World Sight Day Workshop

Monday 16\textsuperscript{th} September 2013, 11:00-12:30

Ambassador Room, Hilton Metropole – Brighton

World Sight Day is one of the most important – and visible – days in the eye health calendar. Beginning in the year 2000, World Sight Day has evolved from a ‘simple’ public outreach role, to an effective tool encompassing IAPB’s (and the sector’s) strategic goals, answering to our many needs – advocacy, public health awareness, networking and even fundraising.

The session will begin with a discussion on where WSD sits within IAPB’s strategic plan and includes presentations from 4 organisations showcasing how WSD sits within their own advocacy and awareness efforts. The workshop will briefly look at WSD’s evolution over the years, the planning that goes into making WSD material made and shipped to about 500 addresses and will include numerous opportunities to share and learn from our WSD events and experiences.

Chair/s:

Mr. Tejah Balantrapu, IAPB Communications Manager, and Mr. Alessandro Di Capua, IAPB Membership Manager

Speakers:

Mr. Phillip Albano, Sight Programs Manager, Lions Clubs International Foundation

Ms. Sophie Plumridge, Director Global Policy and Programs, VISION 2020 Australia

Ms. Charlotte Bonnet, Sight Projects and Communications Manager, Fondation L’OCCITANE

Mr. Clive Miller, Chief Executive Officer, Optometry Giving Sight