

## AOPHA

Organizations serving seniors require different marketing, financial, development, purchasing and human resources strategies at each stage of their life cycle. Last year, Dixon Hughes' Laura Kuhl delivered two presentations:

- “Top Line Turnaround” – a discussion on how to diagnose occupancy and revenue problems and identify repositioning options, and
- “Six Steps to the Perfect Price” – a discussion on how to respond with appropriate price/product offers.

This year find out how to communicate your offer through marketing tools when Laura Kuhl presents:

### **Marketing Communication Toolboxes: Choosing the Right Tools for the Job**

Tuesday, September 9

4:15 – 5:15 p.m.

An overview of the five toolboxes of marketing communications

- Public Relations
- Direct Marketing
- Advertising
- Personal Selling
- Sales Promotions

Learn how to develop an effective marketing communication plan to attract new leads and close sales faster – no matter what your budget.

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