allow delegates the opportunity to attend a live program in a time efficient way without leaving home, and without the added expense of travel and accommodation costs.

Access to *Optometry Virtually Connected* will be free to all Optometry Australia members with non-members also able to register to attend a more restricted three-day event for \$349.

The program for *Optometry Virtually Connected* is being finalised and this, along with registration details, will be released in the next few weeks.

For more information:

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Optometry Australia is the peak professional body for optometrists. Representing eight out of every 10 Australian-based optometrists, Optometry Australia's focus is to lead and advance the profession of optometry by putting eye-health front and centre of Australian health care.