

# 2018

## Mid Atlantic CCRC/Life Plan MARKETING & COMMUNICATIONS SYMPOSIUM

Wednesday, SEPTEMBER 19  
9:00am – 3:30pm

Covenant Woods  
7090 Covenant Woods Dr.  
Mechanicsville, VA 23111

\$125 members

\$195 non-members

4.0 NHA credits



### Learn About:

- The Digital Tools and Techniques Essential for Marketing Senior Living
- Marketing your Message with Public Relations
- Preparing for the Next Generation of Senior Living Consumers
- Creative and Unique Marketing Applications

### Meet Your Presenters:

- Love & Company
- Walker Marketing
- Varsity
- The Forest at Duke
- Cooper Ridge
- Westminster Canterbury

### Have Dinner:

Networking dinner the night before will be "dutch-treat."  
Visit [www.redrobin.com](http://www.redrobin.com) for menu and pricing.

- Tuesday, September 18  
6-9pm

Red Robin Gourmet Burgers  
10067 Brook Road  
Glen Allen, VA

### Book a Hotel:

1. **Courtyard by Marriott Richmond North/Glen Allen**  
10077 Brook Road,  
Glen Allen, 804-266-6900  
(adjacent to Red Robin)
2. **Spring Hill Suites by Marriott Richmond North/Glen Allen**  
9701 Brook Road,  
Glen Allen, 804-266-9403

We are not able to offer a conference room rate due to hotel policy on numbers of reserved nights required.

### Sponsored By:

  
North Carolina

  
Virginia

  
Maryland

### Register:

- Online at [www.leadingagenc.org](http://www.leadingagenc.org) or complete and fax the form on the next page

## MARKETING SYMPOSIUM / Registration Form

Covenant Woods in Mechanicsville, VA / Sept. 19 / 9:00am-3:30pm



Register online at [www.leadingagenc.org](http://www.leadingagenc.org) and log in to receive the member rate. Or complete this form and mail/fax with payment no later than September 14, 2018. Written request for cancellation must be received at the LeadingAge North Carolina office no later than September 14, 2018. All cancellations received prior to this date will be refunded less a \$25 administrative fee. All cancellations received after September 14, 2018 will be non-refundable. Please do not email forms.

<b>Name</b> _____	<b>Circle Card Type:</b> <b>American Express</b>
<b>Title</b> _____	<b>VISA            Master Card            Discover</b>
<b>Community</b> _____	<b>Card Number:</b> _____
<b>Street Address</b> _____	<b>Security Code:</b> _____
<b>City</b> _____	<b>Expiration Date:</b> _____
<b>State</b> _____ <b>Zip</b> _____	<b>Card Holder Name:</b> _____
<b>Phone</b> _____	<b>Signature of Card Holder:</b> _____
<b>Email</b> _____	<b>Billing Address:</b> _____ _____ _____
<b>Address:</b> Covenant Woods 7090 Covenant Woods Drive Mechanicsville, VA 23111  \$125 members \$195 non-members	<b>Checks should be made payable to:</b> LeadingAge North Carolina 222 N. Person Street, Suite 205 Raleigh, NC 27601

**LeadingAge North Carolina**  
**222 N. Person Street, Suite 205**  
**Raleigh, NC 27601**

**Ph. 919-571-8333**  
**Fax: 919-869-1811**  
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