

HELSINKI, 13.11.2023

The 15th annual conference of the European Academy of Optometry and Optics (EAOO) will take place in Helsinki, Finland 10-12 May 2024. The European Council of Optometry and Optics (ECOO) spring meeting will be held alongside the Academy event starting from 9th May.

The [EAOO Helsinki 2024](#) the largest professional gathering for optometry and optics in Europe, is once again welcoming students, optometrists, dispensing opticians, opticians, vision scientists, academics, researchers, and all other professionals from across the sector. This year's Academy edition uncovers the theme "Advancing Optometry and Optics through Technology and Shared Care" offering a wide range of learning opportunities, inspiring best-practice, elevating knowledge, but also raising awareness and helping embrace opportunities and challenges arising in Europe.

The Academy programme features a large range of scientific, clinical, educational, and public health topics, including keynotes, lectures, interactive roundtables, posters, sponsored sessions, and an exhibition. Moreover, the live format of the forum offers a fantastic opportunity to networking for all delegates. The event lectures can also be attended remotely via a digital event platform.

"In today's dynamic landscape, optometrists and eye care professionals must embrace technological advancements and remain updated with the latest innovations in optometry. Adapting to digital tools, telemedicine, and collaborative care with other healthcare providers ensures comprehensive patient-centered solutions. Our annual conference in Helsinki will be an excellent opportunity to discuss these and elevate many other topics to help professionals across Europe navigate the evolving landscape and shape the future of eye care together", said **Liliana Stankova**, President of EAOO.

[EAOO conquers Helsinki, the capitol of the Happiest Country in the world](#)

The event is organized in Helsinki Finland. The imposing congress venue, **Scandic Marina Congress Center** is located by the sea in the idyllic Katajanokka harbour district, right next to Market Square and Helsinki city centre.

Helsinki is a great place to visit in spring. After a long and dark winter, the nature has just awakened to a new flowering, the weather is warming up and the amount of day light is impressive. The stunning archipelago and green forests are only a stone's throw away from the city. Diverse and distinctive cultural and design offerings, lively events and unique gastronomy make the city interesting also for companions to join the trip. The Finnish capital is served by 60 airlines operating direct flights to over 140 cities globally. The excellent infrastructure makes moving around the compact city effortless and easy.

The conference is jointly organized by the EAOO and the Finnish Association of Vision and Eyecare NÄE ry.

"We are privileged to host the annual EAOO congress in Helsinki. We are happy to welcome all delegates, researchers, eye care professionals and students to share the latest evidence-based information on optometry, optics and eye health. We are also looking forward to seeing and hearing latest innovations of eye health technology in our exhibition", says **Panu Tast**, CEO of Finnish Association of Vision and Eyecare NAE.

Early Bird tickets on sale now!

Registration for the conference is open, and you can participate either in person or via live stream. Early Bird prices are valid until the end of February. You can purchase a ticket for the entire conference or just for one day. The ticket includes the conference program, exhibition, lunch, and refreshments provided during the day. The program for the conference will be detailed later.

[Sign up for the year's biggest event in the optical field >](#)

Sponsorship acquisition is open

EAOO2024 is offering various sponsorship packages tailored to meet different size companies' specific goals and budgets. This is an unparalleled opportunity for companies and brands to connect with influential professionals and elevate companies' visibility on a global scale.

By partnering with this event, companies will have the chance to showcase their products, services, and expertise to a captive audience of optometrists, opticians, researchers and industry decision-makers. Sponsorship packages are thoughtfully designed to provide maximum exposure and a multitude of benefits to meet the brands objectives, from comprehensive Platinum Sponsorship to smaller customised packages.

Find more information about the [Sponsorship opportunities](#)

About EAOO

The European Academy of Optometry and Optics (EAOO) is a membership organisation that provides a much-needed voice to help advance optometry and optics, develop the scientific knowledge base and support and promote lifelong learning for optometrists, opticians, vision scientists and all those involved in eye health care across Europe. The Academy's strategic aims are to: • develop scientific knowledge of optometry and optics, • advance and promote education into optometry and optics and related subjects, • advance and promote research into optometry and optics and related subjects, • promote for the public benefit the science and practice of optometry and optics, • promote for the public benefit the professional competence and conduct of Academy members. The Academy was launched in Lausanne, Switzerland in May 2009, at the Spring Meeting of the European Council of Optometry and Optics (ECOO).

Address: European Academy of Optometry and Optics, 42 Craven Street, London, WC2N 5NG, United Kingdom

Info: www.eaoo.info

Contact: admin@eaoo.info.

About Finnish Association of Vision and Eyecare NÄE ry

Finnish Association of Vision and Eyecare (NÄE ry) represents optical stores providing optometrist, ophthalmologist and eye laboratory services and manufactures, importers,

wholesalers serving the industry, as well as professional and training organizations. NÄE is responsible for lobbying business and health policy issues in its sector.

Info: www.naery.fi/en/

Contact: naery@naery.fi