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The Vision Council Releases “Optical Industry 101” Training Video for Members

Training video is first in series aimed at providing a comprehensive overview of the optical industry

Alexandria, VA, – December 5, 2024 – Today, The Vision Council announced the release of “[Optical Industry 101](#),” a new training video designed to provide an educational overview of the optical industry. This video, the first in a planned series, highlights the critical role of eye care providers and details the extensive network of manufacturers, suppliers, and distributors who deliver essential vision products and services worldwide.

The video serves as an introduction to the vision industry, breaking down its various sectors according to The Vision Council's division structure:

- Eyewear and Accessories
- Retail
- Lens, Lab, and Lens Processing Technology
- Contact Lenses
- Over-the-Counter Products
- Healthcare
- Technology
- Supplier/Other

Geared toward member companies and their staff—especially newcomers to the industry—the series is intended to provide foundational knowledge needed to navigate the complexities of eyewear and eye care. It also underscores The Vision Council’s commitment to fostering the long-term growth of the optical industry.

“As part of our mission to promote the economic growth of the optical industry and support the success of our members, we’re thrilled to launch this educational series,” said **Michael Vitale, Vice President of Membership, Government Relations & Technical Affairs** at The Vision Council. “This training tool is ideal for onboarding new staff and helping them quickly grasp the nuances of our industry, and we look forward to building upon this series with additional modules to encourage continued education and professional development.”

“[Optical Industry 101](#)” is available exclusively to members of The Vision Council as part of the organization’s comprehensive member benefits.

These benefits include:

- **Government and Regulatory Affairs** – Dedicated teams advocating for stronger public policy to protect Americans’ vision and improve access to vision care products, and

access to tools and resources to navigate the complex regulatory landscape to ensure business compliance and success.

- **Technical Standards** – The Vision Council works with domestic U.S. and international agencies to produce and contribute to multiple optical industry standards and communications that assist the industry in serving the public.
- **Trade Shows and Industry Forums** – Opportunities for strategic relationship-building through industry forums like [Vision Expo](#), the trade-only conference and exhibition, and the [Executive Summit](#), an annual, executive-level networking and leadership development event.
- **Research** – Access to usable data and in-depth analysis through the [inSights Research Program](#), which provides a comprehensive perspective on the state of the optical industry through quarterly consumer survey reports; quarterly in-depth special reports on eyewear and eyecare products and topics; and an end-of-year market estimate and industry forecast.
- **The Vision Council Foundation** – Opportunity to support vision health awareness through public education campaigns and critical market research, and to optimize optical industry access through workforce development and scholarship programs.

Members can access the first video, “Optical Industry 101,” [here](#).

For more information about membership and its benefits, contact info@thevisioncouncil.org.

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About The Vision Council

The Vision Council brings the power of sight to all through education, government relations, research, and technical standards. A leading advocate for the optical industry, the association positions its members to deliver the eyewear and eyecare people need to look and feel their best. Vital to health, independence, and safety, better vision leads to better lives.