



ODMA bootcamp

5 - 7 AUGUST 2011
SYDNEY CONVENTION & EXHIBITION CENTRE
DARLING HARBOUR

SEMINAR & WORKSHOP
PROGRAM

Incorporating the Australian Contact
Lens Education Forum presented by:



BAUSCH + LOMB



CooperVision™

Johnson & Johnson Vision Care

FREE CONTACT LENS EDUCATION AT ODMA2011

Attending all Bootcamp activities and breakfasts on both Friday and Saturday costs just \$225 (CPR excepted). And now due to the generous sponsorship of Abbott Medical Optics, Bausch & Lomb, Ciba Vision, Cooper Vision and Johnson and Johnson Vision Care the new Contact Lens Education Forum sessions worth 10 CPD points on either Friday or Saturday will be offered completely **FREE OF CHARGE**.

Please note breakfasts do attract a fee.

REGISTRATION & COST OPTIONS



Registration Fees are as follows:

REGISTRATION

COST IN A\$

| | |
|--|----------|
| Contact Lens Streams (1) – Friday or Saturday | \$FREE |
| Friday Sessions Only (incl. Welcome Breakfast) | \$165.00 |
| Saturday Sessions Only (incl. Fun Run/Walk + BBQ Breakfast)..... | \$149.00 |
| Friday/Saturday combination (all sessions/all activities)..... | \$225.00 |
| Bootcamp Welcome Breakfast only (Friday am) | \$72.00 |
| BBQ Breakfast only (Saturday am) | \$66.00 |
| Fun Run/Walk + BBQ Breakfast (Saturday am) | \$66.00 |
| CPR only (Friday)..... | \$88.00 |
| ODMA2011 Expo Pass | Included |

Register on line via www.odma.com.au for the ODMA2011 Bootcamp & Contact Lens Education Forum. It's quick and simple and available 24 hours, seven days a week!

ODMA MESSAGE



ODMA is excited to launch the new 'Bootcamp' education program in 2011, offering cutting-edge sessions structured to assist the independent eyecare practitioner with prescription contact lenses, and adding value to their business by increasing practice profitability and patient loyalty.

Specialist sessions are also on offer for dispensers and other staff, alongside a range of marketing sessions – many of

which will be invaluable for practice owners and managers. As will the ever-useful CPR session!

The Contact Lens Education Forum presented by Abbott Medical Optics, Bausch & Lomb, CIBA Vision, CooperVision and Johnson & Johnson Vision Care is headlined by British Contact Lens Association's President Shelly Bansal, a knowledgeable and charismatic speaker not to be missed.

We look forward to welcoming you to the inaugural ODMA Bootcamp and trust that you will enjoy a rewarding educational and social experience.

A handwritten signature in black ink that reads 'R. W. Grills'.

Richard Grills, Chairman, ODMA



THE PROGRAM



FRIDAY 5 AUGUST 2011

| | | ODMA Bootcamp/Contact Lens Education Forum Welcome Breakfast | | |
|--|--|--|--|---|
| | | Hosts: Glenn McGrath and 'Warnie' a.k.a. Ben Price | | |
| | | Stream 1 | Stream 2 | Stream 3 |
| 'WBF' 7:00 - 8:55am | | | | |
| 'CL1A' 👁️ 5 cpd 9:00 - 9:10am | Contact Lens Stream Introduction Presenters: Shelly Bansal, Kass Lewis, Margaret Lam / Phil Crossfield | '3PS' 👁️ 2 cpd 9:00 - 11:00am | Three Pillars for a Profitable Practice Presenters: Andrew Wilson, Mark Overton, Faith Davey | 'CPR' 9:00am - 1:00pm CPR St John Ambulance |
| 9:10 - 11:00am | Contact Lenses – Global Opportunities in Local Case Studies Presenters: Shelly Bansal, Kass Lewis, Margaret Lam / Phil Crossfield | | | |
| 'CL1B' 👁️ 5 cpd 2:00 - 4:00pm | Succeeding with Torics & Multifocals – Clinically Driven, Commercially Successful Presenters: Shelly Bansal, Mimi Wong, Kass Lewis | 'BLD1' 👁️ 4 cpd 2:00 - 4:00pm | Basic Lens Dispensing Bootcamp 1 Presenter: David Wilson | |

SATURDAY 6 AUGUST 2011

| | | ODMA Bootcamp Fun Run / Walk | | |
|--|--|--|---|--|
| | | Meet at Bayside Lounge of the Sydney Convention and Exhibition Centre | | |
| | | ODMA Bootcamp / Contact Lens Education Forum BBQ Breakfast at Bayside Lounge | | |
| | | Stream 1 | Stream 2 | Stream 3 |
| 'FR' 7:30 - 8:30am | | | | |
| 'BBQ' 7:45 - 8:45am | | | | |
| 'CL1A' 👁️ 5 cpd 9:00 - 9:10am | Contact Lens Stream Introduction Presenters: Shelly Bansal, Kass Lewis, Margaret Lam / Phil Crossfield | 'BLD1' 👁️ 4 cpd 9:00 - 11:00am | Basic Lens Dispensing Bootcamp 1 Presenter: David Wilson | '3PS' 👁️ 2 cpd 9:00 - 11:00am Three Pillars for a Profitable Practice Presenters: Andrew Wilson, Mark Overton, Faith Davey |
| 9:10 - 11:00am | Contact Lenses – Global Opportunities in Local Case Studies Presenters: Shelly Bansal, Kass Lewis, Margaret Lam / Phil Crossfield | | | 'Post Growth' 👁️ 2 cpd 11:15am - 1:15pm Post Traumatic Growth – It is Possible Presented by Mark Fletcher, Shopworks Science |
| 'CL1B' 👁️ 5 cpd 2:00 - 4:00pm | Succeeding with Torics & Multifocals – Clinically Driven, Commercially Successful Presenters: Shelly Bansal, Mimi Wong, Kass Lewis | 'ALD1' 👁️ 6 cpd 2:00 - 4:00pm | Advanced Lens Dispensing Bootcamp Presenter: David Wilson | |

SPEAKERS



Shelly Bansal FBDO Hons FBCLA Independent Practitioner and BCLA president



Having qualified as a Dispensing Optician in 1982 Shelly Bansal went on to complete his Hons CL diploma in 1987. He was then the manager and senior contact lens practitioner at the flagship store of a leading multiple. In 1994 he opened his own independent practice. Currently the practice has a client base of over 12,000 patients and 40% of the overall turnover is contact lens related. Approximately 15% of sales are RGP lens related.

His special interests include Orthokeratology, fitting younger patients with contact lenses, multifocal contact lenses and developing practice management strategies. In 2007 Shelly was awarded with his Fellowship of the British Contact Lens Association and is currently BCLA President.

In 2002 his practice was nominated as a finalist in "The eye care practice of the year" and in 2003, 2004, 2008 & 2010 the practice was nominated as finalist in "Contact Lens practice of the Year", "Technology Practice of the Year" & "Marketing Initiative of the Year".

Shelly is also an advisory panel (Faculty) member for several contact lens manufacturers and contact lens solution manufacturers. He has also been involved with various contact lens research organisations.

Over the last few years he has presented at BCLA conference and evening meetings and has had articles published in some of the optical journals. He also lectures internationally on many contact lens topics; all based on his experiences in practice.

Kass Lewis Senior Operations Manager, The Friedman Group (Australia) Pty Ltd



Kassandra Lewis has a reputation for being a dynamic presenter and an effective change management consultant. She is regarded as one of the top retail consultants in the world, with fifteen years experience in vocational education and training, and eight years experience in consulting to both national and international retailers.

As Senior Operations Manager for The Friedman Group (Australia) Pty Ltd, Kassandra has introduced to the Asia Pacific Region, Australia, New Zealand and the United

Kingdom, proven retail management systems, focusing on guaranteed increases in sales. These systems have been successfully implemented in 22 countries around the world, and in the current retail climate have become an invaluable resource for business owners and share holders to increase the sales and profits of their sales organisations.

Kassandra's clients include, SONY Pan Asia, JB Hi Fi, Dick Smith Electronics, Loreal, GrainCorp, Michael Hill Jewellers, Snooze, Jaycar, Bing Lee, Angus & Coote, The Perfume Connection, Kikki-K, Bloch, Adairs, EB Games, AGL, and Radio Rentals to name a few.

Phil Crossfield Partner at Central Coast Eyecare, President of the Central Coast Optometry Society



Phil Crossfield is an Optometrist, having graduated from The School of Optometry at The University of NSW in 1992. He worked in private practice at Chatswood in Sydney from 1993 to 1996 where he began fitting contact lenses, both soft and rigid gas permeable.

In 1996 Phil joined HCF Eyecare in the Sydney CBD as a staff optometrist and his contact lens experience began to expand into more complex fittings including multifocal and new keratoconic RGP designs.

In 2001 he was appointed as the Director of Optometry services at HCF Eyecare and began liaising more closely with various contact lens companies. This allowed Phil the opportunity to test several new contact lens types prior to their launches on the Australian market.

In 2006 Phil relocated to the Central Coast of NSW and is currently a partner at Central Coast Eyecare where he continues to have a keen interest in contact lenses, especially multifocal lenses and keratoconic RGP fits. Phil is also the current President of the Central Coast Optometry Society.



SPEAKERS



Margaret Lam



Margaret Lam graduated from the University of New South Wales in 2001. She started the eyecare company in 2005, a small group of successful independent optometry practices that focus on professional eyecare and designer eyewear across 4 locations across greater Sydney and Sydney CBD.

She practices full scope optometry, but with a special interest in successful patient communication, retail aspects of optometry and contact lenses. She has previously worked in independent practices, chain practices and corporate multinational optometry practices and as a locum optometrist. Margaret has also worked in an advisory role with several leading contact lens companies.

Mimi Wong



Mimi Wong obtained her Bachelor of Optometry from the University of New South Wales in 2005. Her first two years were spent working in a semi-rural community within the NSW Southern Highlands. Since then, she has taken over her family practice in South West Sydney, bringing her exposure to the local community and cultures.

After several years in private practice Mimi returned to university to pursue her Masters of Optometry (UNSW), where she became the recipient of the Graham Peachey Award. She also has a keen interest in orthokeratology and is an avid supporter of community driven health programs.

Andrew Wilson



Andrew is the Founder and Management Partner of Vaughan Govier Pte Ltd. In this role he is passionate and committed to the success of companies through the craft of organisational coaching. His customers are business owners looking for rapid growth and consistent profit. In this role, Andrew has supported businesses from many industries and in particular has worked within the optical industry throughout

Asia including businesses from Hong Kong, Indonesia, Japan, Malaysia, Thailand, Philippines and Singapore.

In addition to his organisational coaching work, he is a company director and is a highly regarded speaker in the areas of leadership, organisational dynamics and strategy. Andrew moved to Singapore in 1995. He has a Bachelor of Engineering, 1st Class Honours with a Master of Business Administration.

Mark Fletcher



Mark Fletcher is a Principal Consultant with over 20 years experience in consulting and market research management including senior positions with AC Nielsen, Nett Effect Singapore, NFO Research, ANZ Bank, and Pulse Energy. He has a Bachelor of Science majoring in Psychology and a Master of Business Administration (Strategic Marketing) and is a Qualified Practicing Market Researcher and a member of the Australian Market & Social Research Society.

Highly experienced in both qualitative and quantitative research approaches, Mark launched Shopworks Science in 2009 to focus upon shopper research and has conducted projects for many leading Australian organisations including Honda Motorcycles, Vodafone Australia, Pandora Jewellery, The Laminex Group, Australian Red Cross Retail Stores and Collins Booksellers.



SPEAKERS



David Wilson



David Wilson is Adjunct Senior Lecturer at the Vision CRC and education consultant at the International Centre for Eyecare Education, both based at the University of New South Wales. He is also a visiting lecturer at the University of Sydney and until recently was the Head Teacher of optical courses at OTEN.

In 1999 he published a textbook in optical dispensing, *Practical Optical Dispensing*, the second edition of which was published in 2006. He was also co-author of a second textbook, *Practical Optical Workshop*.

He has lectured in a number of countries including the United States, England, South Africa, Malaysia, Singapore, Japan, China, Australia and New Zealand. He is also a past President of the International Opticians Association.

Mark Overton



Mark Overton is a Director at Ideology Consulting. He has 30 years of experience working in both public and private business. With a B.Sc, MBA and extensive experience in general management, consulting and professional service roles he is able to pass on a depth of experience and knowledge to improve the performance and profits of businesses he works with.

He has worked with major public hospitals, Federal government, small and medium private businesses, medical research institutions, professional associations and has consulted to over 500 optometry practices across Australia.

Mark has also been at various times a University lecturer, window cleaner, packing case assembler and scrap metal labourer and understands what it's like at the sharp end of a business.

Faith Davey



Faith has been an Optical Dispenser for over 10 years. Throughout her time in the optical industry she has worked for many eyecare professionals and practices, giving her a great depth of knowledge of practice management, patient care, professional dispensing and optical products.

Faith is a qualified Optical Dispenser and has completed a Diploma of Ophthalmic Practice Management. She has a detailed understanding of the requirements for operating and managing a successful optical business and in particular, the importance of the patient care and "front of practice" operations.

Davey Dispensing provides independent locum dispensing services to optometrists and optical dispensers around Australia.



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For regular show updates, trade registration,
seminar & workshop bookings, exhibitor list and
event schedule for ODMA 2011 visit

WWW.ODMA.COM.AU

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EXPERIENCE MATTERS

Exhibition Management Pty Ltd
PO Box 1192 (179 Park Street)
South Melbourne Vic 3205

T +61 3 9699 4699

F +61 3 9690 9333

E expo@exhibitionmanagement.com

