



Sales, Marketing, Management...and All That Jazz

AGENDA

Tuesday, November 1, 2011

<u>Time</u>	<u>Event</u>	<u>Speaker</u>	<u>Location</u>
6:00 pm – 7:00 pm	Speak Easy Cocktail Reception <i>Best Mobster/Mobster's Wife Costume</i>		River North
7:00 pm	Evening On Your Own		

Wednesday, November 2, 2011

7:30 am – 8:30 am	Breakfast		Hotel Lobby Buffet
8:30 am – 8:45 am	Welcome/Daily Huddle	Sloan Bentley, President	Salon A,B,& C
8:45 am – 10:45 am	Opening Session-Keynote Speaker "Doing Work That Matters" <i>Suggested Audience: All</i>	Dan Miller, President, 48 Days	Salon A, B & C
10:45 am – 11:00 am	Break	All	
11:00 am – Noon	Breakout Sessions		
	Leadership Bootcamp 1A <i>Suggested Audience: Operations and Sales [ABHOW Sales Directors and Sales Counselors – required course]</i>	Sloan Bentley Joy Nance	Salon A, B & C
	Dementia Training <i>Suggested Audience: Operations and Admissions Coordinators</i>	Darby Morhardt, Associate Professor – Cognitive Neurology and Alzheimer's Disease Center, Northwestern School of Medicine	Des Plaines River Room
	Sales Assistants Only <i>Suggested Audience: Sales Assistants</i>	Roberta Godden	Illinois Room

Wednesday, November 2, 2011 [continued]

<u>Time</u>	<u>Event</u>	<u>Speaker</u>	<u>Location</u>
Noon – 1:00 pm	Lunch	All	Terrace
1:15 pm	Bus Leaves for The Clare Tour	All	Meet in Lobby
1:30 pm – 2:30 pm	Tour of The Clare	All	The Clare
2:30 pm – 3:30 pm	The Clare Reception	All	The Clare
3:45 pm	Bus Leaves for Hotel	All	
4:00 pm – 4:30 pm	Group Photo <i>Wear your Seniority Logo gift</i>	All	Hotel Lobby
6:30 pm	Dine Around Town	All	Meet in Hotel Lobby

Thursday, November 3, 2011

7:30 am – 8:30 am	Breakfast		Hotel Lobby Buffet
	Breakout Sessions/Daily Huddles		
8:30 am – 9:30 am	Leadership Bootcamp 1B <i>Suggested Audience: Operations and Sales [ABHOW Sales Directors and Sales Counselor – required course]</i>	Sloan Bentley Joy Nance	Salon A, B & C
	Seniority Distinction: Resident Preference Program <i>Suggested Audience: Operations</i>	Jim Stacy Rose Vera	Des Plaines River Room
	Events, Resident Testimonials and Editorials <i>Suggested Audience: Sales</i>	Todd Christopher Cramer-Krasselt Advertising and Public Relations	Illinois Room
	Breakout Sessions		
9:45 am – 10:45 am	Leadership Bootcamp 1C <i>Suggested Audience: Operations and Sales [ABHOW Sales Directors and Sales Counselors – required course]</i>	Sloan Bentley Teri Conklin	Salon A, B & C
	Intentional In-Betweening Program <i>Suggested Audience: Operations</i>	Jim Stacy	Des Plaines River Room

Thursday, November 3, 2011 [continued]

<u>Time</u>	<u>Event</u>	<u>Speaker</u>	<u>Location</u>
	Successful Community Networking and Relationship Building <i>Suggested Audience: Pre-sale, Community Relations and Admissions Coordinators</i>	Todd Christopher Marla Levie, President, Focus on Aging	Illinois Room
10:45 am – 11:15 am	Break		
	Breakout Sessions		
11:15 am – 12:15 pm	Leadership Bootcamp 1D <i>Suggested Audience: Operations and Sales [ABHOW Sales Directors and Sales Counselors – required course]</i>	Sloan Bentley Teri Conklin	Salon A, B & C
	Dealing with Difficult People <i>Suggested Audience: Operations and Admissions Coordinators</i>	Joy Nance	Des Plaines River Room
	How to Shop the Competition <i>Suggested Audience: Sales and Admissions Coordinators</i>	Maia Bonner	Illinois Room
12:15 pm – 1:15 pm	Lunch	All	Atrium
	Breakout Sessions		
1:30 pm – 2:30 pm	Margin Magic: Utilization As A Sales Tool <i>Suggested Audience: Sales [ABHOW Sales Directors and Sales Counselors – required course]</i>	Teri Conklin	Salon A, B & C
	Dining Program for Memory Support <i>Suggested Audience: Operations and Admissions Coordinators</i>	Joy Nance Rose Vera	Des Plaines River Room
	Your Unique Selling Proposition <i>Suggested Audience: Sales</i>	Maia Bonner	Illinois Room
	Breakout Sessions		
2:45 pm – 4:00 pm	Selling in Difficult Times <i>Suggested Audience: Sales [ABHOW Sales Directors and Sales Counselors – required course]</i>	Teri Conklin Maia Bonner Roberta Godden	Salon A, B & C
	ABCs of Elopement <i>Suggested Audience: Operations and Admissions Coordinators</i>	Jim Stacy	Des Plaines River Room
5:45 pm	Bus Leaves for Banquet Location	All	

Thursday, November 3, 2011 [continued]

<u>Time</u>	<u>Event</u>	<u>Speaker</u>	<u>Location</u>
6:00 pm – 7:00 pm	Cocktail Reception	All	Mid-America Club – 80 th Floor
7:00 pm – 9:00 pm	Awards Banquet	All	Mid-America Club – 80 th Floor
9:00 pm	Bus Leaves for After Party and Hotel	All	The Back Room Blues Club

Friday, November 4, 2011

7:30 am – 8:30 am	Breakfast		Hotel Lobby Buffet
	Breakout Sessions/Daily Huddle		
8:45 am – 9:45 am	Sales Incentives: Tools + Results = Rewards <i>Suggested Audience: Sales</i> <i>[ABHOW Sales Directors and Sales Counselors – required course]</i>	Teri Conklin Roberta Godden	Salon A, B & C
	Having the Difficult Conversation <i>Suggested Audience: Operations and Admissions Coordinators</i>	Joy Nance Jim Stacy	Des Plaines River Room
	The Sandwich Generation <i>Suggested Audience: Sales, Operations and Admissions Coordinators</i>	Maia Bonner	Illinois Room
	Breakout Sessions		
10:00 am – 11:00 am	Rules of Engagement <i>Suggested Audience: Sales</i> <i>[ABHOW Sales Directors and Sales Counselor – required course]</i>	Maia Bonner Teri Conklin	Illinois Room
	Sales & Operations: A Match Made in Heaven <i>Suggested Audience: Sales, Operations and Admissions Coordinators</i>	Joy Nance Rose Vera	Des Plaines River Room
11:15 am – 12:15 pm	Closing Session: Attack The House	GlynnDevins Advertising	Salon A, B & C
12:15 pm	Adjourn and Grab 'N Go Lunch	All	
12:30 pm	Bus loads for Airport Shuttle	Departures from Chicago O'Hare only	
1:00 pm	Bus departs for Airport		