Brussels, 15th September 2014

REGISTER NOW FOR THE EUROMCONTACT SEMINAR

THE LOYALTY EFFECT
- PUTTING THE CUSTOMER AT THE HEART OF YOUR PRACTICE-

Date: 16th November 2014
Time: From 10:00am to 4:00pm
Location: Amsterdam Schiphol Radisson Blu Hotel

Euromcontact is pleased to offer a seminar to Eye Care Professionals (ECPs) and industry representatives on the loyalty effect of contact lens wearers, which will take place on 16th November 2014 at the Radisson Blu Hotel, Amsterdam Schiphol Airport.

The seminar will focus on the loyalty effect of wearers and what it means for an optical business.

A simulation tool kit will be demonstrated and presented by a business school specialist. Presentations will also include case studies.

The tool kit and presentations will be discussed in workshops and in the plenary session during the afternoon, and is sure to generate a lively exchange of views amongst participants and speakers!

The seminar will start at 10:00am and will finish at 4:00pm. Registration is free of charge.

Registration is limited and registration will be on a first-come first served basis! Participants will have an exclusive access for a month to all presentations and the simulation tool.

RSVP to pascale.rouhier@euromcontact.eu together with application form.

EUROMCONTACT is the voice of European contact lens and lens care industry to the European Institutions, media, stakeholders and the public. EUROMCONTACT is the European Federation of National Associations and International Companies of Contact Lens and Lens Care Manufacturers. EUROMCONTACT members include National Associations of Manufacturers, representing Belgium, France, Netherlands, Germany, Italy, Spain, Switzerland and the United Kingdom; and the global companies Alcon, AMO Ltd., Bausch & Lomb, Cooper Vision, Johnson & Johnson Vision Care and Menicon.

ENDS

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More information about Amsterdam

Website of the hotel: http://www.radissonblu.com/hotel-amsterdamairport

The city center is only 20 km away, easily accessible via train or tram networks. On-site parking is available for guests arriving by car.

You can either book your room on-line or ask Euromcontact Secretariat to book it for you directly.

More information about Amsterdam? Please visit

The city portal: http://www.iamsterdam.com/

Amsterdam tourism: http://www.netherlands-tourism.com/amsterdam/

Amsterdam info about museums: http://www.amsterdam.info/museums/rijksmuseum/