

schedule of events

before

June - Pre-Event Survey

July - Evaluating Your Network Contacts

August - Be Transparent About Your Credentials

September - Marketing Plan & Strategies

October - Strengthen Your Digital Presence

during

Friday, November 3

1:00 pm - 3:00 pm

AirTribes Community Platform Demo
Steve Wolk

SCSA Training Room

3:00 pm - 8:00 pm

Registration

Conference Office

7:00 pm - 9:30 pm

Opening Reception

Augusta

Saturday, November 4

7:00 am - 5:00 pm

Registration

Conference Office

7:00 am - 8:00 am

Breakfast

Augusta

8:00 am - 8:50 am

Opening Event
Form Multidisciplinary Teams

Confluence C

9:00 am - 10:30 am

What Is the State of Your Business?
Keynote by Lori Bitter

Platte River



VIA Talks (15 Minutes Each)

10:45 am - 11:45 am



Modifying Business Processes for the Mature Market
TBD

TBD



Creating a Senior-Friendly Business - Physical, Marketing & Training
Andrea Gallagher

TBD



Professional Network as a Brand Awareness Tool
Judy Rough

TBD



Transparency Through the Use of Marketing
Anne DeLorenzo

TBD

	Professional Development & Value to Consumers Christine Niero	TBD
	Use CSA Member Benefits to Benefit Your Business Anthony Gallegos & Jordan Ambron	TBD
	Frontline Workers Retention Problem Solved With Coaching and Upskilling Liddy Romero	TBD
	Why Aren't People Beating Down the Door to Be Your Customer? Mark Hager	TBD
	Use LinkedIn to Attract More Clients and Referral Partners Joyce Feustel	TBD
	Entrepreneurship and Aging Lori Bitter	TBD
	The Biggest Brand Mistake and How to Fix It Lori DuBois	TBD
	How to Convert Your Clients to Users of Technology? Matt Munro & Alex Rodas	TBD
	Modern Day Aging & Technology Wendi Burkhardt	TBD

11:45 am - 1:15 pm	Luncheon Society of Certified Senior Advisors' 20 Year Celebration	Augusta
1:30 pm - 4:30 pm	World Café - Longevity Economy & Dynamic Businesses Facilitated by Kari Henley	Platte River
4:45 pm - 5:45 pm	Team Recording, Follow Up Networking Opportunity	Confluence C
Your Choice Dinner Sightseeing Theatre Relax		

Sunday, November 5

7:00 am - 11:00 am	Registration	Conference Office
7:00 am - 8:00 am	Breakfast	Augusta
8:15 am - 9:15 am	Embracing Ageless Marketing Keynote by Dick Ambrosious	Platte River
9:30 am - 11:00 am	Workshop: Think Tank & Group Coaching Interact With Business Coaches and Subject Matter Experts	Platte River
11:15 am - 11:45 am	Final Team Recording Motivational Post Cards	Confluence C
11:45 am - 12:00 pm	Event Closing	Confluence C

after

November - Post-Event Survey & Postcard Follow-Up

January - Form Mastermind Groups

February - Distribute VIA Team Report

March - Distribute World Café Report

April - Distribute VIA Session Business Summary Report