

Sponsor

 POLARIZED PLUS
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2011 Year Planner



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TOPCON
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	January	February	March	April	May	June	July	August	September	October	November	December							
Monday								1											
Tuesday		1	1					2			1	Membership Subscription Renewal Course 2 - London							
Wednesday		2	2			1		3			2	Course 2 - Manchester							
Thursday		3	3			2		4	1		3	Course 2 - Leeds							
Friday		4	4	1	Healthcare Scheme Renewal	3	1	5	2		4	Course 2 - Birmingham							
Saturday	1	New Year's Day	5	2		4	2	6	3	1	5								
Sunday	2	6	6	3	1	5	3	7	4	2	6								
Monday	3	7	7	Course 1 - Bristol	4	2	May Day	6	Course 5 - Bristol	4	8	5	Course 1 - Bristol	3	Regional Meeting	7	Course 2 - Belfast	5	Course 3 - Bristol
Tuesday	4	8	8	Course 1 - London	5	3		7	Course 5 - London	5	9	6	Course 1 - London	4	Regional Meeting	8	Course 3 - Belfast	6	Course 3 - London
Wednesday	5	9	9	Course 1 - Manchester	6	4		8	Course 5 - Manchester	6	10	7	Course 1 - Manchester	5	Regional Meeting	9	Course 2 - Scotland	7	Course 3 - Manchester
Thursday	6	10	10	Course 1 - Leeds	7	5		9	Course 5 - Leeds	7	11	8	Course 1 - Leeds	6	Regional Meeting	10	Course 3 - Scotland	8	Course 3 - Leeds
Friday	7	11	11	Course 1 - Birmingham	8	6		10	Course 5 - Birmingham	8	12	9	Course 1 - Birmingham	7		11		9	Course 3 - Birmingham
Saturday	8	12	12		9	7		11		9	13	10		10		12		10	
Sunday	9	13	13		10	8		12		10	14	11		11		13		11	
Monday	10	14	14	Course 1 - Belfast	11	Course 2 - Bristol	9	13	Course 5 - Belfast	11	15	12	Course 1 - Belfast	10	Course 7 - Bristol Regional Meeting	14		12	
Tuesday	11	15	15		12	Course 2 - London	10	14		12	16	13	Course 6 - Belfast	11	Course 7 - London Regional Meeting	15		13	
Wednesday	12	16	16	Course 1 - Scotland	13	Course 2 - Manchester	11	15	Course 5 - Scotland	13	17	14	Course 1 - Scotland	12	Course 7 - Manchester Regional Meeting	16		14	
Thursday	13	17	17		14	Course 2 - Leeds	12	16		14	18	15	Course 6 - Scotland	13	Course 7 - Leeds	17		15	
Friday	14	18	18		15		13	17		15	19	16		14	Course 7 - Birmingham	18		16	
Saturday	15	19	19		16		14	18		16	20	17		15		19		17	
Sunday	16	20	20		17		15	19		17	21	18		16		20		18	
Monday	17	21	21	Course 3 - Bristol	18	Course 2 - Birmingham	16	20		18	22	19	Course 6 - Bristol	17	Regional Meeting	21	Course 8 - Bristol	19	
Tuesday	18	22	22	Course 3 - London	19		17	21		19	23	20	Course 6 - London	18	Regional Meeting	22	Course 8 - London	20	
Wednesday	19	23	23	Course 3 - Manchester	20		18	22		20	24	21	Course 6 - Manchester	19	Regional Meeting	23	Course 8 - Manchester	21	
Thursday	20	24	24	Course 3 - Leeds	21		19	23		21	25	22	Course 6 - Leeds	20	Regional Meeting	24	Course 8 - Leeds	22	
Friday	21	25	25	Course 3 - Birmingham	22	Good Friday	20	24		22	26	23	Course 6 - Birmingham	21		25	Course 8 - Birmingham	23	
Saturday	22	26	26		23		21	25		23	27	24		22		26		24	
Sunday	23	27	27		24		22	26		24	28	25		23		27		25	Christmas Day
Monday	24	28	Annual business conference and AGM	28	Course 3 - Belfast	25	Easter Monday	23	Course 4 - Belfast	27	29	Summer Bank Holiday	26	24	Course 7 - Belfast	28	Course 8 - Belfast	26	Boxing Day
Tuesday	25			29	Course 2 - Belfast	26		24		26	30		27	25		29		27	
Wednesday	26			30	Course 3 - Scotland	27		25	Course 4 - Scotland	29	27		31	28	Course 7 - Scotland	30	Course 8 - Scotland	28	
Thursday	27			31	Course 2 - Scotland	28		26		30	28			29				29	
Friday	28					29		27		29				30				30	
Saturday	29					30		28		30				29				31	
Sunday	30					29		31		31				30					
Monday	31					30	Spring Bank Holiday							31	Course 2 - Bristol				
Tuesday						31													
	Delivery of Reflections sample set and support material Delivery of Jump and Edge sample sets Blue rep only releases	Delivery of new product sample sets (Kikai, Clarity)	Delivery of patient newsletters Buying Group override payments Healthcare renewal premium due	Delivery of new product sample sets (Kikai, Clarity) Deadline benchmarking data returns	Blue rep only releases Benchmarking reports issued	Delivery of new product sample sets (Kikai, Clarity)	Delivery of Jump and Edge sample sets and support material		Blue rep only releases Delivery of new product sample sets (Kikai, Clarity)	Deadline benchmarking information returns Delivery of patient newsletters	Benchmarking reports issued	Delivery of 2012 wall planner							
	  	 	 	  	 	 		 											

www.sightcare.co.uk
 www.sightcaretrading.co.uk
 www.opti-cal.co.uk
 www.eyelocal.co.uk

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CooperVision
 CLEARLY CONTACT LENS EXPERTS
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Business Support and Meetings

Meetings Programme
 - Annual Business Conference
 - Regional Meetings Programme

Business Support
 - Patient Surveys
 - Benchmarking
 - Personnel, Health and Safety
 - Member Email Forum
 - Hearing Care Scheme

National PR campaign


 eye my local
 independent optician

- Posters
 - Window Stickers
 - Point of Sale Material
 - Postcards
 - Campaign Website

www.eyelocal.co.uk

Trading Division

Sight Care Trading
 - Exclusive frames
 - Accessories
 - Sight Care Glazing
 tel: 01582 472835
 www.sightcaretrading.co.uk

Optical California
 - Ready Readers
 - Peeper Keepers
 - Sprays and Wipes
 www.opti-cal.co.uk

Competitive Buying

- Buying Group
 - Merchant Services and Financial Products
 - Payment Plan Template
 - Group Medical Insurance
 - Finance and Leasing
 - Special Member Rates

Training and Workshops

Course 1 - Uncover the mystery of the world of optics
 Course 2 - On the case of confident frame styling, selling and dispensing
 Course 3 - An all day hands-on investigation of adjustments and collection
 Course 4 - Who killed customer service?
 Course 5 - Don't murder your dispensing values
 Course 6 - The case of the diminishing conversion rate
 Course 7 - Solving the management puzzle of motivation, goal setting and profit
 Course 8 - Inspect your brand image and market for results

Marketing and Literature Support

- Marketing Toolkit
 - Patient Newsletter
 - Website Design and Development
 - In Practice Evaluation
 - PR Kit for Schools
 - Marketing Consultancy

- Copy-writing
 - Prescription Leaflets

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