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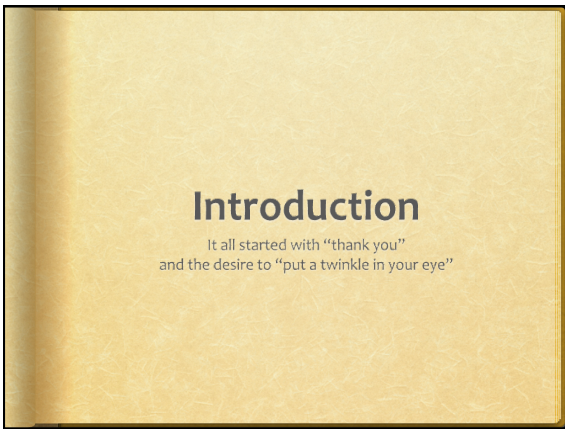
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## Season

April in Paris



Fall Into Savings



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## Holidays

Christmas



St. Patrick's Day



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## Current trends or events



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### Other ideas...



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### Advance Planning

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### Who is on your team?

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## Frames and Lenses

- Ophthalmic lenses
  - Contact the lab for 'special pricing'
  - Create "package" pricing for event
  - Piggy-back on other promos (e.g. The Ultimate Lens)
- Frame Vendor Selection
  - What's hot? What's not?
  - Liquidation strategy?

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## Vendor Partners

- Eye makeovers
- Eyelash/brow makeovers
- Boutique – jewelry, candles, massage, meditation
- Food demonstration and vendors

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## Marketing and Promotion

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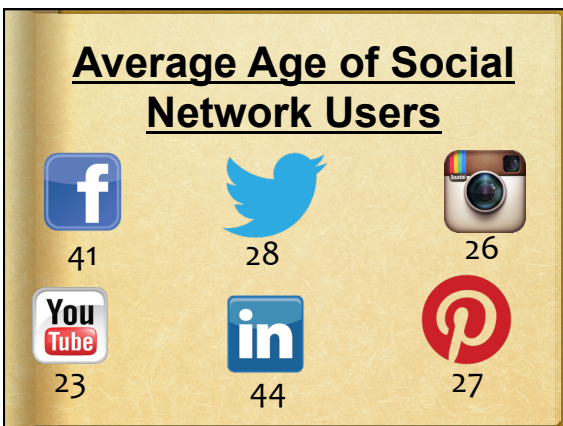
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**ENGAGEMENT**

"Content is King"

LIKE  
COMMENT  
SHARE

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**Clickable Cover Photos**

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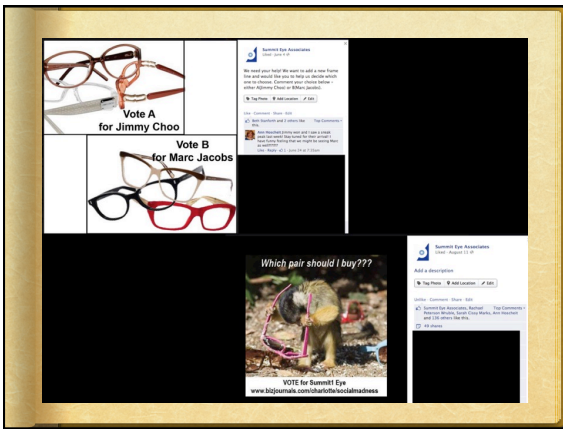
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## Best Practices

- Off-site vs. On-site
- Do NOT see patients
- All hands on deck
- Include the DOCS and put them to work ☺
- Plan every detail

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## Measuring Success (ROI)



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## SET A GOAL

$$\text{Revenue} - (\text{COGS} + \text{Event Costs}) = \text{PROFIT}$$



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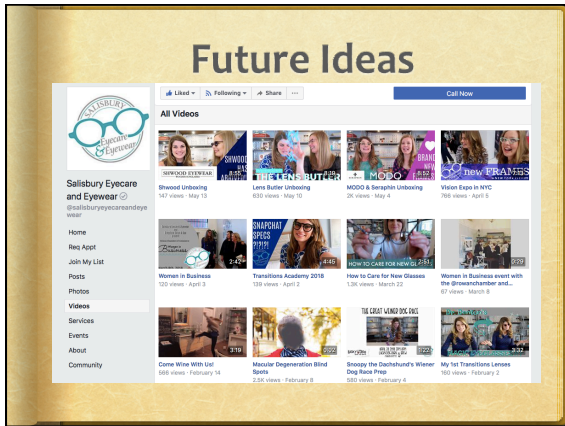
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