LeadingAge® Ohio

Life Plan Community Webinar Series

Join experts from around the country each Thursday in May to hear best practices, case studies, and strategies to address current key topics of interest: increasing your community's independent living census; maximizing effectiveness of social media for both marketing and employee engagement; and what we've learned from COVID, related to enhancing resident wellness. Our speakers are nationally/internationally known and will bring boots on the ground expertise to help inform and engage participants.

Who will benefit from this webinar series:

- **Executive Directors**
- **Administrators**
- **Business Development Leaders**
- **Marketing Directors**
- **Clinical Liaisons**
- **Case Mangers**
- **Admissions Coordinators**
- **Human Resources**

Thursday, May 5
1:00 - 2:00 PM

Evolving Marketing and Sales Strategies to Meet the Needs of the Evolving Prospect

Rob Love, President & CEO; Sara Montalto, Vice President, Strategic Services; Joan Kelly-Kincade, Strategic Sales Advisor; Kate Leach, Strategic Sales Advisor, Love & Company

As senior living prospects have become more comfortable with technology, Life Plan Communities have had to adapt by expanding their marketing and sales tools. At the same time, the need to develop personal relationships with prospects has become even more important than ever. In this session, presenters will address how Life Plan Communities are successfully integrating technology into the sales process to enhance relationships and drive census.

May 5 Continuing Education Information

1.0 clock hours will be awarded upon successful completion.

Criteria for successful completion: Attendance at entire event and submission of completed evaluation form.

LeadingAge Ohio is an approved provider by the Board of Executives of Long Term Services and Supports. Core of knowledge subject area: Leadership and Management

As stated in the Ohio Administrative Code Rule 4723-14-05, education that has been approved by a board or an agency that regulates a health care profession in Ohio or another jurisdiction is an acceptable option to meet nursing continuing education requirements.

Thursday, May 12
1:00 - 2:00 PM

I'm in Charge of Social Media, What Do I Post?

Josh Van Den Berg, Chief Strategy Officer, Three Pillars Senior Living Communities

In this session, the content for your social media channels, the purpose of content, and understanding the why behind it will be discussed. We will then talk through using a content calendar to help you stay on track throughout the year with new and engaging posts for your audience.

May 12 Continuing Education Information
1.0 clock hours will be awarded upon successful completion.

Criteria for successful completion: Attendance at entire event and submission of completed evaluation form.

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Thursday, May 19
1:00 - 2:00 PM

Resident Engagement Technology

Scott Code, Senior Director, LeadingAge CAST; Dusanka Delovska-Trajkova, Chief Information Officer, Ingleside

LeadingAge Center for Aging Services Technologies (CAST) has seen a significant increase in the deployment of technologies aimed at mitigating COVID-19 impacts, starting with social connectedness and engagement technologies. These changes naturally changed the way technologies are being utilized. This session will help you understand the different types of resident engagement technology and how they are being deployed. You will also hear from a provider who has experienced providing social engagement technology to residents and the lessons they have learned.

May 19 Continuing Education Information
1.0 clock hours will be awarded upon successful completion.

Criteria for successful completion: Attendance at entire event and submission of completed evaluation form.

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Thursday, May 26
1:00 - 2:30 PM

The Future of Wellness in Senior Living

Colin Milner, CEO, International Council on Active Aging (ICAA)

Boomers, middle market communities, employee-first workplaces, self-health management, living longer better, person centered approach to health and well-being, an aging workforce, redefining "old," well-tech, and well care. These are just a few of the many trends changing the face of today's senior living industry. Driving these changes is wellness. By attending this thought-provoking session, you will identify how the future of wellness and senior living are intertwined and how shifts in wellness are changing the industry. This is a must-attend session for anyone who has a long-term vested interest in senior living.

May 26 Continuing Education Information
1.5 clock hours will be awarded upon successful completion.

Criteria for successful completion: Attendance at entire event and submission of completed evaluation form.

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Each webinar is a separate virtual event. Registration is required for each.

Registration Fees		
Please indicate webinar(s) for which you are registering:	Member Per Site, Per Location Fee	Non-Member Per Site, Per Location Fee
☐ **Thursday, May 5 (1:00-2:00 PM)**	$75	$150
☐ **Thursday, May 12 (1:00-2:00 PM)**	$75	$150
☐ **Thursday, May 19 (1:00-2:00 PM)**	$75	$150
☐ **Thursday, May 26 (1:00-2:30 PM)**	$75	$150
Fee includes registration for an unlimited number of participants from each site location, webinar materials and continuing education hours.		

Total Payment for All Webinars Enclosed: $_____

2 Easy Ways to Register!

Online registration is required when paying by credit card.
Visit www.LeadingAgeOhio.org

MasterCard   VISA   AMERICAN EXPRESS Cards   DISCOVER NETWORK

Click on Education and Events; select date and event, click link to register.

Mail registration and payment to:
LeadingAge Ohio
2233 North Bank Drive
Columbus, OH 43220

To pay by check or money order, please make payable to:
LeadingAge Ohio

Name (Last, First)	
Organization	
Professional Licensure/Credentials	
Title	
Address	
City	
State	Zip
Phone/Cell Phone (circle one)	
E-mail (required for receipt of confirmation)	

Your registration will be complete upon receipt of registration and payment. All registrants will receive an email confirmation and Zoom login instructions. If you do not receive a confirmation, please contact Corey Markham at (614) 545-9015 or cmarkham@leadingageohio.org.

Substitution and Cancellation Policy: Substitutions, in writing, are welcome at no additional cost. Cancellations received by two calendar weeks prior to event date will be fully refunded. Cancellations received between 7 and 13 days prior to the event date will be refunded minus a $40 processing fee. No refunds will be issued 6 or fewer days prior to the event date.

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