

## Programme and opti forum

Friday, 25.01.2019

25.01.2019  
10:25 - 10:45 h  
Hall C4.723

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OPTIC 4.0

[Potentials of digitalisation in optometry](#)

Potentials of digitisation based on the Foresight Project Report 2030.

Speaker: Anna Knaus, B.Sc. Optometry, Aalen University

opti FORUM

25.01.2019  
10:50 - 11:35 h

Hall C4 .723

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Young talent and succession

[The success of the transfer using the example of the Scheuerer family's optometry business](#)

What does the handover process depend on, what risks does it entail and what kind of opportunities emerge? This will be discussed by Father and son, of the Scheuerer family business, together with Beatrice Rodenstock.

Speaker: Helmut & Georg Scheuerer, Beatrice Rodenstock, Technical University of Munich

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25.01.2019

11:40 - 12:00 h

Hall C4.723

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OPTIC 4.0

[Classical advertising is dead!](#)

Many opticians with high quality products are almost invisible on the market and lose orders to worse competitors who scream louder. New and creative strategies are in demand in the future.

Speaker: Nicole Ritter, Inhaberin Brillen Guru

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13:00 - 13:20 h

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Market and customer

[Effects of digitization on purchasing behavior of so called personas: Where does which customer buy his spectacles today and where in the future?](#)

Prof. Dr. Anna Nagl presents in her speech the results of a survey of 529 spectacle wearers online survey conducted by the Master graduate of Aalen University, Simon Hauser. It is also about statistically determined data and facts that show how likely it is that customers will buy eyewear online in the future.

Speaker: Prof. Dr. Anna Nagl, Dean of Studies, M.Sc. Vision Science and Business (Optometry)

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Market and customer

[Alexa, take care of it! - How we will shop in the future](#)

To what extent are online commerce, IT and artificial intelligence changing the ways of optometry? Discussed by: Ruth-Anna Weißmann Aktivoptik, Jens P. Klatt Management Mister Spex, Susanne Pieler, Sales manager Essilor D, and Nicole Hanisch Member of the executive board of the rheingold Institut (Cologne). Join in the discussion!

Speaker: Christine Höckmann (chief editorship eyebizz), Ruth-Anna Weißmann (Aktivoptik), Jens P. Klatt (Management Mister Spex), Susanne Pieler (Sales director Essilor D), Nicole Hanisch (member of the management at rheingold Institut Köln)

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25.01.2019  
14:10 - 14:55 h  
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Marketing Mix

[ZVA panel discussion: And now onto advertising ... is optometry also in need of its own sweet incentive?](#)

Business owners, industry representatives and advertising specialists talk about the challenges of Advertising in optometry and, using examples, discuss when the limits of justice or integrity have been exceeded.

Speaker: Lars Wandke, head of public relations and marketing at the ZVA

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25.01.2019  
15:00 - 15:40 h  
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The science of the eye

[Lecture series - SPECTARIS Contact Lenses Circle: The desire for contact lenses! Successful management of myopia](#)

How do we stop nearsightedness before it has even started? Or, failing that, how do we slow down its progress? Scientific studies show that more severe nearsightedness can be a risk factor for pathological diseases that involve visual impairment. We will discuss a number of important aspects with you.

Speaker: Axel Baasner (MPG&E), Nadine Ohletz (mark'ennovy), Petra Zapsky

(CooperVision)

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The science of the eye

[Atropine & Co: Are optometrists allowed to utilise drugs?](#)

When parents are allowed to hold their children's eyes wide to administer eye drops - why should ophthalmic opticians and optometrists be denied the right to do so? ZVA managing director Dr. Jan Wetzel shines a light on the legal boundary between optometry and ophthalmology.

Speaker: Dr. Jan Wetzel, Managing Director ZVA

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25.01.2019

16:10 - 16:30 h

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Design

[Interview and discussion: Design trends in the optical sector](#)

In a conversation with presenter Moritz Küffner, Dieter Funk from FUNK International gives exclusive insights into future trends regarding the field of eyewear design.

Speaker: moderator Moritz Küffner & Dieter Funk (FUNK International)

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The science of the eye

[Screening of schoolchildren in rural Lower Saxony](#)

Screening examinations for 5th form schoolchildren in regional comprehensive schools are evaluated over a period of six years.

Speaker: Olaf Müller & Sven Mucke, Professional Academy for Optometry

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The science of the eye

[Use of the ZEISS screening concept amongst optometrists in Germany: A Guide](#)

This lecture explains the optometrical, statistical, legal and economical basics of screening at optometrists and shows the potential for optometrists and customers.

Speaker: Ann-Isabel Mattern, B.Sc. Optometry, Aalen University

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The science of the eye

[How does myopia control work? Short guide for use in practice.](#)

A teenager comes to you with a -1.00 prescription. What options are available to you?  
Selling glasses and/or giving advice on the subject of myopia control?

Speaker: Markus Hofmann, M.Sc. Vision Science & Business (Optometry), sehzentrum Zürich AG

opti FORUM

Saturday, 26.01.2019

26.01.2019

09:30 h

Exhibitor events

[SwissLens SA / Contact Lens Workshops](#)

Join our workshops on scleral, orthokeratology and edge filter contact lenses and also about myopia management and customer communication. For all further questions please contact us at booth C6.101 in hall C6. Registration is required!

Conference Room C65, hall C6

## Further information

26.01.2019  
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Marketing Mix

[First step into the cloud - with emails or documents?](#)

There are many strategies on the path towards the cloud. Start with emails first, then move on to documents or vice versa? Or what other opportunities are there? We suggest three tried-and-tested methods.

Speaker: Marcus Hampel, Managing Director plus3 Trainings GmbH

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Market and customer

[For the overview: On the current situation with health insurance companies](#)

Since the HHVG (Remedies and Drugs Act) came into force, the health insurance companies have once again been firmly involved in the world of optometry. The presentation provides up-to-date information on this topic, from prequalification, to the fixed amount list, right through to supply contracts.

Speaker: Sigrun Schmitz, department head Business administration and health insurance of the ZVA

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The science of the eye

[Refractive corneal and lens surgery](#)

Myopia and hyperopia can be precisely treated by refractive corneal and lens surgery. But which patient is fundamentally eligible for refractive surgery? What are the advantages and disadvantages of the different procedures?

Speaker: Prof. Dr. med. habil. Christian Meltendorf

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Marketing Mix

[Experience is good. Data is better.](#)

Design online activities in a meaningful way: How to collect data, address the right People and get yourself noticed on the net.

Speaker: Yannick Fetsch, B.Sc. Optometry, Founder of Rocktician and lecturer at Aalen university

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Marketing Mix

[opti-Trendtalk: More visibility through social media? Panel discussion with top influencers, followed by presentation of the BLOGGER SPECTACLE Award](#)

As part of the BLOGGER SPECTACLE on the Saturday of the fair, fashion and eyewear bloggers from all over Europe will be meeting at opti. At opti-Trendtalk, some of these bloggers will be providing insight into their work and engaging in discussions with industry insiders and optometrists about success and opportunities presented by social networks. Afterwards, the BLOGGER SPECTACLE Award presentation will then take place. The best newcomer to present themselves in opti BOXES in 2019 will receive this award.

Speaker: Dr. Patrik Hof, GHM press spokesman

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Marketing Mix

[How to increase your eyewear sales & turnover by 50% in 10 steps!](#)

This presentation features proven sales methods, with which you as an optician can not

only sell more eyewear and increase your turnover, but also mould your sales process into the form you've always wanted it to take.

Speaker: Christian Müller, Augenoptik Verkaufsoffensive

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OPTIC 4.0

Screening, eye tests as they were 70 years ago? Or the new procedure - on iPad and with new tests!

Successful new tests for screening and control of nursery school children's eyes and visual aids.

Speaker: Eduard Posch, master optometrist

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Young talent and succession

ZVA panel discussion: What the young can learn from the old when it comes to entrepreneurial thinking

There's no training or course to become an entrepreneur, so how can we preserve this know-how and confer it upon the next generation? The participants report how they solved this task and when you to make the mistakes yourself.

Speaker: Petra Seinsche, head of department, business administration and health insurance of the ZVA

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Marketing Mix

Lecture series - SPECTARIS Contact Lenses Circle: The desire for contact lenses! Active together: industry impulses for contact lenses. The current digital/marketing campaign and CL University/Vocational College Days 2019

"Contact lenses are the ideal complement to glasses. They can become an important part of your own business model, provided your company's adjustment process and follow-up process are a highlight and run positively. The industry wants to be a close partner in this regard, while also wanting to inform the end consumer about contact lenses, including their advantages and how to handle them.

Speaker: Meike Drežnjak (Bausch + Lomb), Peter Frankenstein (SPECTARIS), Heike Hädrich (Alcon Pharma), Damaris Karrer (Alcon Pharma), Kerstin Kruschinski (Kuratorium Gutes Sehen), Jérôme Kuzio (CooperVision), Petra Zapsky (CooperVision)

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Marketing Mix

Using events to reach customers who are eager to spend, and develop them into regular patrons - this is how you do it!

Customer events give potential buyers the opportunity to experience the competence and assortment of your specialist store without obligation. Let yourself be inspired by already-proven concepts.

Speaker: Petra Waldminghaus, Wirksam auftreten - Brillenexpertin

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Young talent and succession

Panel discussion and round of interviews with Eva Trummer & Yannick Fetsch

Learning from founders!

In dialogue with EAH Jena students, the two young entrepreneurs Eva Trummer and Yannick Fetsch will chronicle their path to autonomy and self-employment!

Speaker: Eva Trummer (master optometrist and Managing Director of Premium Optik GmbH), Yannick Fetsch (B.Sc. Optometry, Founder of Rocktician and lecturer at Aalen university), Ferdinand Glöckner, Georg Amon

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OPTIC 4.0

#### Digital transformation

Becoming a digital leader overnight? The dynamics of digitalisation are forcing all companies to ask themselves the same question: How do I implement digital change? To ensure this new age doesn't cause them to peter out, companies should be aware of one particular strength: their diverse interfaces with customers and the knowledge they can draw from them.

Speaker: Bernd Eigenstetter, rpc - The Retail Performance Company

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Market and customer

#### Optometrists alone are not enough for the future! How do I deal with the customers of tomorrow?

The demands and purchasing behaviour of customers are changing. When it comes to addressing the customer, individuality is becoming increasingly important. In this context, it is necessary to come to grips specifically with the topics through which your customers will come into contact with you and your brand. Only once you have tackled all areas and mastered them well and professionally will you be at the forefront of customer perception.

Speaker: Jonathan Volz (Digital), Andreas Kraft (Optiker), Alexander Wirth (Ex-CEO Ralph Lauren und Bogner), Marc Heikaus (Ladenbau)

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The science of the eye

#### Layer by layer - OCT images in focus

The lecture focuses on the one hand on how to achieve optimal image quality, and on the other hand on the selection of relevant scans (with case studies).

Speaker: Alexandra Englert and Melanie Dobler, B.Sc. Optometry, currently M.Sc. students

Optometry/Ophthalmotechnology/Vision science

opti FORUM

Sunday, 27.01.2019

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The science of the eye

[Low Vision - Visual impairments and electronic & ergonomic aids](#)

My work involved conducting company interviews in connection with Low Vision and its products. The detailed results of Opti 2017 will be presented.

Speaker: Andrea-Maria-Erna Schmied, opti Stipendiums 2018 winner (opti Bursary 2018)

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Marketing Mix

[SEO for optometrists: How to leave your competitors trailing on Google](#)

If you want to increase company visibility and gain new customers on the Internet, then local search engine optimisation is a necessity. The lecture gives an introduction and provides practical tips that every optometrist can put into practice themselves.

Speaker: Christoph Baum, ZVA expert in search engine optimisation

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Marketing Mix

[Marketing 2.0 - new avenues for medium-sized businesses](#)

Only the 2 top-selling optometrists in Germany use advertising spots as an integral part of their marketing strategy. How can SMEs meet chain stores on an equal footing when it

comes to advertising? Well-known personalities from the industry and SMEs will be discussing this topic.

Speaker: Michael Lämmermann and Felix Müller, eyeDEFINITION

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The science of the eye

[Identify and classify changes in the meibomian glands](#)

Dry eyes are often caused by changes in the meibomian glands. What do such changes look like, how can they be classified and what problems are associated with them?

Speaker: Anke von Ahrentschildt, Master's student, University of Applied Sciences Jena

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The science of the eye

[Lecture series - SPECTARIS Contact Lenses Circle: the desire for contact lenses!](#)

[Professional follow-up check of contact lenses: seizing opportunities and exploiting potential](#)

For long-term wearing success, careful adjustments are necessary, as are qualified follow-up checks, which can detect instances of intolerance at an early stage. Optical and physiological knowledge are just as important as communicative skills in this regard.

Speaker: Heike Hädrich (Alcon Pharma / for exchange lenses), Mario Rehnert (Hecht Contactlinsen / for individual lenses), Samantha Samuel (CooperVision / for exchange lenses)

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Market and customer

[ZVA panel discussion: Who is to blame in the case of a complaint? The industry, the customer, or ... you?](#)

When there is a complaint, one is quickly inclined to point the finger at the product or (secretly) at the customer. But maybe you should be looking to get your own house in order first, in order to work out the problem and avoid unwanted cases of déjà-vu.

Speaker: Dirk Schäfermeyer, ZVA head of department - education and training

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Design

[Interview and discussion: Design trends in the optometry sector](#)

In an interview with moderator Moritz Küffner, Stefano Barizza, Head of Design at Andy Wolf, provides exclusive insights into future trends in the field of eyewear design.

Speaker: moderator Moritz Küffner & Stefano Barizza (Andy Wolf)

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The science of the eye

[Chromatic pupillometry before and after cataract operations](#)

Chromatic pupillometry (cP) can be used to selectively examine both rods/pins and intrinsically photosensitive retinal ganglion cells (ipRGCs). The lecture will present and discuss study results on cP utilised before and after cataract operations.

Speaker: Sebastian Golczyk, B.Sc, Munich University of Applied Sciences

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