



Look Forward.

Catch Up

Marketing Campaigns

FINAL REMINDER

Campaign Registrations End Today!

Have you ordered the 2023 Independent Value Campaign? **Registrations close today at 10pm AEST**, so be sure to jump on ProMarket now to secure your order!

Orders are expected to arrive in practice in the first week of May, with the Campaign Resource Hub and digital assets made available the same week.

[REGISTER NOW ON PROMARKET](#)

VISUAL MERCHANDISING

Elevate Your Window Display

As a way of extending our campaign offering, we have collaborated with Window Stylist, Kerry Van Beuge, to provide you with eye-catching ideas that are intended to elevate the effectiveness of your point-of-sale window displays.

[View the 'Eyecare for Individuals' window display suggestions >](#)

[View the 'Colour POP' window display suggestions >](#)



Learning and Development

EDUCATION

Katrina McCarter Presents: Generational Marketing

Want to attract and engage customers no matter their age or stage of life? Don't forget to register for the Generational Marketing workshop, hosted by award-winning marketer Katrina McCarter.

Katrina will take you on a deep-dive into the behaviours, motivations and communication preferences of each consumer generation and attendees will learn how to reach the right people on the right channel using effective language.

Registrations close 7 days before commencement of course.

[REGISTER NOW](#)



LOCATION	DATES OF TRAINING
WA	1 May 2023
SA	3 May 2023
QLD	8 May 2023
NSW	10 May 2023
VIC	15 May 2023

Webinars

REGISTER NOW

Financial Matters with Paul McKinley

Paul McKinley, Director of Optometry Finance Australia, is hosting the 'Financial Matters' webinar on **Wednesday 19 April at 6pm AEST.**

With the cost of living and doing business rising, Paul will be covering a series of topics to help you save money and invest in the right areas from both a business and personal perspective.

This timely webinar is aimed to provide you with insights and tools to put you in a better financial position in 2023. Registrations are open now!

[REGISTER NOW](#)



WATCH THE VIDEO

Did You Miss the Member Strategic Update?

Last Tuesday, ProVision CEO Tony Jones and Marketing Manager Sarah O'Connor presented the Member Strategic Update webinar, where they discussed recent consumer research and member feedback, as well as the key strategies that have been proposed to support the findings.

The recently commissioned research has provided invaluable insight on how ProVision can best help you position your practice for future strength.

If you missed the chance to catch the webinar, or simply want to recap any of the content, just click below to access the full recording.



Supplier Space

OFFICE DEFIB PACKS

Heart180 x ProVision

We are pleased to announce that ProVision and Heart180 have teamed up to tackle Australia's biggest killer - Sudden Cardiac Arrest.

In Australia, more than 30,000 out-of-hospital Cardiac Arrests occur each year, with fewer than 10 per cent currently surviving.

There is a tremendous opportunity for every community health business to be part of the solution, and having a defibrillator available within your business could mean the difference between life and death.

[To find out more about the offer, click here >](#)

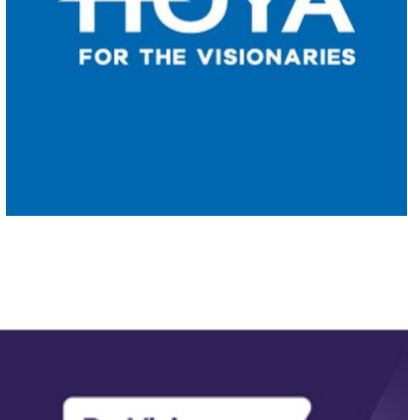


SUPPLIER INFO

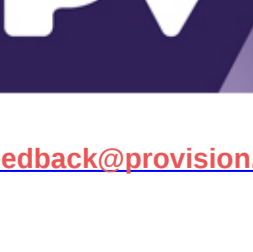
HOYA Announcements

There's lots of exciting HOYA news this month, with the launch of 3 new products and the appointment of a new NSW Sales Consultant.

[Click here to learn more >](#)



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