



# SMASH WEEK 2020

1/2 THE DAY/EVERYDAY | OCT. 19 - 23 | VIRTUAL

## MICRO GLANCE | 1/2 DAY/EVERYDAY

### MONDAY | 10/19

8:00AM PST / 9:00AM MST / 10:00AM CST / 11:00AM EST

#### WORKSHOPS

1 Hour

9:00AM PST / 10:00AM MST / 11:00AM CST / 12:00PM EST

#### NETWORKING BREAK

15 Minutes

9:15AM PST / 10:15AM MST / 11:15AM CST / 12:15PM EST

#### WORKSHOPS CONT.

45 Minutes

10:00AM PST / 11:00AM MST / 12:00PM CST / 1:00PM EST

#### NETWORKING BREAK

30 Minutes

10:30AM PST / 11:30AM MST / 12:30PM CST / 1:30PM EST

#### EDTALKS

Solution Partner Spotlights - 1 Hour

11:30AM PST / 12:30PM MST / 1:30PM CST / 2:30PM EST

#### NETWORKING BREAK

15 Minutes

11:45AM PST / 12:45PM MST / 1:45PM CST / 2:45PM EST

#### KEYNOTE SPEAKER

45 Minutes

12:30PM PST / 1:30PM MST / 2:30PM CST / 3:30PM EST

#### NETWORKING BREAK

15 Minutes

12:45PM PST / 1:45PM MST / 2:45PM CST / 3:45PM EST

#### BIRDS OF FEATHER ROUNDTABLES

### TUESDAY | 10/20

8:00AM PST / 9:00AM MST / 10:00AM CST / 11:00AM EST

#### KEYNOTE SPEAKER

45 Minutes

8:45AM PST / 9:45AM MST / 10:45AM CST / 11:45AM EST

#### NETWORKING BREAK

15 Minutes

9:00AM PST / 10:00AM MST / 11:00AM CST / 12:00PM EST

#### CONCURRENT SESSION

45 Minutes

9:45AM PST / 10:45AM MST / 11:45AM CST / 12:45PM EST

#### NETWORKING BREAK

30 Minutes

10:15AM PST / 11:15AM MST / 12:15PM CST / 1:15PM EST

#### CONCURRENT SESSION

45 Minutes

11:00AM PST / 12:00PM MST / 1:00PM CST / 2:00PM EST

#### NETWORKING BREAK

15 Minutes

11:15AM PST / 12:15PM MST / 1:15PM CST / 2:15PM EST

#### CONCURRENT SESSION

45 Minutes

12:00PM PST / 1:00PM MST / 2:00PM CST / 3:00PM EST

#### NETWORKING BREAK

15 Minutes

12:15PM PST / 1:15PM MST / 2:15PM CST / 3:15PM EST

#### BIRDS OF FEATHER ROUNDTABLES

### WEDNESDAY | 10/21

8:00AM PST / 9:00AM MST / 10:00AM CST / 11:00AM EST

#### CONCURRENT SESSION

45 Minutes

8:45AM PST / 9:45AM MST / 10:45AM CST / 11:45AM EST

#### NETWORKING BREAK

15 Minutes

9:00AM PST / 10:00AM MST / 11:00AM CST / 12:00PM EST

#### CONCURRENT SESSION

45 Minutes

9:45AM PST / 10:45AM MST / 11:45AM CST / 12:45PM EST

#### NETWORKING BREAK

30 Minutes

10:15AM PST / 11:15AM MST / 12:15PM CST / 1:15PM EST

#### CONCURRENT SESSION

45 Minutes

11:00AM PST / 12:00PM MST / 1:00PM CST / 2:00PM EST

#### NETWORKING BREAK

15 Minutes

11:15AM PST / 12:15PM MST / 1:15PM CST / 2:15PM EST

#### KEYNOTE SPEAKER

45 Minutes

12:00PM PST / 1:00PM MST / 2:00PM CST / 3:00PM EST

#### NETWORKING BREAK

15 Minutes

12:15PM PST / 1:15PM MST / 2:15PM CST / 3:15PM EST

#### BIRDS OF FEATHER ROUNDTABLES

### THURSDAY | 10/22

8:00AM PST / 9:00AM MST / 10:00AM CST / 11:00AM EST

#### GENERAL SESSION

45 Minutes

8:45AM PST / 9:45AM MST / 10:45AM CST / 11:45AM EST

#### NETWORKING BREAK

15 Minutes

9:00AM PST / 10:00AM MST / 11:00AM CST / 12:00PM EST

#### CONCURRENT SESSION

45 Minutes

9:45AM PST / 10:45AM MST / 11:45AM CST / 12:45PM EST

#### NETWORKING BREAK

30 Minutes

10:15AM PST / 11:15AM MST / 12:15PM CST / 1:15PM EST

#### CONCURRENT SESSION

45 Minutes

11:00AM PST / 12:00PM MST / 1:00PM CST / 2:00PM EST

#### NETWORKING BREAK

15 Minutes

11:15AM PST / 12:15PM MST / 1:15PM CST / 2:15PM EST

#### CONCURRENT SESSION

45 Minutes

12:00PM PST / 1:00PM MST / 2:00PM CST / 3:00PM EST

#### NETWORKING BREAK

15 Minutes

12:15PM PST / 1:15PM MST / 2:15PM CST / 3:15PM EST

#### BIRDS OF FEATHER ROUNDTABLES

### FRIDAY | 10/23

8:00AM PST / 9:00AM MST / 10:00AM CST / 11:00AM EST

#### KEYNOTE SPEAKER

45 Minutes

8:45AM PST / 9:45AM MST / 10:45AM CST / 11:45AM EST

#### NETWORKING BREAK

15 Minutes

9:00AM PST / 10:00AM MST / 11:00AM CST / 12:00PM EST

#### ENCORE PRESENTATIONS

45 Minutes

9:45AM PST / 10:45AM MST / 11:45AM CST / 12:45PM EST

#### NETWORKING BREAK

30 Minutes

10:15AM PST / 11:15AM MST / 12:15PM CST / 1:15PM EST

#### ENCORE: ED TALKS

Solution Partner Spotlights / 60 Minutes

11:15 AM PST / 12:15PM MST / 1:15PM CST / 2:15PM EST

#### NETWORKING BREAK

15 Minutes

11:30 AM PST / 12:30PM MST / 1:30PM CST / 2:30PM EST

#### ENCORE PRESENTATIONS

45 Minutes

12:15 PM PST / 1:15PM MST / 2:15PM CST / 3:15PM EST

#### NETWORKING BREAK

15 Minutes

12:30PM PST / 1:30PM MST / 2:30PM CST / 3:30PM EST

#### ENCORE PRESENTATIONS

# SMASH WEEK 2020

1/2 THE DAY/EVERYDAY | OCT. 19 – 23 | VIRTUAL

## TAKE A GLANCE | 1/2 DAY/EVERYDAY

### MONDAY | OCTOBER 19

8:00AM PST / 9:00AM MST / 10:00AM CST / 11:00AM EST				WORKSHOP CONCURRENTS SESSION / 1 HOUR
<b>LEAD GENERATION &amp; CONVERSION</b> The Changed Blueprint for Masterful Conversion Optimization for Better Lead Generation	<b>SALES MANAGEMENT &amp; STRATEGY</b> Breathe: Time to Rethink Your Sales Management Strategy	<b>POST ACUTE REFERRAL MARKETING &amp; SALES</b> Developing a B2B to Consumer Strategy for Post-Acute Organizations	<b>MARKETING MANAGEMENT &amp; STRATEGY</b> Reevaluating Key Performance Indicators (KPI's) that Will Determine Your Future Marketing Drivers	
9:00AM PST / 10:00AM MST / 11:00AM CST / 12:00PM EST				BREAK / 15 MINUTES
<b>NETWORKING BREAK</b>				
9:15AM PST / 10:15AM MST / 11:15AM CST / 12:15PM EST				WORKSHOP CONCURRENT SESSIONS CONTINUED / 45 MINUTES
<b>LEAD GENERATION &amp; CONVERSION</b> The Changed Blueprint for Masterful Conversion Optimization for Better Lead Generation	<b>SALES MANAGEMENT &amp; STRATEGY</b> Breathe: Time to Rethink Your Sales Management Strategy	<b>POST ACUTE REFERRAL MARKETING &amp; SALES</b> Developing a B2B to Consumer Strategy for Post-Acute Organizations	<b>MARKETING MANAGEMENT &amp; STRATEGY</b> Reevaluating Key Performance Indicators (KPI's) that Will Determine Your Future Marketing Drivers	
10:00AM PST / 11:00AM MST / 12:00PM CST / 1:00PM EST				BREAK / 30 MINUTES
<b>NETWORKING BREAK</b>				
10:30AM PST / 11:30AM MST / 12:30PM CST / 1:30PM EST				EDTALK / 1 HOUR
<b>EDTALKS / SOLUTION PARTNER SPOTLIGHTS</b>				
11:30AM PST / 12:30PM MST / 1:30PM CST / 2:30PM EST				BREAK / 15 MINUTES
<b>NETWORKING BREAK</b>				
11:45AM PST / 12:45PM MST / 1:45PM CST / 2:45PM EST				KEYNOTE / 45 MINUTES
<b>KEYNOTE SPEAKER: Reputation Management Strategies for the Senior Care Industry for 2021 and Beyond</b>				
12:30PM PST / 1:30PM MST / 2:30PM CST / 3:30PM EST				BREAK / 15 MINUTES
<b>NETWORKING BREAK</b>				
12:45PM PST / 1:45PM MST / 2:45PM CST / 3:45PM EST				ENGAGEMENT
<b>BIRDS OF FEATHER ROUNDTABLES</b> New Needs of the Adult Child		<b>BIRDS OF FEATHER ROUNDTABLES</b> SNF Lead Conversion Changing Strategies		



# SMASH WEEK 2020

1/2 THE DAY/EVERYDAY | OCT. 19 - 23 | VIRTUAL

## TAKE A GLANCE | 1/2 DAY/EVERYDAY

### TUESDAY | OCTOBER 20

8:00AM PST / 9:00AM MST / 10:00AM CST / 11:00AM EST				KEYNOTE / 45 MINUTES
KEYNOTE SPEAKER: High-Impact Marketing & Sales Actions to Get Ready for the Rebound				
8:45AM PST / 9:45AM MST / 10:45AM CST / 11:45AM EST				BREAK / 15 MINUTES
NETWORKING BREAK				
9:00AM PST / 10:00AM MST / 11:00AM CST / 12:00PM EST				CONCURRENT SESSIONS / 45 MINUTES
<b>CONCURRENT SESSION</b> Industry Case Study: Marketing Automation Strategy: Going Beyond Opens & Clicks to Drive Meaningful Results	<b>CONCURRENT SESSION</b> Ramp Up Your Social Media Strategy to Engage the Customers You'll Now be Facing	<b>CONCURRENT SESSION</b> Reenvisioning Senior Care in a Post-COVID-19 World		
9:45AM PST / 10:45AM MST / 11:45AM CST / 12:45PM EST				BREAK / 30 MINUTES
NETWORKING BREAK				
10:15AM PST / 11:15AM MST / 12:15PM CST / 1:15PM EST				CONCURRENT SESSIONS / 45 MINUTES
<b>CONCURRENT SESSION</b> 17 Actionable Marketing Tactics and Optimizations to Grow Your Business Today	<b>CONCURRENT SESSION</b> Nurturing the Adult Daughter through Her Digital Journey	<b>CONCURRENT SESSION</b> How Design Thinking Reveals Customer Motives and Drives Revenue	<b>CONCURRENT SESSION</b> Adapting to Change: You and Your Teams are going to NEED this!	
11:00AM PST / 12:00PM MST / 1:00 CST / 2:00PM EST				BREAK / 15 MINUTES
NETWORKING BREAK				
11:15AM PST / 12:15PM MST / 1:15 CST / 2:15PM EST				CONCURRENT SESSIONS / 45 MINUTES
<b>CONCURRENT SESSION</b> Building a Winning Sales Team		<b>CONCURRENT SESSION</b> The 10 Keys to Lead Generation: How to Drive Digital Demand and Fill the Funnel	<b>CONCURRENT SESSION</b> Industry Case Study: The Customer Journey in a Virtual World: It Will Reshape the Way We Sell	
12:00PM PST / 1:00PM MST / 2:00PM CST / 3:00PM EST				BREAK / 30 MINUTES
NETWORKING BREAK				
12:15PM PST / 1:15PM MST / 2:15PM CST / 3:15PM EST				ENGAGEMENT
<b>BIRDS OF FEATHER ROUNDTABLES</b> Consumer Sales Messaging in Senior Housing		<b>BIRDS OF FEATHER ROUNDTABLES</b> Which Digital Strategies Are Working Now?		

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## TAKE A GLANCE | 1/2 DAY/EVERYDAY

### WEDNESDAY | OCTOBER 21

8:00AM PST / 9:00AM MST / 10:00AM CST / 11:00AM EST			CONCURRENT SESSIONS / 45 MINUTES
<b>CONCURRENT SESSION</b> Lead Management: Turning Leads into Customers	<b>CONCURRENT SESSION</b> The Funnel is Dead: Long Live the Marketing Flywheel to Engage Customers	<b>CONCURRENT SESSION</b> Navigating your Post Acute Skilled Nursing Brand in the New Normal	
8:45AM PST / 9:45AM MST / 10:45AM CST / 11:45AM EST			BREAK / 15 MINUTES
<b>NETWORKING BREAK</b>			
9:00AM PST / 10:00AM MST / 11:00AM CST / 12:00PM EST			CONCURRENT SESSIONS / 45 MINUTES
<b>CONCURRENT SESSION</b> Cut the Jargon and Increase Clarity: How to Use Plain Language to Engage Customers	<b>CONCURRENT SESSION</b> Industry Case Study: Innovation with a Yes xWe Can Attitude	<b>CONCURRENT SESSION</b> Rebuilding your Sales through Intentional Communication and Strategic Corrections	
9:45AM PST / 10:45AM MST / 11:45AM CST / 12:45PM EST			BREAK / 30 MINUTES
<b>NETWORKING BREAK</b>			
10:15AM PST / 11:15AM MST / 12:15PM CST / 1:15PM EST			CONCURRENT SESSIONS / 45 MINUTES
<b>CONCURRENT SESSION</b> 10 Human Behavior Hacks that Make Your Email Extremely Effective	<b>CONCURRENT SESSION</b> How to Up Your Game with CRM in Collaboration with Marketing. A 90-day roadmap	<b>CONCURRENT SESSION</b> Market Research: It's Gone from Interesting to Indispensable	<b>CONCURRENT SESSION</b> Industry Case Study: Digital Marketing in the New World: Best Practices For Efficiently and Effectively Generating Leads For Your Community
11:00AM PST / 12:00PM MST / 1:00 CST / 2:00PM EST			BREAK / 15 MINUTES
<b>NETWORKING BREAK</b>			
11:15AM PST / 12:15PM MST / 1:15 CST / 2:15PM EST			GENERAL SESSION / 45 MINUTES
<b>KEYNOTE SPEAKER: Change Redefined: Turning Uncertainty to Competitive Advantage to Help Your Senior Care Organization Thrive</b>			
12:00PM PST / 1:00PM MST / 2:00PM CST / 3:00PM EST			BREAK / 15 MINUTES
<b>NETWORKING BREAK</b>			
12:15PM PST / 1:15PM MST / 2:15PM CST / 3:15PM EST			ENGAGEMENT
<b>BIRDS OF FEATHER ROUNDTABLES</b> Digital Marketing Strategies in Post Acute & Skilled Nursing		<b>BIRDS OF FEATHER ROUNDTABLES</b> What are the KPI's of the Future?	



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## TAKE A GLANCE | 1/2 DAY/EVERYDAY

### THURSDAY | OCTOBER 22

8:00AM PST / 9:00AM MST / 10:00AM CST / 11:00AM EST			GENERAL SESSION / 45 MINUTES
GENERAL SESSION: What Lies Ahead for Senior Care Sales and Marketing: A Fireside Chat			
8:45AM PST / 9:45AM MST / 10:45AM CST / 11:45AM EST			BREAK / 15 MINUTES
NETWORKING BREAK			
9:00AM PST / 10:00AM MST / 11:00AM CST / 12:00PM EST			CONCURRENT SESSIONS / 45 MINUTES
<b>CONCURRENT SESSION</b> Industry Case Study: The Connected Search: Changes in SEO/ SEM Search Trends, Consumer Expectations and Effective Brand Strategies	<b>CONCURRENT SESSION</b> Marketing Automation: A Proven Strategic View of Adoption for Maximum Effectiveness	<b>CONCURRENT SESSION</b> Creating and Nurturing a Digital Strategy Post Acute, Skilled Nursing World	
9:45AM PST / 10:45AM MST / 11:45AM CST / 12:45PM EST			BREAK / 30 MINUTES
NETWORKING BREAK			
10:15AM PST / 11:15AM MST / 12:15PM CST / 1:15PM EST			CONCURRENT SESSIONS / 45 MINUTES
<b>CONCURRENT SESSION</b> Marketing is Measurement	<b>CONCURRENT SESSION</b> Professional Referral Relations Sales Training in an Altered Reality: A Recipe for Maintaining "Keep-Age" to Preventing Leakage	<b>CONCURRENT SESSION</b> How to Change your Story for Success. What Employee and Consumer Research Reveals during Covid-19	
11:00AM PST / 12:00PM MST / 1:00 CST / 2:00PM EST			BREAK / 15 MINUTES
NETWORKING BREAK			
11:15AM PST / 12:15PM MST / 1:15 CST / 2:15PM EST			CONCURRENT SESSIONS / 45 MINUTES
<b>CONCURRENT SESSION</b> Filling the Funnel: How to Build your Content Marketing Strategy that Re-sets for Growth	<b>CONCURRENT SESSION</b> Industry Case Study: Don't Spend Money on Marketing if You Can't Measure KPIs	<b>CONCURRENT SESSION</b> Crisis Management for the Worst of Times. Best Practices and How to Stay Prepared	
12:00PM PST / 1:00PM MST / 2:00PM CST / 3:00PM EST			BREAK / 15 MINUTES
NETWORKING BREAK			
12:15PM PST / 1:15PM MST / 2:15PM CST / 3:15PM EST			ENGAGEMENT
<b>BIRDS OF FEATHER ROUNDTABLES</b> Future Consumer Preferences: What's Changing		<b>BIRDS OF FEATHER ROUNDTABLES</b> Shifting Sales Lead Engagement Strategies	

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## TAKE A GLANCE | 1/2 DAY/EVERYDAY

### FRIDAY | OCTOBER 23

8:00AM PST / 9:00AM MST / 10:00AM CST / 11:00AM EST	KEYNOTE / 45 MINUTES
<b>KEYNOTE SPEAKER: Communication. Collaboration. Orchestration: The Art &amp; Science of Stellar Sales Management Through Turbulent Times</b>	
8:45AM PST / 9:45AM MST / 10:45AM CST / 11:45AM EST	BREAK / 15 MINUTES
<b>NETWORKING BREAK</b>	
9:00AM PST / 10:00AM MST / 11:00AM CST / 12:00PM EST	ENCORE PRESENTATIONS / 45 MINUTES
<b>ENCORE PRESENTATIONS / CONCURRENT SESSION</b>	
9:45AM PST / 10:45AM MST / 11:45AM CST / 12:45PM EST	BREAK / 30 MINUTES
<b>NETWORKING BREAK</b>	
10:15AM PST / 11:15AM MST / 12:15PM CST / 1:15PM EST	ENCORE PRESENTATIONS / 60 MINUTES
<b>ENCORE: PRESENTATIONS / ED TALKS</b>	
11:15AM PST / 12:15PM MST / 1:15PM CST / 2:15PM EST	BREAK / 15 MINUTES
<b>NETWORKING BREAK</b>	
11:30AM PST / 12:30PM MST / 1:30 CST / 2:30PM EST	CONCURRENT SESSIONS / 45 MINUTES
<b>ENCORE PRESENTATIONS</b>	
12:15PM PST / 1:15PM MST / 2:15PM CST / 3:15PM EST	BREAK / 15 MINUTES
<b>NETWORKING BREAK</b>	
12:30PM PST / 1:30PM MST / 2:30PM CST / 3:30PM EST	CONCURRENT SESSIONS / 45 MINUTES
<b>ENCORE PRESENTATIONS</b>	