



### **What Is C.O.R.N.E.A.?**

C.O.R.N.E.A. is a Marketing-funded, community-outreach program designed to bring to life to our brand positioning: Genuine eye care from your neighborhood doctor. The purpose of C.O.R.N.E.A. is to strengthen the neighborhood connection the brand and your EyeCare Center have in the community while driving potential exam and patient traffic. This can be accomplished by participating in events that meet the following criteria:

1. The event must focus on delivering genuine eye care to people at a location outside of the four walls of the EyeCare Center/O.D. office.
1. The event must have potential for direct impact on commerce for the EyeCare Center. It cannot be a purely philanthropic event.
2. There must be an audience attending the event that can reasonably take action by scheduling an eye exam or shopping at the Pearle Vision EyeCare Center.

### **How Do I Get Started?**

1. Identify local events in your area:
  - Google your city's calendar of events
  - Use Facebook to find events that may be happening near you
  - Reach out to Senior Centers to arrange visits
  - Join your local Chamber of Commerce
2. Obtain marketing approval by submitting an Application (at least 30 days prior to the event)
  - Application: <https://www.surveygizmo.com/s3/4809225/corneaapplication>
3. Prepare for your event:
  - Order branded materials and a trade show kit (details can be found in the C.O.R.N.E.A. Resource Guide located on the Baliwoo homepage and on Pearle Connect)
  - Determine how you will schedule exams and prepare any equipment to conduct vision screenings (if applicable)
  - Plan to capture key metrics including: # of vision screenings conducted, # of exams scheduled, total event attendance, # of interactions

### **What Do I Need to Do After The Event?**

Once your event is complete, fill out the Post-Event Evaluation Form (<https://www.surveygizmo.com/s3/4833915/corneapostevent>) to submit information for reimbursement, report out key metrics and share any photos captured at the event.

### **Where Do I Find Out More Information?**

More detailed information on how to plan for an event, details for reimbursement and success stories can be found in the C.O.R.N.E.A. Resource Guide located on the Baliwoo homepage and on Pearle Connect.

Reach out to your Field Marketing Manager for any additional questions.