



## Registration Opens for Southern Hemisphere's Biggest Optical Event

**ST. LOUIS, SEPTEMBER 1, 2022**—Biennial event O=MEGA23 is putting Australian optometry on the world stage through its partnership with the World Council of Optometry, as registration opens marking 12 months to the event's launch.

O=MEGA23 in partnership with the 4<sup>th</sup> World Congress of Optometry will be held in Melbourne from 8-10 September 2023, following a partnership between the Optical Distribution & Manufacturers Association of Australia (ODMA), Optometry Victoria South Australia (OV/SA) and the World Council of Optometry (WCO).

The joint event is expected to attract over 2,000 global professionals including optometrists, optical dispensers, ophthalmologists, orthoptists, ophthalmic nurses, practice staff, optical retailers and service providers, technicians, and students over three days. It's being hailed as the largest optometric clinical conference and trade show in the southern hemisphere.

### Keynote speaker announced

James Wolffsohn, Head of both the School of Optometry and Department of Audiology at the UK's Aston University, has been announced as O=MEGA23/WCO4 keynote speaker.

Having been a Clinical Research Fellow at the University of Melbourne (Australia), James has published more than 290 full peer-reviewed papers and presented at numerous international conferences. He is academic Chair of the British Contact Lens Association and the International Myopia Institute's Chief Scientific Officer.

James' main research areas are the development and evaluation of ophthalmic instrumentation, myopia management, contact lenses, intraocular lenses, and the tear film.

OV/SA CEO Ilsa Hampton said she is excited to welcome James back to Australia for the event.

"James Wolffsohn is a much-loved and internationally recognized speaker, and we are honoured to have him present again in a city he's so familiar with, having been a clinical research fellow here. At past events our members have described his presentations as thought-provoking and we're sure his time at O=MEGA23/WCO4 will not disappoint," Ilsa said.

"We are putting together an exciting and educational program to go along with James' presentation and we will open the call for abstracts in a month on 1 October."

Prof Peter Hendicott, WCO President, said the opening of registrations was an important date for people from outside Australia wanting to attend the event.

"O=MEGA23/WCO4 is an opportunity for optometrists internationally to participate in what will be a high-quality learning and professional development experience, and importantly, allows



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optometry to highlight its role in the international agenda of securing improved vision and eye health outcomes across the world,” he said.

“We are encouraging those who would like to attend to secure their place by registering early, while those who would like to present at the event can apply through the call for abstracts process on the O=MEGA23/WCO4 website by 30 November. Poster abstracts will open in the new year.”

ODMA Acting CEO Amanda Trotman said both the trade fair and clinical conference will appeal to an international audience.

“This will be the largest eye wear and eyecare trade fair in Australia, featuring the latest technology, fashion, lenses, frames, equipment, instruments, and accessories. The event will also feature an accredited program, with exceptional learning opportunities from clinical speakers from around the world in a multi-stream format including keynote lectures, poster sessions and breakout sessions, along with a networking program,” Amanda said.

Originally scheduled for 2021, the 4<sup>th</sup> World Congress of Optometry and O=MEGA21 were postponed due to the impact of COVID-19 travel restrictions. The 2023 event will mark the first major international gathering of eye health professionals in four years.

Early registration discounts will be offered until 30 April 2023.

Learn more and register at [www.omega-event.org](http://www.omega-event.org).

### **About the World Council of Optometry**

The World Council of Optometry (WCO) is an international membership-based non-profit organization for individual optometrists, industry professionals and optometric organizations that envisions a world where optometry makes high quality eye health and vision care accessible to all people. Its mission is to facilitate the development of optometry around the world and support optometrists in promoting eye health and vision care as a human right through advocacy, education, policy development and humanitarian outreach. To learn more, please visit [www.worldoptometry.org](http://www.worldoptometry.org) or follow us on [LinkedIn](#), [Facebook](#), [Twitter](#) and [Instagram](#).

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