



The Marketing and Public Relations Society Invites You to Attend

"The Changing Landscape of Senior Living Marketing and Sales"

By: Kim Daly Nobbs, Founder of Prajna Partners

When: Friday, May 17, 2019

Where: Landis Homes
1001 East Oregon Road, Lititz 17543
(717) 569-3271

Schedule: 9:00 am. – 1:30 pm.
Registration and Continental Breakfast begin at 8:30 am.

About the Program:

For many senior marketing and sales professionals, the new generation of people exploring senior living can be very different in some ways from the generations before. Some of the approaches that have been successful in keeping our communities at high occupancy are no longer as effective as they used to be.

In this workshop, we'll talk about those changes and discover some insights for cultivating sales and marketing approaches that respond to, and engage, this new potential resident in a way that keeps occupancy strong while deepening our connection to, and expression of, the organization's mission.

Topics for the day will include:

- Discovery 2.0 in the Age of Authenticity
- Positive Engagement vs. Fear-Based Selling
- Marketing as a Guiding Voice in the Organization
- Starting with "Yes"
- Checking Paternalism and Ageism in your Marketing and Sales Program
- Courageous "Closing"

Join us for a day where we will explore new ideas and challenge some old assumptions, offering a new perspective on ways to keep occupancy in our communities thriving.

Registration fee includes education session, continental breakfast, lunch, and program materials. **\$79 for MPRS members/\$99 for guests.** Register by May 1 using the form or online at www.mprsociety.org. No refunds after May 1. Questions: Contact Megan Bennett 717.355.6001; Mitchell Hanna, 717.354.1800, or Kent Richard, 717.354.1800

About our Presenter

Kim Daly Nobbs, Founder, Prajna Partners

Kim has been a frequent presenter at regional, national, and global senior living conferences. She currently serves as adjunct faculty for Harrisburg Area Community College's Nursing Home Administrator Certification Program. From 2012 – 2018, Kim led the content evolution and facilitation of LeadingAge PA's Fellows in Leadership program, and is a member of Global Ageing's Inaugural Leadership Academy Class. She is currently pursuing her M.A. in Organizational Leadership from Claremont-Lincoln University and was a founding board member of MPRS.

About Prajna Partners

In 2008, Kim founded Prajna Partners LLC, a consulting firm dedicated to helping clients intentionally create healthy, productive cultures that accurately reflect and support their market-facing brands. Through culture assessment, strategic visioning, and board, leadership and team development and individual executive coaching, Prajna Partners has worked with organizations to articulate their values and create practices to ensure ongoing alignment.

Recently, Kim has begun work with a long-time client to explore the development of a new consultancy. Kim and William Snyder of Luthercare (Lititz, PA) are developing Greenstone Mosaic LLC, which will expand and deepen the work of Prajna Partners. Officially launching in June 2019, Greenstone Mosaic – to be led by Kim and Bill – will focus on values-centered culture as the foundation of all its client engagements.



MARKETING & PUBLIC RELATIONS SOCIETY OF SENIOR HOUSING AND SERVICE PROFESSIONALS

Registration Form

"The Changing Landscape of Senior Living Marketing and Sales" Landis Homes - 1001 East Oregon Road, Lititz, PA 17543

Friday, May 17, 2019

Name Telephone () Title Email: Organization MPRS Member Yes No Address

Name Telephone () Title Email: Organization MPRS Member Yes No Address

Name Telephone () Title Email: Organization MPRS Member Yes No Address

Note: To register more people, attach an additional form(s).

Registration Fee:

Number of MPRS Members Attending: @ \$ 79.00* = \$

Number of Non-Members Attending: @ \$ 99.00* = \$

TOTAL DUE by May 1: \$

No registrations accepted without payment. No refunds after May 1.

Mail check and registration to: Marketing & PR Society (please note address)

c/o Mitchell Hanna

Fairmount Homes

333 Wheat Ridge Drive, Ephrata, PA 17522

mitchellh@FairmountHomes.org OR

Register and pay online at www.mprsociety.org