



Going the Distance: Digital Marketing for Senior Living

*This webinar is part of a series designed for assisted living communities.
Please join us as we bring continuing education and important topics right to your door.*

Assisted Living Webinar

Thursday, August 16, 2018

11:00 am - 12:00 pm

1 CEU through the Arizona NCIA Board

The Arizona Health Care Association is pleased to present this exciting webinar on marketing in a contemporary world. Digital marketing is quickly replacing many traditional marketing activities at your community. Print newsletters and Yellow Page ads have gone the way of the typewriter and bellbottoms, and your blog, Facebook, and email are where you can reach your target market today. As more and more millennials begin helping their parents find an assisted living, it will be more important to embrace your digital presence.

Get your digital marketing questions answered! This presentation will cover what digital marketing is, why you need it, what you should be doing and how. Don't miss this informative presentation.

Presenter:

Connie Parsons, MBA, President & COO, IlluminAge Communication Partners

Target Audience: Assisted living managers & leadership

Webinar instructions will be emailed to the email address provided at the time of registration. Please read the email carefully and follow its instructions.

Only those who register and pay will receive CEUs through the NCIA Board.

For questions, please contact Brittany Page at brittanyp@azhca.org or 602-265-5331



Arizona Health Care Association
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Going the Distance: Digital Marketing for Senior Living
Thursday, August 16, 2018 - One CEU available through the NCIA Board
Fee: \$25 Member - \$50 Non-member
Register online at www.azhca.org

Community: _____

Address: _____

City: _____ Zip: _____ State: _____

Registrant's Name: _____ Title: _____

Email: _____

Payment Type: Check _____ Visa _____ MC _____ AMX _____ Exp. Date: _____ Security Code: _____

CC#: _____ Name on Card: _____

Checks should be made payable to the Arizona Health Care Association. No refunds given.
Return your registration with payment to:
Arizona Health Care Association, 1440 E. Missouri Avenue, Suite C-102, Phoenix, AZ 85014
PH: 602-265-5331 / FAX: 602-265-4401