

AGENDA

Marketing & Communication *Symposium*

Breakfast & Networking

9:30 AM

Your Prospect Dashboard: Who Are They and How Do You Attract Them?

Goodwin Living

10:00 AM

Explore who today's prospects are, what is shaping their decisions, and how targeted marketing strategies can help attract and engage the right audiences.

Break

11:00 AM

Leading with Trust: Reputation Strategy for Today's Senior Living Organizations

Spark & Buzz | Edenwald Senior Living

11:15 AM

Discover how authentic storytelling, transparent communication, and proactive engagement can strengthen trust and protect your organization's reputation.

Lunch & Networking

12:30 PM

A Change Maker's Strategy for Early Belonging and Stronger Move-Ins

The Village at Rockville

1:15 PM

Learn how intentional engagement before move-in can build trust, strengthen belonging, and improve the journey from prospect to resident.

Break

2:15 PM

Navigating Copyright, Confidentiality, and AI in Your Marketing Workflow

Whiteford

2:30 PM

Gain practical guidance for using AI in your marketing work while navigating copyright, confidentiality, privacy, and other legal considerations.

Tour of The Village at Rockville (Optional)

3:30 PM