Overview

The Transitions Innovation Awards program recognizes and celebrates loyal partners and individual optical industry professionals from Canada and the U.S. who have shown the highest level of commitment to growing its business with Transitions Optical's family of products and programs over the past year. Award categories include innovation and creativity in executing marketing programs; training and dispensing; strong results and growth with Transitions® lenses; and overall passion for and devotion to the Transitions® brand.

Who is eligible to apply?
Nominations are open to
- Independent eyecare professionals and practices
- Optical industry professionals and educators
- National and regional retailers
- Optical laboratories

All Transitions Innovation Award finalists in each category will receive a trip for two to the 2016 Transitions Academy, February 3-6, 2016 in Orlando, Fla., where the winner will be announced. Includes roundtrip airfare for two to Orlando, Fla. from anywhere in Canada or the U.S.; three nights hotel accommodations at Rosen Shingle Creek (one room for two guests); Transitions Academy registration fees.

Categories

2015 Transitions Brand Ambassador
This award goes to the individual who best showcases their dedication to being an influential advocate of the Transitions brand, whether amplifying peer-to-peer conversations, social media or having an unparalleled commitment to incorporating Transitions lens products into their business goals, patient interactions, training efforts or promotion of healthy vision in their community.

Best in Growth Achievement
Awarded to an individual or company that has demonstrated an above and beyond commitment to photochromic growth. To be considered, nominees must provide details on their share of photochromic lens sales (including pair growth and share of Transitions lenses within their overall mix) and show how they’ve made Transitions lenses a key part of their business objectives or how they’ve helped staff/employees/customers make it a priority as well. Nominees should explain the business impact of making Transitions lenses an important goal.
Best in Training
Presented to an individual, company or educator that has shown creativity in developing or offering training and education opportunities that include dispensing photochromics, the Transitions brand or family of products. This could include integrating Transitions Optical’s messaging or education resources into staff or industry training efforts, or helping to increase participation in training events that include Transitions Optical (such as CE training seminars, education and other training offered through lab and/or lens manufacturer partners).

Best in Marketing
Awarded to an individual or company for employing creative and strategic marketing tactics to effectively promote the Transitions brand or family of products among customers or within their communities. Marketing initiatives could include incorporating the Transitions brand within marketing and advertising campaigns, sales/staff promotions, point-of-sale, in-office materials, or digital communications (email, website, social media, etc.). Nominees should also demonstrate how the execution of the marketing tactics helped to “break through the clutter” and add value to their business objectives.

Best in Patient Experience
Presented to an individual or company for developing a forward-thinking approach to consistently dispense Transitions lens products and meet individual patient needs. This could include creative solutions for demonstrating the products and explaining how they work; exuding confidence when explaining the product features and benefits; showing leadership through mentorship programs or piloting new programs; or a dedication to staying up-to-date on the latest products. Nominees should also showcase how they resolve concerns eyeglass wearers may have about wearing Transitions lenses and how they help more wearers find the Transitions lenses that fit their life.

How to Enter
Show us your Transitions achievements in 2015! Using the evaluation areas provided below, create your entry in a PowerPoint or Word document (feel free to use these suggested templates - download here). Include any supporting materials, such as images and links to examples, to help tell your story.

Commitment and Inspiration
What prompted your dedication to the Transitions brand this year? What was the inspiration behind your work? Was it in response to an existing problem or was it a new objective?
Goals
What did you hope to achieve? Who were you trying to reach and how did their needs, preferences, opinions play a role?

Plan and Creativity
How did you plan to achieve your goals? What innovative approaches did you use to help you succeed? Did you use a completely new approach, a tried-and-true tactic or a mix of both? How was the Transitions brand or products included in your plans?

Impact and Results
How did things turn out? How did you evaluate your success? Did you meet - or exceed - your goals? How will you build on your success? How did you impact Transitions lens sales? If relevant, be sure to include your photochromic lens sales (including pair growth and share of overall mix).

Nominations for all Transitions Innovation Awards will be accepted online from October 1 - 31, 2015. Visit www.TransitionsPRO.com/awards to complete the online nomination form and submit your entry. An unbiased judging committee will evaluate the program/work based on the four evaluation areas - commitment and inspiration, goals, plan and creativity, and impact and results.

Award finalists will be notified no later than December 5, 2015 to secure travel plans. For additional information and questions, please contact Transitions Customer Service at 1-800-848-1506, #3.