

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
* Managed Vision Care companies
* Lens manufacturers and buying groups

All Transitions Innovation Award finalists will receive a trip for two to the 2022 Transitions Academy, January 16 - 19, 2021, in Orlando, Fla.,[[1]](#footnote-1) where the winner will be announced. Includes roundtrip airfare for two to Orlando from anywhere in Canada or the U.S.; three nights hotel accommodations at the JW Marriott Grande Lakes (one room for two guests); Transitions Academy registration fees. *Please note, if selected as a finalist for more than one category, two total spots will be provided. If you and/or your team are already registered for Transitions Academy, two of those existing reservations will be covered.*

Categories

***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.

**Retailer of the Year**

Awarded to a **retailer** for actively supporting the *Transitions* brand and demonstrating a commitment to enhancing the vision of their customers and communities. U.S. and Canadian retailers with 20 or more locations are eligible for this award. The award will be presented to one retailer from the US and one retailer from Canada. Nominees are judged on several factors, including overall photochromic growth; efforts to support the *Transitions* brand through marketing programs and promotions; quality of education provided to optical employees; efforts to promote healthy sight in their local community and support and involvement with public service programs; and an overall commitment to educating customers about the importance of healthy sight and benefits of *Transitions* lenses.

**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.

**Eyecare Practice of the Year U.S.**

The Eyecare Practice of the Year Award recognizes **independent eyecare practices** and **retailers with less than 20 locations** in the U.S. that are actively promoting healthy sight to their patients and within their local communities, and who have demonstrated excellence in supporting the *Transitions* brand. All nominees are evaluated on their performance in several factors, including commitment to photochromic growth; alignment to Transitions Optical and participation in programs and promotions; marketing initiatives; education and training efforts; and community involvement.

**Eyecare Practice of the Year Canada**

The Eyecare Practice of the Year Award recognizes **independent eyecare practices** and **retailers with less than 20 locations** in Canada that are actively promoting healthy sight to their patients and within their local communities, and who have demonstrated excellence in supporting the *Transitions* brand. All nominees are evaluated on their performance in several factors, including commitment to photochromic growth; alignment to Transitions Optical and participation in programs and promotions; marketing initiatives; education and training efforts; and community involvement.

How to Enter

Show us your Transitions achievements in 2021! Using the evaluation areas provided below, create your entry in a PowerPoint or Word document (feel free to use the suggested templates at Transitions.com/awards). 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? **Be sure to take pictures along the way and include them in your entry!**

**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 in October 2021. Visit [Transitions.com/awards](https://www.transitions.com/en-canadapro/innovation-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. Nominees are welcome to enter more than one category and can self-enter, or can be nominated by a lab, lens manufacturer, industry colleague or other industry organization representative. **Please submit a separate entry for each category that you are entering.**

Award finalists will be notified in November 2021 to secure travel plans. For additional information and questions, please contact Transitions Customer Service at cscanada@transitions.com.

1. *Some restrictions may apply.  Eyecare professionals are invited to consult their professional code of ethics.* [↑](#footnote-ref-1)