

Destination AAO 2014

GET READY FOR CHICAGO: PART 1

WELCOME

■ Five Days in Chicago

Engage with colleagues from around the world, learn new skills, and get updated on the latest treatments at AAO 2014, the Academy's 118th meeting, in conjunction with the European Society of Ophthalmology (SOE).

How to prepare. Over the coming months, *EyeNet's* newest department—Destination AAO 2014—will guide you through deadlines, the scientific program, must-attend events, and can't miss Chicago goings-on.

When to be there. AAO 2014 (Oct. 18-21) is preceded by Subspecialty Day (Oct. 17-18).

Q&A WITH DR. RUBENSTEIN

■ Engage With the Meeting Secretary

Jonathan B. Rubenstein, MD, looks back on his three-year tenure as secretary for the Annual Meeting, discusses the upcoming meeting, and looks ahead to how the meeting will evolve.

Q. What changes have you implemented since you started as secretary in 2011?

The focus of our Annual Meeting Secretariat meeting every year is to constantly endeavor to improve the meeting each year. We created the Learning Lounge for additional small-group learning, expanded the Academy Cafés, added poster tours and the Tech Bar, changed from individual course tickets to an all-access course

pass, added WiFi to the lobbies and meeting rooms, changed the *Pocket Guide* to an easier-to-use *Meeting Guide*, implemented uniforms for the Academy staff to improve customer service, established an exhibitor locator booth at the front of the exhibit hall, and added "Ask Me" temps throughout the convention center to help attendees navigate the meeting.

Q. Why does this year have an "Engage!" theme?

The annual meeting has so much to offer—the opportunities for learning, collaboration, and social engagement are limitless. We think that "engage" is a perfect word to describe the experience. When engaged, by definition, the attendees are involved and engrossed in the meeting.

Q. How will the "Engage!" theme manifest over the course of the meeting?

It begins with the Opening Session, where we always start off with thought-provoking speakers including the Jackson Memorial Lecturer—plus, you never know what I'll do to



CHECKING IN WITH DR.

RUBENSTEIN. How was the location decided? What's this year's theme? How is the meeting evolving?

kick things off this year. Throughout the meeting, you can explore new ideas, meet new colleagues, and learn new techniques. And this year, we are hosting the SOE, which will create unique forums for hearing how the practice of ophthalmology is different across the pond.

Q. Chicago hosts this year's meeting, as in 2012. How do you select the host city? And what makes Chicago an appealing location?

Because the meeting is so large, we have to finalize sites 10 years in advance. Chicago is always a popular city to host the meeting because it's easy to travel

to, not only from the United States but also from around the world. It's renowned for its architecture, history, world-class restaurants, and shopping. Fortunately, the weather in the fall is great. And since it's my home city, it's one of my favorites!

Q. How has the meeting evolved over the last five years in order to take advantage of the widespread use of the Internet and digital devices?

It's made planning the meeting a lot easier, since the grading and selection process for the courses, papers, posters, and videos is all done online now. With high-speed WiFi becoming available in all of the convention centers, we've been able to go to electronic

63
Welcome

63
Q&A With
Dr. Rubenstein

64
Beat
the Clock

64
Scientific
Program

AAO 2014
In conjunction with SOE
October 18-21

handouts and evaluations. And if you haven't tried it yet, be sure to download the Mobile Meeting Guide when it becomes available on Sept. 25—it is your one-stop resource for all meeting information onsite. The guide includes program search functions, links to handouts and evaluations, filters to find the exhibitors you are looking for—and it even tells you where you can get some lunch in the convention center.

Q. What does the Academy do to ensure that attendees have the best possible meeting experience?

As I mentioned, we focus on improving the meeting experience, and we welcome ideas from our members and nonmembers alike. In 2012, we utilized consultants to perform a comprehensive assessment of the meeting. Out of that process, we developed a long list

■ **EXPLORE CHICAGO.** Start planning your extracurricular activities for the “Windy City”—the 2014 Tour Program brochure will be available online in June. Visit www.aa.org/2014, then click “Tour Program” in the left navigation bar.



of potential changes. We implemented several last year like revising the *Pocket Guide*, adding the volunteer lounge, and changing some meeting formats and lecture hall seating.

Q. What innovations might we be seeing in the next several years?

We are especially focused on improving the learning environment for the attendees. We will continue to look for

ways of offering small-group learning environments where attendees can remain actively involved and engaged. We also want to stress more case-based presentations, in both the larger lecture halls and the smaller spaces. We anticipate an even greater use of technology to offer educational content and to assess the attendees' experience and learning process.

BEAT THE CLOCK

■ June 25: Meeting Registration and Hotel Reservations

Members get first dibs. The online reservation system for registration and hotels opens June 25 for Academy and AAOE members, and July 9 for nonmembers.

Find registration information, including fees, at www.aa.org/registration, and a map and list of hotels at www.aa.org/hotels.

■ Before June 25, Make Sure You Are Able to Log On

Double-check that you know your username and password. You are urged to do this before June 25, which will be the busiest day of the year for the

Academy's website and phone lines.

Verify that you can log on. Go to www.aa.org/2014 and select “Login.”

Forgot your username or password? Don't create a new account. From the login screen, click on either “Login Help” or “Forgot Username or Password,” or phone 866-561-8558 for assistance.

■ Visiting From Outside the United States?

If you need a visa, apply for it now. For scientific conferences, visa applications should be made no later than 90 days prior to travel. If you don't need a visa, you will need to obtain an ESTA document before you travel.

For more information and travel tips, and to download a letter of invita-

tion to help you apply for a visitor visa, visit www.aa.org/visa.

■ June: Online Program Becomes Available

In early June, you can start accessing information about courses, including abstracts, via the Online Program at www.aa.org/2014. Click on “Meeting Program” in the left navigation bar, then “Online Program Search.”

You can look up information by presenter, keyword, or event number. You can also search the program by topic (e.g., “Cataract”), event type, (e.g., “Symposia”), or special interest (e.g., “Endorsed by Young Ophthalmologist Committee”). Log in to begin building your personal calendar before registration opens.

SCIENTIFIC PROGRAM

■ SOE at AAO 2014

As the cosponsoring society for AAO 2014, the European Society of Ophthalmology (SOE) is collaborating with the Academy to create the following programs:

- 16 hours of instruction courses.
- Up to 200 posters.

- Three joint sessions on how ophthalmology differs in the United States and Europe. The “View Across the Pond” sessions will examine what is new and different in IOLs, cornea, and retina. Each session is cochaired by one European physician and one U.S. physician.

Visit www.aa.org/2014 for more program highlights.

■ Spotlight Sessions: Go In-Depth

Spotlight Sessions at AAO 2014 will focus on cataracts, neuro-ophthalmology, glaucoma, and strabismus. These sessions are specifically designed for the comprehensive ophthalmologist and offer panel and case-based discussions exploring cutting-edge advancements in each area.