

MARKETING SYMPOSIUM

Join us for a day of learning, networking, and innovation at the Senior Living Marketing Symposium 2024. Gain insights from speakers who are industry experts, participate in interactive conversations, and connect with fellow marketing professionals.

1 MONDAY, SEPT 23, 2024 9:00-4:30

2 JOIN US AT HILLSIDE IN MCMINNVILLE

3 JUST \$95 PER PERSON



SELLING THE SENIOR LIVING EXPERIENCE

Embrace "Selling to the Individual" to rebuild trust in senior living. Join Michael Marlow to learn 8 research-based sales standards, focusing on personalized follow-up and team selling, enhancing lead conversion rates and creating exceptional customer experiences.



INTERACTIVE DISCUSSIONS

Join us for valuable discussions on topics such as:

- "Explaining Levels of Care to Prospects"
- Selling the Not-for-Profit/Mission difference
- Referral and Incentive Programs and Waitlist Management



UNDERSTANDING THE CONSUMER JOURNEY AND THE ROLE OF DIGITAL

Today's senior living consumer is more educated about their options than ever before and is increasingly digitally savvy. In this session Varsity Branding will help us look at the consumer journey and discuss ways to use digital tools to connect with our prospects to create a positive experience.