



**Mid-Atlantic CCRC/Life Plan Community Marketing & Communication Symposium
September 19, 2018 | Covenant Woods | Mechanicsville, Virginia**

AGENDA

- 9am-9:45am Registration/Continental Breakfast
- 9:45am-10am Welcome and Introductions
- John Dwyer, Covenant Woods
 - Melissa Andrews, LeadingAge Virginia
 - All
- 10am-11am ***Digital Tools and Techniques Essential for Today's Marketing***
- Tom Mann and Tim Bracken, Love & Company
- By focusing on adult children and referral sources through the use of tested digital tools, carefully designed websites, SEOs, pay-per-click and LinkedIn advertising, Facebook cloning and more, marketing professionals should take away helpful avenues to communicate with and capture those researching senior living housing for their loved ones or clients.*
- 11:10am-12:10pm ***Marketing Your Message with Public Relations***
- Matt Lochell, Walker Marketing
- Learn to use Facebook to engage key audiences by telling your community's most interesting stories. When done strategically, Facebook is a cost-effective way to market your senior living community and to shape your community's public image.*
- 12:00pm-1:00pm Lunch with Discussion (Marketing Roundtables)
- 1:00pm-1:10pm Report back to larger group from lunch discussions
- 1:15pm-2:15pm ***Preparing for the Next Generation of Senior Living Consumers***
- Derek Dunham and Jackie Stone, Varsity Branding
- This session addresses marketing efforts to the consumer of tomorrow by examining the values, preferences, financial status and family dynamics of Baby Boomers who present very different characteristics from previous older adult generations. The premise is that there is a huge shift in consumer preferences, and expectations are different from the*

Baby Boomers as to what appeals to them in terms of amenities, services, contract types and policies and procedures.

2:15pm-3:15pm

Panel Discussion: Creative & Unique Marketing Applications

Virginia - Westminster Canterbury Richmond and their Community Engagement Project - Gayle Haglund, Director of Development, ghaglund@wcrichmond.org.

North Carolina – The Forest at Duke, Anita Holt, President/CEO or Eileen Brown, Dir. of Sales & Marketing, AHolt@Forestduke.org, EBrown@Forestduke.org

Maryland – Integrace Copper Ridge, Tracy Barnett, Dir. of Marketing, Sales & Neurocognitive Supports, Tracy.barnett@integrace.org

3:15pm – 3:30pm

Wrap Up and Evaluation