

# Content Calendar 2024

	Website	E-newsletter	Themes	Events	Observation Days
Jan	Regular articles covering all aspects of optometry and dispensing optics – from practice management tips to the latest in ophthalmic research	Weekly e-newsletter featuring The New Optometrist's latest articles and coverage of the news from across the field of optometry.	OCT, Myopia Management	Opti, Eyecare Education, Optometry Tomorrow, Sight Care	
Feb			Collaborative Eye Care, Dry Eye	100% Optical, MIDO	
Mar			Lens Technology, Cataract	Optix	World Glaucoma Week
Apr			Practice Management, Myopia Management	Silmo	
May			Equity, Diversity, and Inclusion AI in Optometry	European Academy of Optometry and Optics	
Jun			Sustainable Optometry, Eyewear Style		
Jul			Independent Practice, Low Vision	Independents Day	
Aug			Domiciliary Care, Myopia Management		
Sep			Patient Management, Collaborative Eye Care	International Myopia Conference	National Eye Health Week
Oct			Optometry Education		World Sight Day
Nov			AI in Optometry, Glaucoma		
Dec			Myopia Management, Patient Communication, Innovation		

Disclaimer: Our Editorial Calendar is subject to change.