

2018 Call for Sessions

Session Title and Narrative

Provide a title that is informative and clearly reflects the session content as well as a detailed summary of your session content.

Learning Objectives

List the three main educational goals of your session (what participants will learn as a result of attending your presentation).

Presentation Delivery

Describe how your presentation will support/address the learning objectives as well as the education methods that will be used to deliver the session content and engage participants.

Education Level

Identify the educational level of the content to be presented (core, intermediate, advanced).

Education Track

Select the topic area your session content best represents:

- **Aging Services Technologies**
Emerging technologies aimed at improving care and service delivery, managing the health and maintaining the wellness of older adults as well as technology designed to support the needs of caregivers, keep seniors socially connected and facilitate independence and aging in place.
- **Financial & Strategic Positioning**
Financing models, capital and strategic planning, contract types and financial benchmarks as well as new business models, collaborative partnerships and growth strategies to diversify services and revenue sources, including repositioning, mergers, acquisitions and affiliations.
- **Holistic Wellbeing**
Person-directed services and programs designed for specific populations, their care partners and families as well as residential and community-based options that enhance quality of life and enable people to age with choice and dignity regardless of care setting, level of cognition or ability.
- **Living Well with Dementia**
Strategies, programming and approaches/interventions that promote healthy aging, intellectual stimulation, social engagement, creativity and spiritual connectedness for people living with dementia across care settings, including brain health, the arts and therapeutic activities.
- **Operational Excellence**
Efficient and effective business operations, organizational readiness and resource allocation as well as issues related to survey/certification, care coordination, continuous quality improvement and customer/staff satisfaction.

- **Marketing, Sales & Philanthropy**
Public relations, branding and fundraising strategies as well as topics related to occupancy, lead generation, market research, emerging consumer trends and the use of advertising and social media to reach prospects and drive higher occupancy.
- **Public Policy & Legal Issues**
Grassroots advocacy and state/national regulatory and legislative issues, initiatives and trends as well as topics related to health care reform, social accountability, compliance, liability, litigation, labor law and other legal issues.
- **Senior Living Design**
Construction, expansion and renovation of buildings, interiors and landscapes that enable the integration of residents with varying degrees of independence as well as the development of new senior housing models that meet evolving consumer expectations.
- **Workforce & Leadership Development**
Leadership theory and practice, board development, executive transitions, as well as strategies to create a healthy workplace environment, including coaching, mentoring, recruitment/retention, compensation/benefits, team building, cultural competence, staff training and development.

Content Alignment

Describe specific ways in which the content addresses one or more of education tracks listed above.

Speaker Information

Include job title, organization, contact information and academic history (highest degree, major/discipline, academic institution and year) for each speaker.

Academic and Professional Background

Provide brief overview of each speaker's knowledge and professional experience related to the proposed session topic and the aging services field.