



SENIOR CARE
SALES &
MARKETING
SUMMIT

The SMASH Experience

There's Nothing Like It in Senior Care. ANYWHERE.

Over 50+ sessions led by 40+ topic experts, best-selling authors and leading practitioners along with your senior-care colleagues, presented in a variety of formats with immediate take-aways, deep-dives and peer to peer learning.

- **Concurrent sessions** are a fast-paced, single speaker format specifically designed to offer critical information you can use tomorrow to give a competitive edge in census and occupancy..
- **Master Classes** are extended sessions 60–75 minutes that provide a deep-dive into the latest topics. They include both knowledge exchange and interactive exercises designed to deliver hands-on tools to take back to your organization for immediate implementation.
- **Deep-Dive Workshops** are 2.5 hours in length providing in-depth discussion and training into the subject matter. Workshop leaders combine instruction with peer-to-peer discussion with report backs for an interactive, comprehensive experience.
- **Roundtable Exchanges** are conducted over lunch with an expert facilitator, where you and your peers discuss and talk about key topics of the day.

Future Focused Keynote Speakers Carefully curated to bring fresh insight and ideas.

- **Expert Case Studies:** Brining the 30,000 ft learning from topic experts and authors to life through senior care peer case studies.
- **Activities:** Specialty group networking spaces to relax with colleagues old and new, from similar organizations to share "aha" moments and fresh ideas.
- Meet carefully curated **solution partners and brainstorm innovative ideas** in **Ed Talks**, speed meetings, the meeting lounge, kiosk partner exchange, the Video interview lounge and private demo rooms.
- **Unparalleled Networking:** Meet and mingle with senior care sales and marketing executives in a relaxed atmosphere at receptions, breaks and luncheons to get the best from **the** "in-between-sessions" chatter.(Hey, it can't be all work, right?)
- **Start each morning** with a lite breakfast and plenty of networking and discussion time with peers.

Questions? Register?

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