

Marketing symposium: Reimagine marketing

Register by July 24
and save \$20!

To register:

Call toll-free
866-335-9777.
Or visit
www.icaa.cc



Wednesday, November 16
8:00 a.m.–4:00 p.m.

Demographic change. Societal change. Generational change. These are challenging times for businesses that target the age 50-plus market. Nimbly navigating shifts in this market can maximize your opportunities for success. To do so, however, marketing needs to change—and that requires the knowledge to reimagine marketing to older adults.

By attending the ICAA Marketing Symposium 2016, you will:

- Learn how to adjust your marketing to better meet the changing expectations of older adults.
- Discover three simple steps to reinvent your brand, and understand why you may need to do this.
- Explore the latest trends in marketing and how they are most effective for increasing traffic and sales, plus how they will impact your future marketing.
- Gain key tools and frameworks to measure the return of your digital marketing spend and take away key concepts to help improve marketing efficiency.
- Learn how to build an effective, proactive offense for crisis scenarios and reputational risks to your brand.

CEUs awarded

Symposium agenda

8:00 a.m.–10:00 a.m.

Great expectations: What older adults want now, and in the future!

Colin Milner

Four generations make up today's 50-plus demographic. The first wave of Gen Xers is now in their 50s, leading-edge Boomers are marching into their 70s, and their parents and grandparents continue being a force to reckon with. Expectations of companies are changing. Do you know what these older adults want? Are you ready to meet and exceed expectations? And how will this shift impact the services you offer and the way you market them? These are just a few of the many questions to be answered during this thought-provoking session.

You'll learn:

- How older adults' needs are changing.
- What kinds of services older adults expect, both now and in the future.
- How to adjust your marketing to better meet the changing expectations of older adults.

Faculty: Colin Milner, Founder and CEO, International Council on Active Aging.

10:00 a.m.–10:15 a.m.

IDEA exchange

(Bring your latest and greatest marketing adventures and ideas to share with other attendees.)

10:15 a.m.–11:45 a.m.

From innovation to execution: A case study that will change your thinking

Louisa Flinn

Put yourself in the shoes of an older adult who faces the prospect of moving from a house where he or she has lived for several years to somewhere called a "facility" or "old folks home." Now imagine yourself moving to an environment that is more about enjoying life and living actively. A place that understands that individuals have different needs. A place where you feel proud to say, "I live here." Reinventing your retirement business is not easy, but it will make a difference, guaranteed. Whether your organization is big or small, there are a number of important steps to making it the place that everyone talks about and where prospects line up to move in.

You'll learn:

- Three simple steps to reinvent your brand, and understand why you may need to do this.
- How to build the atmosphere for foundational transformation, show proof, and gain support and champions.
- Important implementation steps that can't be missed, plus test and measure your outcomes.

Faculty: Louisa Flinn, Vice President Marketing and Sales, PARC Retirement Living; and Publisher/Founder, Lifetime Daily.

11:45 a.m.–1:00 p.m.

Lunch (on your own)

to older adults

1:00 p.m.–2:00 p.m.

Marketing trends for active aging

Barbara Kleger

The complexity of modern marketing is only going to increase. To stay ahead of the curve, it is essential to keep up to date with the latest marketing trends and stand out from your competition. You need to use the most powerful tools today and create programs for attracting and nurturing the active-adult leads with new strategies. From mobile marketing to storytelling, everything is fast paced, and everything depends on the right cultural message. This session will be packed with thought-provoking insights and examples.

You'll learn:

- Find out the latest trends in marketing and how they are most effective for increasing traffic and sales. Learn how they will impact your future marketing.
- Gain insight into the profound impact of properly applied technology and learn how to harness its power to reach the active-adult buyers wherever they go.
- Learn how to select the right medium and the right agency to fit within your overall marketing and sales objectives and process.

Faculty: Barbara Kleger, President, Kleger Associates.

2:00 p.m.–2:15 p.m.

POWER THINK: How to get digital marketing working for you

Michael Macintyre

It's no exaggeration that we live in a digital world. From that perspective, it is imperative for your business to have an impressive professional presence online, as over 85% of consumers research online before interacting with companies and services. Digital marketing is the future of marketing. Companies need to understand how to leverage its channels and mediums to maximize their return on investment. This session will offer you the key

elements you need to achieve digital marketing success.

You'll learn:

- Find out how to monitor and manage your business's reputation in the digital space. Leave this session with three quick wins for your brand.
- Understand your digital marketing effectiveness. Learn about key tools and frameworks to measure the return of your marketing spend and take away key concepts to help improve marketing efficiency.
- Gain insight into the importance of collecting prospective-customer and customer email addresses and how you can leverage them as a valuable marketing channel.

Faculty: Michael Macintyre, Director of Internet Marketing, Lifetime Daily.

2:15 p.m.–2:30 p.m.

Break

(Bring your business cards and network with others who inspire you.)

2:30 p.m.–3:30 p.m.

Taking media matters into your own hands: Building an effective reputation management program

Simi Ranajee

Crises are part of doing business. In a world where communicating never stops, avoiding the media during these situations is a detriment to an organization's brand and bottom line—especially for healthcare and senior care providers. Negative press and advertising can tilt public opinion against a provider and demoralize staff, making reputation management programs more important than ever. There are various approaches to building an offense for reputational threats through proactive communications programming. Learn about the effective components of a reputation management program and discover programs that have successfully used proactive storytelling to get the positive message out.

You'll learn:

- How to build an effective, proactive offense for crisis scenarios and reputational risks to your brand.
- How to mine for positive stories within your organization, and tell them via the extensive landscape of today's communications networks.
- Best practices and tips for managing reputational risks in the heat of the moment.

Faculty: Simi Ranajee, PhD, MBA, Senior Vice President, Edelman Orlando.

3:30 p.m.–4:00 p.m.

Wrap up

Colin Milner

This session will help bring together all you have learned throughout the day to create an action plan to help your organization and your marketing efforts deliver an effective reimagined marketing campaign—one that positions your services and organization as a champion for healthy living.

Faculty: Colin Milner, Founder and CEO, International Council on Active Aging.

Symposium rates

| On or before July 24 | |
|----------------------|-------|
| 1st registrant | \$179 |
| 2nd & 3rd | \$169 |
| 4th or more | \$159 |
| After July 24 | |
| 1st registrant | \$199 |
| 2nd & 3rd | \$189 |
| 4th or more | \$179 |

ICAA Marketing Symposium 2016 sponsored by:



Marketing symposium presenters



Louisa Flinn

Considered a marketing powerhouse, Louisa Flinn brings vision, innovation and intelligence to every challenge she undertakes. With a diverse background in marketing, sales and strategic implementation, Flinn designs solutions to help organizations reinvent themselves. She has held executive positions for companies such as Rogers Communications, British Columbia Auto Association (CAA), First West Credit Union (ISCU), PARC Retirement Living and, most recently, as Publisher and Co-founder of Lifetime Daily, an eminent online destination for North American adults 55-plus who want to live active, healthy lifestyles as they age.



Barbara Kleger

Barbara Kleger serves as president of Kleger associates, a division of KD Partners, LLC. The company specializes in strategic planning, consumer research and marketing solutions for the mature market. A Temple University graduate, Kleger coauthored the Senior Housing Marketing Specialist certification courses for retirement communities and assisted living residences. In addition, she has been active in many

organizations and boards, including the International Council on Active Aging, and the National Association of Home Builders (NAHB) 55+ Housing Council, which in 2009 awarded her the prestigious National “Icon of the Industry” award.



Michael Macintyre

Michael Macintyre currently runs the marketing for Lifetime Daily, an eminent online destination for North American adults 55-plus who want to live active, healthy lifestyles as they age. Prior to Lifetime Daily, Macintyre led the Marketing, Strategy & Business Intelligence group for Omni-channel retailer Indochino. Previously, he worked in marketing and operations roles for an international online marketplace that was later acquired by Amazon.com as well as led marketing for Vivity Labs, a cognitive development company acquired by Rosetta Stone.



Colin Milner

Colin Milner, founder and CEO of the International Council on Active Aging, is an award-winning author, public speaker, and leading expert on older-adult health and well-being.

Recognizing Milner as one of the “most innovative and influential minds” on aging-related topics, the World Economic Forum invited him to serve on its Network of Global Agenda Councils for six years. He has delivered speeches to business and government leaders, industry professionals and older adults worldwide, and authored more than 250 articles.



Simi Ranajee

Simi Ranajee, PhD, MBA, is a senior vice president, Orlando, within the Edelman South Practice. Ranajee brings more than 25 years of experience in marketing, business development, communication, and strategy to Edelman, a leading global communications-marketing firm. She has worked in pharmaceuticals, diagnostics, devices, reimbursement, revenue cycle management, market access, hospitals and home health, and understands today’s complicated healthcare landscape. Ranajee has received numerous awards and was named one of Chicago’s “Rising Stars” by *Today’s Chicago Woman*. In addition to corporate roles, Ranajee serves on the International Council on Active Aging’s Advisory Board, among other things.