

IHCA/INCAL PRESENTS

UPCOMING WORKSHOP

Sales/Marketing for LTC & AL

May 2, 2019

PRESENTER: Veronica "Roni" Fogelman, President & Founder of Ledgerock Consulting LLC

ABOUT THE WORKSHOP

If you Build it (and Market it, and Sell it, and Promote it), they will come!

- Debunking myths about census, marketing, structure, hiring and more.
- Working through census development and the important key requirements for the sales and admissions team.
- Best marketing practices, and what successful leaders did to fill their communities.
- Developing marketing plans.

WHO SHOULD ATTEND?

Admissions coordinators, marketing / sales team, department directors, administrators, executive directors, regional and divisional operators and sales managers.

CEUs: 5.0 CEUs will be provided to Indiana licensed Administrators

QUESTIONS? Contact Katie Niehoff at kniehoff@ihca.org

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