



MARKETING YOUR ADULT DAY SERVICES PROGRAM IN UNCERTAIN TIMES

Thursday, December 3, 2:30 – 3:30 p.m.

PURPOSE

Marketing the benefits of adult day services to the community can be challenging in the best of times. It is even more difficult this year when providers have experienced the disruptions of pandemic-related closure and partial opening, resulting in fewer participants. This program will help you improve your marketing tactics to build your client base while retaining your current clients.

LEARNING OBJECTIVES:

- Expand your knowledge of marketing best practices specifically for ADS settings, whether you are a do-it-yourselfer or have expertise on staff.
- Describe effective no or low-cost ways to sustain your marketing efforts through social media platforms.
- Appreciate the power of using stories and real-life experiences of clients and family members that really hit home with your intended audiences.
- Discuss how to market your services to potential referral sources such as TCUs, discharge planners and parish nurses, and learn talking points to address pre-conceived notions about adult day services.

PRESENTERS

Kate Blessing, Director of Community Relations, Martin Luther Campus, Bloomington and Angi Moore, Director of Digital Marketing, Cassia, Edina

AUDIENCE

- ADS Directors
- Staff responsible for marketing ADS programs
- Other interested persons

REGISTRATION INFORMATION AND FEES

LeadingAge Minnesota Members – **\$0** per connection
Prospective Members – **\$85** per connection

CUT-OFF/CANCELLATION

Registration and cancellation deadline is December 1, 2020. Cancellations must be made in writing and are subject to a \$25 processing fee. LeadingAge Minnesota reserves the right to cancel this webinar.

CEUs

This program meets the CEU approval criteria for the Minnesota Board of Executives for Long Term Services and Supports (MN-BELTSS). General certificates of attendance will also be available. CEUs may be earned only by the registered individual.

HOW TO REGISTER

[Click here](#) to register online. Contact Ashley Rogers at arogers@leadingagemn.org for assistance or if your registration has not been confirmed.