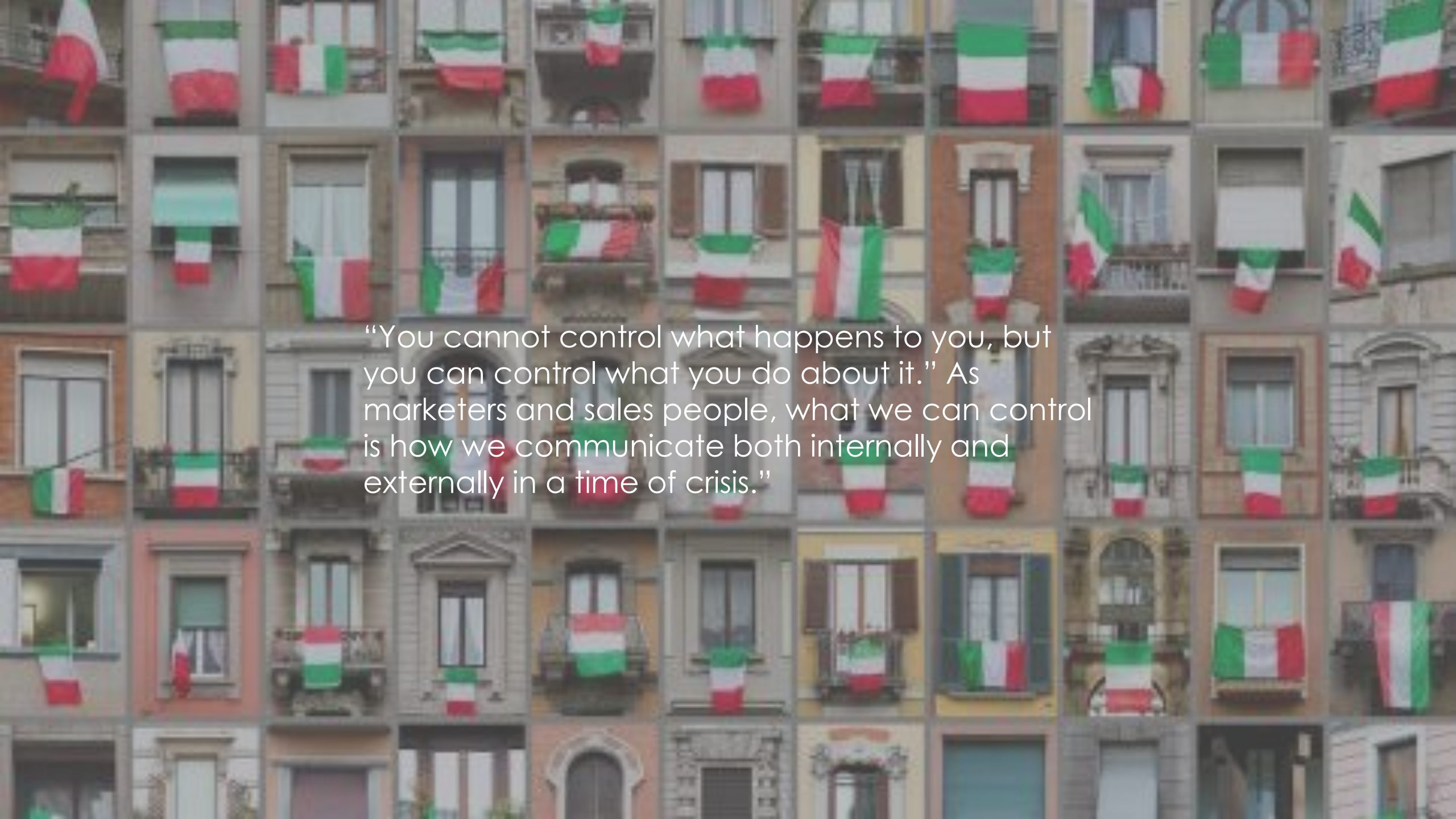




ADAPTICA

powered by EyeROBO®

ADAPTICA WEBINAR INTRODUCTION: POTENTIALITIES AND OPPORTUNITIES



“You cannot control what happens to you, but you can control what you do about it.” As marketers and sales people, what we can control is how we communicate both internally and externally in a time of crisis.”



**MANY HAVE
SIGHT BUT FEW
HAVE VISION**

NAREN NAGIN

Why Webinars?



- Push business
- Increase the sales
- Strengthen trust with old partners
- Find new clients
- Interact with new potential customers
- Communicate with your partners
- Create dynamism in a static moment like this one
- Advertise your company / brand

Why Webinars? TRUST

BUILD **TRUST** WITH WEBINARS



Every relationship starts with trust so you must build trust before anyone is committed to buy something from you.

Why Webinars? EMAIL

EMAILING IS THE MOST COVERED ASSET IN BUSINESS TODAY



Inbox is something you have to deal with everyday at work. You can't ignore emails, you have to:

- Open them
- Read them
- Reply to them
- Archive them

You can't ignore them.

Why Webinars? ATTENTION

POTENTIAL CUSTOMERS HAVE YOUR FULL **ATTENTION**



Attend a webinar is something you schedule in advance.

People will give you full attention. Webinar is not a distracting space, so people are actually focus.

Leverage on that attention to promote yourself in the right way, to give them the right messages of what you are doing and what you want them to learn.

5 Steps to create an attractive webinar



- STEP 1: Choose a topic
- STEP 2: Create a lesson
- STEP 3: Prepare a presentation
- STEP 4: Incorporate Interaction
- STEP 5: Define a compelling offer

“Tell me and I forget. Teach me and I remember. Involve me and I learn.” – Benjamin Franklin

What we will do

Adaptica is proud to present: "Adaptica Webinar Series"

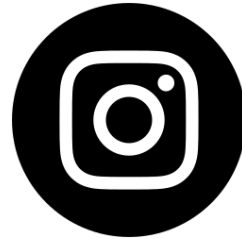
EVERY WEEK
STARTING FROM THE 8TH APRIL 2020



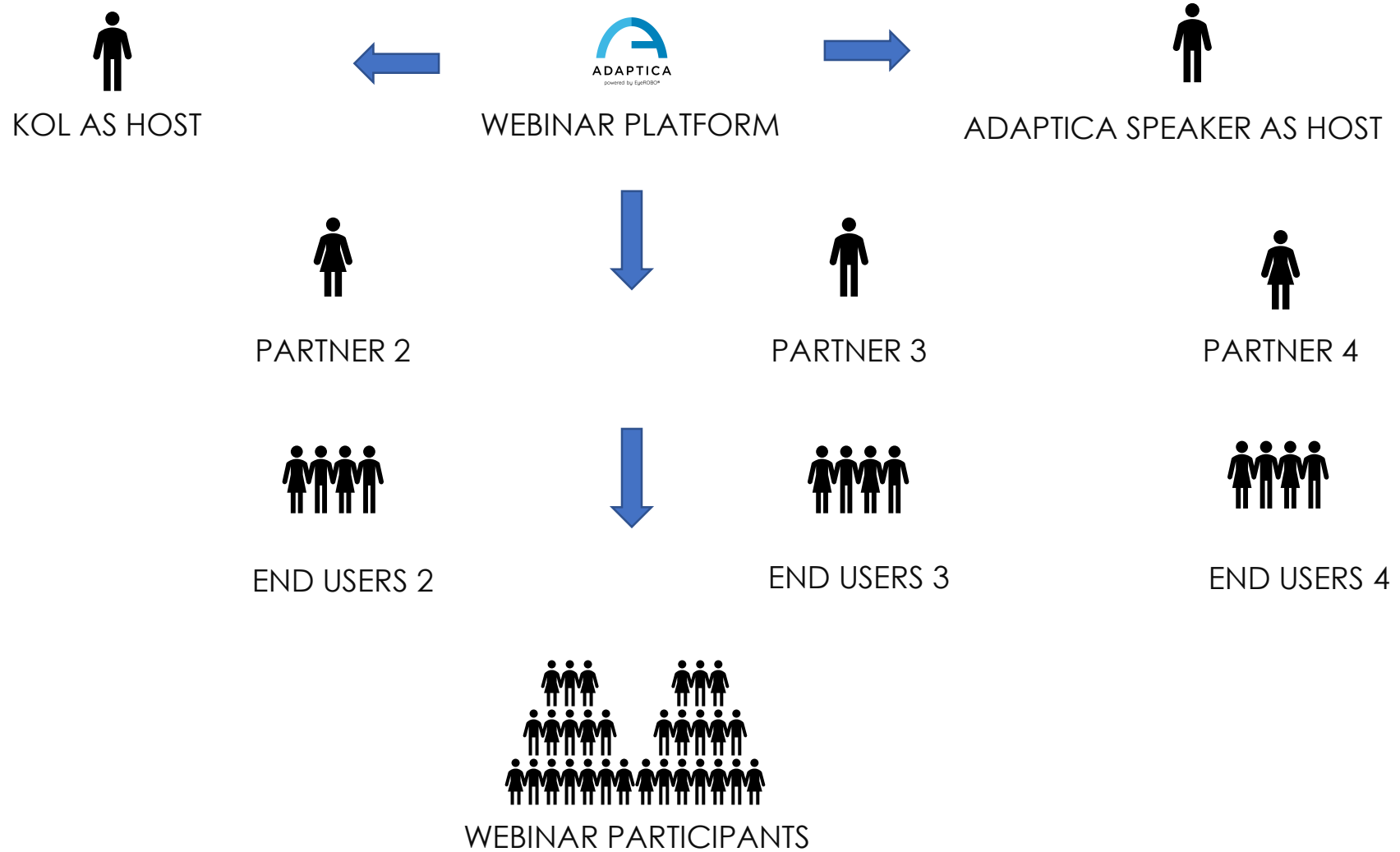
ADAPTICA
powered by Lightbox

- Organize two webinars / week
- Promote our and yours webinar through our social media
- Cover **different topics** through our KOL: Ophthalmology, Optometry, Paediatrics, Opticians, Optical shops, Marketing, Technology, NGO projects, specific topics like amblyopia, Posturology and much more
- Give **space to our partners** to use and take advantage from this platform
- Help you to organize webinar from zero
- **Support you** from the marketing side
- Support you during the webinar

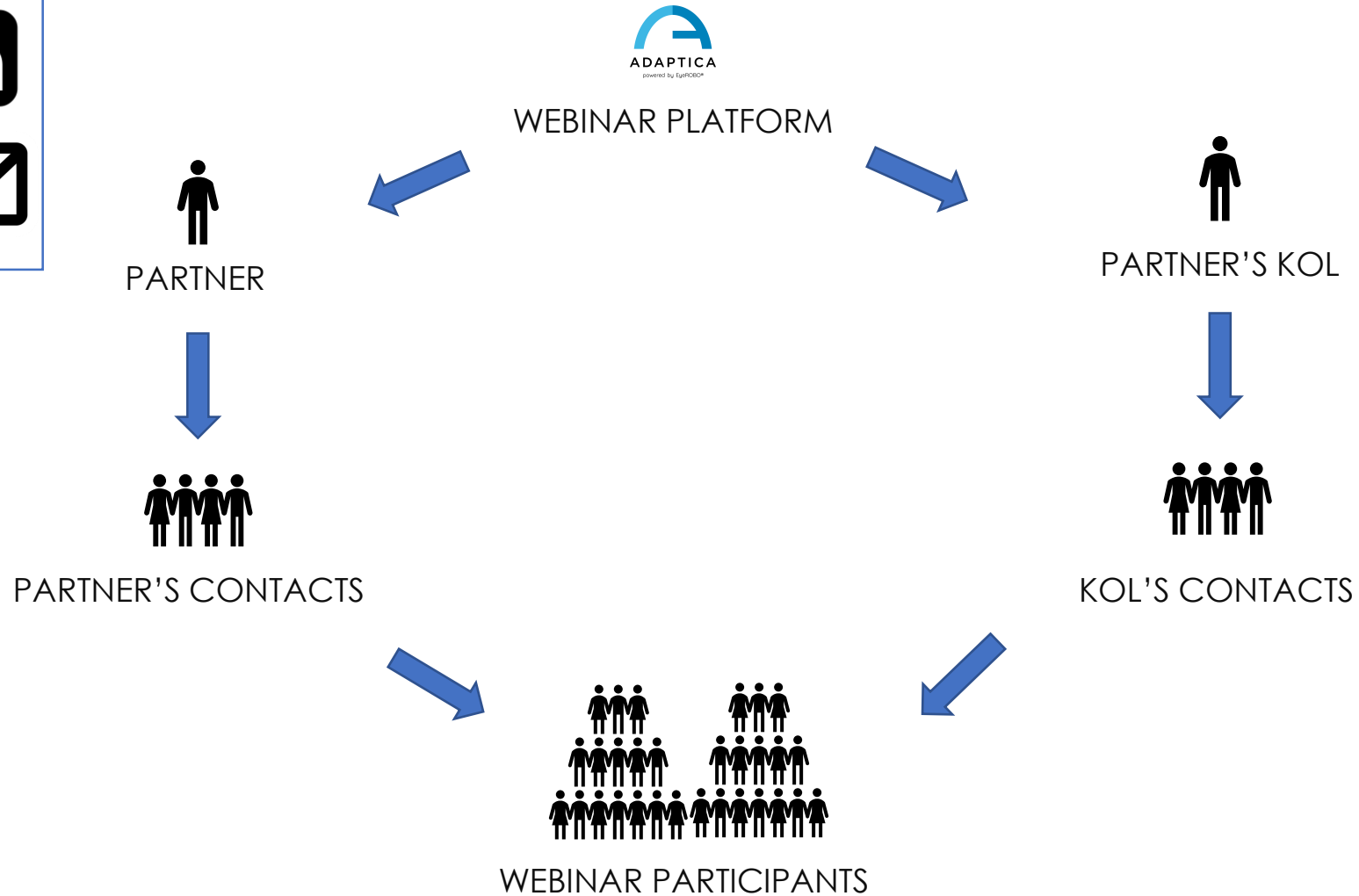
How we will promote ?



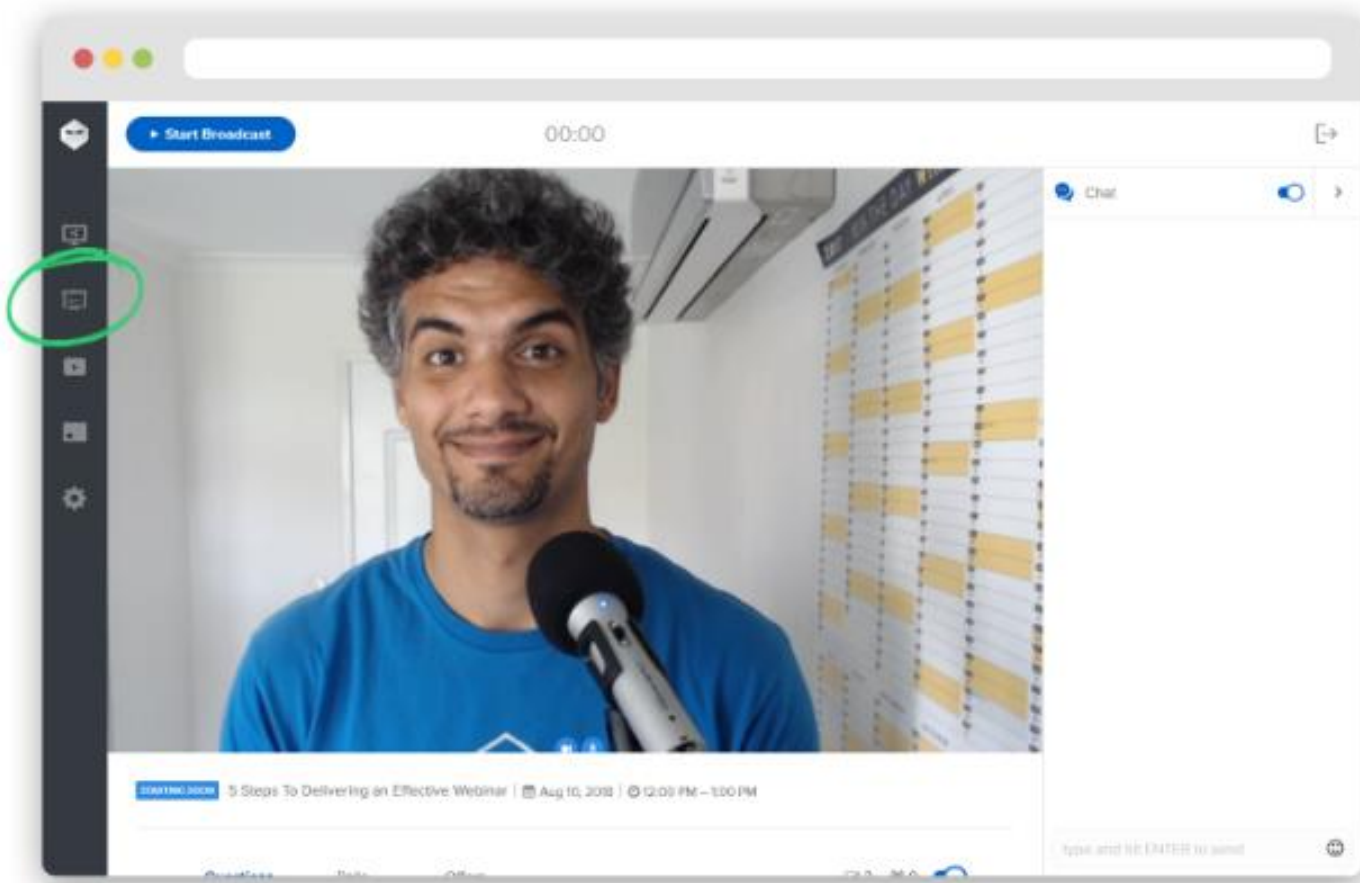
What we can do



What you can do

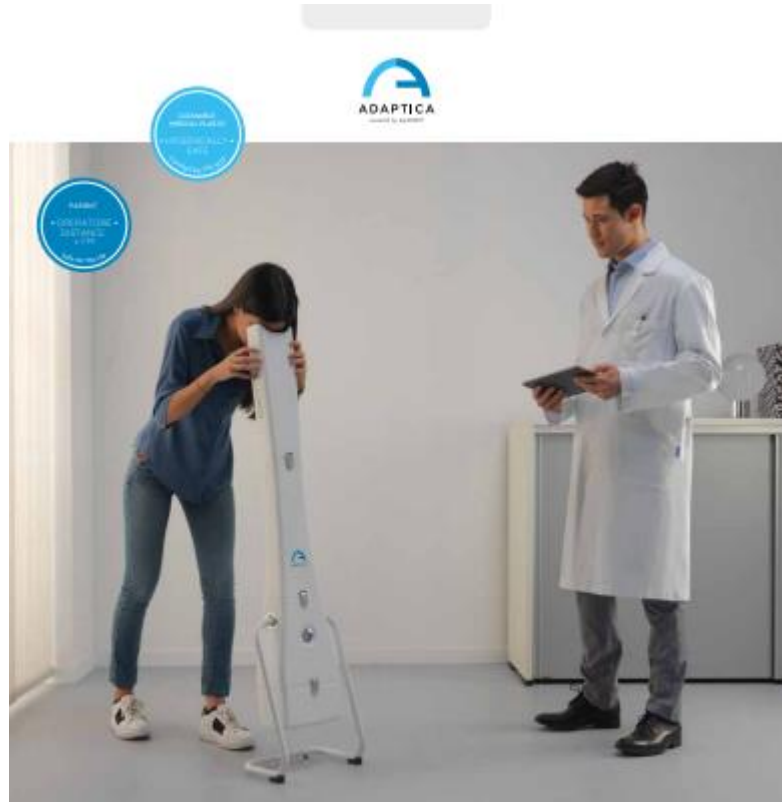


What you will be able to do - Potentialities



- Run your webinar
- Decide the topic of the webinar
- Invite participants
- Upload presentation
- Show the presentation
- Upload Videos
- Answer to questions
- Interact with participants
- Promote your business
- See the statistics of your webinar
- Have the mailing list of the subscribers
- Customize emails
- Prepare an attractive offer

Why Now - Opportunities



Now more than ever, it's time to show and insist on our difference and on our strengths:

- We must focus on the **right messages**: unique, multifunctional, operator independent, fast, smart, suitable for kids, data collector, portable, easy to use, reduce exam time, long-lasting batteries, attractive design, space saving, cost saving
- Devices with the fastest ROI in the market
- Cleanable and sanitizable medical plastics
- **Hygienically safe**
- Patient – Operator distance > 1 m
- **Safe for the user**
- During and post COVID we must leverage on our plus

What's next?

WEEK 16

Adaptica Webinar Series - Technology

EyeROBO: the Revolution in the Eye Care System



Ivan Capraro, PhD,
Adaptica Research Director

TUESDAY, 14 APRIL 2020 , H 16:00 (CEST)
SPEAKER: IVAN CAPRARO
WEBINAR LANGUAGE: ENGLISH
DURATION: 30 MIN.



Tuesday, 14th of April 2020

Adaptica Webinar Series - A word from our KOL

From Red Reflex to Videorefraction



Dr. Mario Angi
Ophthalmologist &
CBM Italia Onlus President

WEDNESDAY, 15 APRIL 2020 , H 16:00 (CEST)
SPEAKER: MARIO ANGI
LANGUAGE: ENGLISH
DURATION: 45 MIN.



Wednesday, 15th of April 2020

Adaptica Webinar Series - Progetto AMGO

Dall'ambliopia all'ipovisione nell'infanzia: approccio pratico



Dottor Federico Bartolomei
Ortottista
Presidente Progetto AMGO

GIOVEDÌ 16 APRILE , H 15:00 (CET)
SPEAKER: FEDERICO BARTOLOMEI
LINGUA: ITALIANO
DURATA: 45 MIN.



Tuesday, 14th of April 2020

WEEK 17

Adaptica Webinar Series - A word from our KOL

Benefits of Kaleidos in outreach projects. My experience in Burma.



Dr. Robert Arnold
Ophthalmologist & Surgeon

TUESDAY, 21 APRIL 2020 , H 17:00 (CEST)
SPEAKER: ROBERT ARNOLD
LANGUAGE: ENGLISH
DURATION: 45 MIN.

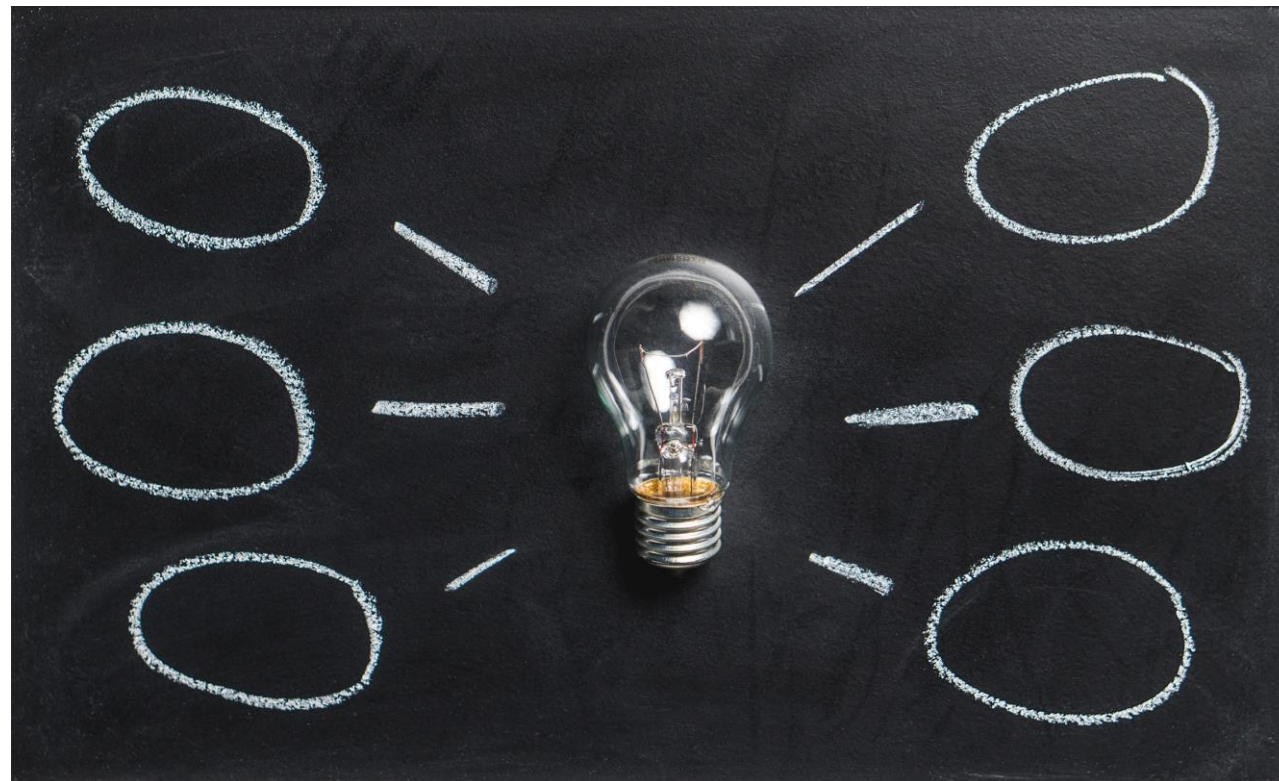


Tuesday, 21st of April 2020

And much more....

TOPICS ?

If you have suggested topics or people to invite to speak, please write an email to webinar@adaptica.com or in the Q&A part



HOW TO APPLY ?

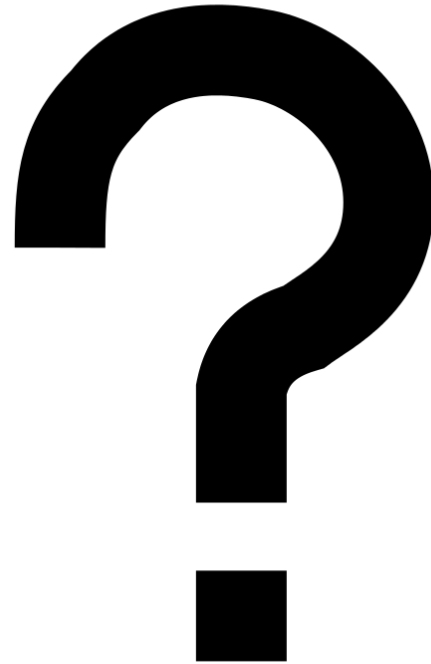
Write an email to your Area Manager and / or to webinar@adaptica.com



Tips

- ✓ Think about an interesting topic
- ✓ Promote you webinar through socials
- ✓ Invite people
- ✓ Use your laptop to attend webinar
- ✓ Chrome is the recommended browsers
- ✓ Wear earphones to prevent any echo
- ✓ Prepare slides for a presentation
- ✓ Check that your connection is stable
- ✓ You can organize a webinar with 3 co-host

Q & A





THANK YOU!

adaptica.com

webinar@adaptica.com ; marketing@adaptica.com