



ISO

De la passion naît l'excellence

ISO EXECUTIVE PROGRAM 18-22 MAY 2015

	MON 18	TUES 19	WED 20	THUR 21	FRI 22
9:00	"The French Optical Market and its Future" Patrick JANAS, President VISION PLUERIELLE	"Shop Design for Optimal Customer Pathway" Violaine WEISSBERGER Designer VW RETAIL SPACE DESIGN	"Opportunities in Sun Prescription Lenses" Thierry Bouche RX Director VUARNET	"The Rules of Optical Merchandizing" Eric PLAT President ATOL LES OPTICIENS	"Luxury in Eyewear" Melina MARSALEIX Head of intl Marketing CARTIER
10:30	"The designer Optical Store " Bruno ZANA President EYE-LIKE	"Selling Optics : From A to Z" Olivier BAROUCH Head of Sales OPTICAL CENTER	"Past and Future of Made in France" Fabrice THIAUDIERE CEO LAMY GROUP	"Steering Productivity of a Retail Network" Karim NOUIRA CEO Branches ALAIN AFFLELOU	"Customer Loyalty" Yves GUENIN President OPTIC 2000
12:00	LUNCH	LUNCH	LUNCH	LUNCH	LUNCH
14:30	Store Visit Christophe GILABERT President ANNE ET VALENTIN	"Productivity for Opticians : Instruments" Frédéric MAGNEN Managing Director ESSILOR INTERNATIONAL	"Successful Premium Eyewear Sales" Gilles BARRIER CEO SILHOUETTE France	"Optical Retail Franchising Developpement" Frédéric POUX President ALAIN AFFLELOU	Visit : Minima Factory Maurice TIMON Président MINIMA
16:00	« Launching a Brand » John DALIA Designer JOHN DALIA	"Productivity for Opticians : Software" Cyril BAILLY President COSIUM	Visit : Alain Mikli Bernard GALAN President Luxottica	Store Visit ALAIN AFFLELOU FLAGSHIP STORE	Showroom : Henry Julien Pierre Favreau President, Henry Julien
17:30	Visit : John Dalia Showroom	Visit : Château de Versailles	Visit : ChinaTown	Visit : Champs Elysées	
19:00	Dinner at John DALIA	Dinner in Versailles	Dinner in ChinaTown	Networking Dinner @ ISO	