



Independents Day



Balancing Eyecare & Eyewear

FROM **£39*** PER PERSON



EXCITING NEW ROADSHOW FORMAT

22 OCTOBER **LONDON** | 29 OCTOBER **COVENTRY** | 30 OCTOBER **BOLTON**

For more details and to book visit www.independentsday.co.uk

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Coming to a venue near you this autumn

High street optics has long battled with balancing the clinical versus retail elements of running a successful practice and profitable business. This will be the focus of this years joint conference programme. We call this tightrope **Balancing Eyecare & Eyewear**.

We're going 'On-tour'!

This autumn we're going on the road to take the event to the people with a new 3-venue, afternoon - evening format. All meetings will start at 1.00pm and run through until 8:30pm and the dates and venues are:

- Mon 22nd October, Holiday Inn, Wembley
- Mon 29th October, Ricoh Arena, Coventry
- Tues 30th October, Holiday Inn, Bolton

Keynote Speaker

Andy Clark

Sponsored by Hoya

When it comes to covering the unique hybrid business model that is UK optical practice, and understanding both the professional and commercial aspects of optometry there was only ever going to be one person for the job. That man is optical marketing guru, Andy Clark.

In his presentation 'Who do you think you are?' Andy will be looking at what he calls the fundamental 'practice archetypes' and demonstrating that practitioners need to understand which best defines both themselves and their practice.



Top supporting line-up:

Independent business owners who have walked the talk will share how they manage to balance the eyecare versus eyewear conundrum. Dependent on venue, they are:

- Mark Holloway – Thomas & Holloway Opticians
- Michelle Beach – Park Vision
- Gerard Fernandes – Lynne Fernandes Optometrists

Breakout Workshops

Business

Once again the programme will include parallel interactive discussion sessions. Delegates can choose from:

- The Hearing Opportunity – Ryan Leighton
- Staff Retention and Development – Lindsey Small
- Uncovering Your Practice Archetype – Andy Clark

CET

We are always pleased to be able to provide a CET point or three courtesy of our sponsors Alcon, CooperVision and Heidelberg. (Points to be confirmed)

iShow Exhibition

The iShow is open to ALL independent practitioners, regardless of conference attendance.

Tickets start from **ONLY £39***

There is a limited capacity at all venues and so early booking is recommended for the lowest ticket prices and to ensure you don't miss out.

NEG Member Delegate (Before 31 st August)	£39.00
Non-NEG Member Delegate (Before 31 st August)	£59.00
NEG Member Delegate	£59.00
Non-NEG Member Delegate	£79.00

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