

The Senior Care Marketing & Sales Summit (SMASH) is for executive-level sales and marketers across the continuum of senior care.

You know how essential it is to understand how to stay at the top of your sales and marketing game. At SMASH, learn from leading practitioners, authors, topic experts, and those doing the most successful case studies in senior care, in paralleled.

Like any savvy sales and marketing pro, you're probably thinking that registering for SMASH is a no-brainer.

But you may need others to be convinced.

Whether you need approval before coming to SMASH or if you're the final decision maker, perhaps you need to justify the expense and time away from the office. Or clarify the importance of future-focused, competitive tips and tactics so critically important networking for others on your team.

### **Here's how to make your case for attending SMASH 2022**

**October 24 – 26 | Green Valley Resort, Las Vegas.**

- Review the sessions and schedule and select those sessions that best match you and your company's needs and priorities.
- With more than 50 sessions, workshops, keynotes, masterclasses, and roundtable discussions presented by top experts inside and outside of senior care, there is a wealth of genius, inspiration, and successful tactics to choose from: Lead generation and conversion, marketing automation, marketing data & measurement management; Team development, achieving revenue goals and driving volume; professional referral marketing; ROI optimization; product differentiation strategy...and so much more.
- Show how your attendance will immediately move the needle for your organization in significant ways.
- Highlight the importance of networking. The value of professional networking is too often overlooked but can actually pay huge dividends. Making connections with your peers in senior care makes reaching out to them throughout the year a "help solve the challenge now" solution. It's also essential for forging new relationships and partnerships that can benefit your company tremendously. Networking opportunities abound at SMASH. Cultivate new relationships in every corridor between sessions, during receptions, breakfasts, and breaks. Share ideas peer to peer with the brightest marketing thought-leaders at the 'Meet the Experts Roundtable Luncheon' event. Tap experts and gain insight from strategically aligned

companies in speed meetings, at the Cocktail Connections, flash meetings, and peer-to-peer meet-ups.

- Make every penny count. Even an amazing conference like SMASH comes with a cost. And it's not just the cash. Time out of the office costs too. Acknowledge the necessary investment of time and money, and commit to making your trip as cost-efficient as possible. This will add credibility to the case you're driving to attend SMASH. Take advantage of any and all discounts being offered for you and your team:
- Registration Information. The official SMASH hotel, the Green Valley Resort, sold out early last year. Rooms start at \$185.00 per night + a \$25.00 per person per night fee. Arrange travel as early as possible to save on transportation and hotel expenses. Make it clear to your boss that you plan to take advantage of all breakfasts, coffee breaks, lunches, and receptions that are included in your registration costs to help defray expenses.

**Draft your justification. Now, collect the info you've compiled in Steps 1-3 and weave them into a brief yet persuasive piece of sales and marketing messaging.**

**Here's a suggested format to make it easy:**

*Dear.....*

*I would like your approval to attend SMASH 2022, Oct 24 - 26. This conference is dedicated to senior care sales and marketing, offering 50+ sessions given by 60+ topic experts in just 2.5 days. It will keep me at the top of my game to bring back best practices and guarantee that I have everything I need to gain in census and occupancy.*

*I plan to learn the following vital competitive tactics and share them with the rest of the team:*

- *[Goal 1]*
- *[Goal 2]*
- *[Goal 3]*

*SMASH 2022 is unlike any other sales and marketing conference. It combines the latest post-acute and senior housing strategies with insights from the top experts outside of our industry. I will have the opportunity to network with like-minded peers and forge relationships with some of the most innovative and successful senior care sales and marketing professionals, gaining insights I can apply to my work and the organization.*

*Here are the sessions I'd like to attend:*

- *[Session 1] – [Why this session is essential to the company]*

- *[Session 2] – [Why this session is vital to the company]*
- *[Session 3] – [Why this session is critically important to the company]*
- *[Session 4] – [Why this session is key to the company's success]*

*When I get back from SMASH, I will share takeaways with the team on [Date] at [Time]. I'll bring back ideas we can implement to impact the operation immediately, outlining how that might occur.*

*Here's a basic breakdown of the investment for me to attend: • Airfare/ground travel: [\$xx.xx] • Hotel: [\$xx.xx] – rate is \$185 per night • Registration: [\$xx.xx] • Meals: (many of which are included in the registration fee) [\$xx.xx] • Total: [\$xx.xx]*

*The earlier I register, the cheaper it will be for registration and travel. Here's the website, if you'd like more information: [www.seniorcaremarketingsummit.com](http://www.seniorcaremarketingsummit.com)*

*Thank you for your consideration. I'm looking forward to hearing back from you.*

*Regards, [Your Name]*