

# EYEWORLD EVENTS & ENDURING CONTENT SERVICES

## EYEWORLD MEETING AND EVENT SERVICES

### Setting the standard in high quality satellite educational events

With a 16-year history of presenting successful, well-attended, educational meetings for our satisfied partners in the ophthalmic industry, we invite you to review this summary of our meeting capabilities and programming types. *EyeWorld*, in partnership with ASCRS, is able to provide the full spectrum of educational meetings from CME symposia, to non-CME independent medical education, to promotional events. Hosting events ranging in size from 50 to more than 2,000 attendees, *EyeWorld's* attention to detail is applied to all facets of meeting planning.

For promotional events, each event is custom tailored to meet the needs of the client. *EyeWorld* works closely with the client in creating specific marketing and design, food & beverage, stage set, and audiovisual needs. Our promotional meetings are created to provide maximum impact for the sponsoring client.

For independent medical education, *EyeWorld's* experienced marketing, design, and logistics staff, combined with ASCRS' programming experience, provide a high quality balanced examination of the most important issues in ophthalmology today. *EyeWorld's* new program development and outcomes measurement systems, unique to ophthalmic independent medical education, assure exceptional and engaging content combined with intensive statistical measurement of outcomes giving supporters significant evidence identifying the program's success in meeting its educational objectives.

### At the ASCRS•ASOA Symposium & Congress

As a wholly owned subsidiary of ASCRS, *EyeWorld* provides preferred meeting space and program times to its event partners at the ASCRS•ASOA Symposium & Congress. *EyeWorld* also has access to powerful resources within ASCRS to maximize event marketing for audience recruitment.

### Available at other USA and global meetings

Our meeting and events services are not limited to the ASCRS•ASOA Symposium & Congress; *EyeWorld* has a distinguished history in creating effective and memorable events at other USA meetings as well as meetings at international conferences or venues including AAO, ESCRS, APACRS, APAO, and AIOS.

## Regional meetings

*EyeWorld's* meetings and events program now includes the capability to host a series of regional or local meetings. For promotional events, *EyeWorld* works closely with the corporate sponsor and provides a customized program designed to create a turnkey experience for the sponsor. *EyeWorld* is developing a series of independent medical education programs under the auspices of ASCRS that will have a regional component as well.

## Webinars

The virtual event is growing in popularity, and *EyeWorld* has expanded its meetings services capability to include webinars. A webinar program may be developed through any of the types of *EyeWorld* events.

### *EyeWorld* and ASCRS deliver:

- Preferred meeting dates, times, and locations at the ASCRS•ASOA Symposium & Congress
- Aggressive marketing tactics to drive attendance utilizing all of the resources at *EyeWorld's* and ASCRS' disposal
- Knowledgeable programming staff with strong resources including ASCRS leadership and Clinical Committee members
- Unique program development and outcomes reporting for independent medical education programs
- Experience in logistical and marketing services that create a turnkey environment for the sponsoring company. Services include vendor negotiations, marketing and audience recruitment, and content facilitation and programming consultation.
- An unparalleled attention to detail and service that provide highly flexible solutions to our clients' needs

For more information on *EyeWorld* Event & Symposia services, please contact:

**Jessica Donohoe**  
Director of Special  
Projects 703-788-5764  
[jessica@eyeworld.org](mailto:jessica@eyeworld.org)

*EyeWorld* is committed to providing the highest level of service throughout the planning process, event, and post-event enduring contents program and reconciliation process.

## **EyeWorld** **CME Educational Symposia™**

**EyeWorld CME Educational Symposia** are live meetings jointly sponsored by *EyeWorld* and ASCRS. The content for these programs will be developed based upon the educational needs identified through ASCRS' annual needs assessment process conducted by the ASCRS CME Advisory Committee and ratified by the ASCRS Executive Committee. *EyeWorld* will be seeking corporate support in the form of unrestricted educational grants for these events.



**EyeWorld Education: ASCRS-Authorized Education** are non-CME programs funded by independent medical education grants. *EyeWorld* and ASCRS recognize the need for balanced education in a non-CME environment. Funding is obtained through educational grants.

## **EyeWorld** **Corporate Events**

**EyeWorld Corporate Events:** Provide companies an opportunity to offer their own educational content adjacent to major ophthalmic meetings in the United States as well as at international destinations. *EyeWorld* facilitates the logistics, planning, and marketing of these events; the corporate host controls the content.

## **EyeWorld** **Corporate Mornings™**

**EyeWorld Corporate Mornings:** Offered exclusively on Saturday morning at the ASCRS•ASOA Symposium & Congress, *EyeWorld* Corporate mornings offer an economical means of holding an event at the annual meeting within the confines of the convention center.

For more information on *EyeWorld* Event & Symposia services, please contact:

Jessica Donohoe  
Director of Special Projects  
703-788-5764  
[jessica@eyeworld.org](mailto:jessica@eyeworld.org)