



# A Marketing Event Without a Strategy Is Just a Party

Kristine Graeber and Leslie Dominguez, Greystone

## **MOMENTUM** **2023 ANNUAL** **MEETING & EXPO**

Renaissance Schaumburg  
Convention Center - Schaumburg, IL



# Why Marketing Events?





# Marketing Event Objectives

- Engaging prospects to take the next step in the sales journey
- Scheduling appointments
- Sales!



***“By failing to prepare,  
you are preparing to fail.”***

*- Benjamin Franklin*



# Utilizing Your Best Salespeople:

## Your Residents/Future Residents



01

Work Registration Table

02

Provide Testimonials  
During Events

03

Show Apartment/Villa

04

Have You Tried a "Speed  
Dating" Event?

# Role Of The Sales Team At An Event

- What to do
- Sales team engagement
  - Know who is attending
  - Make the “rounds”
  - Engage at table during meal
  - Bring your schedule to make appointments
  - Take notes
  - Insert yourself into prospect conversations
  - Strategic seating

# What Not To Do At An Event

- Huddle in the back as an onlooker
- “Family table” – the entire sales team sitting together
- Be afraid to talk business – *that is why they are there*
- Spend all your time on the free loaders (plate lickers, free lunchers, frequent flyers, etc.)



# Event Concepts



# Small, Targeted Events

- **Audience:** Couples, late 70s, social, high income
- **Hosts:** Executive Director, Executive Chef, Resident Ambassadors
- **Make it Personal:** “We’re inviting six couples to an intimate dinner and wine pairing celebrating the exceptional dishes of ...”



# We ♥ Resident Referrals!



01

New Resident Housewarming Parties

02

Resident Provides Names and Addresses

03

Marketing Provides Invitations, Refreshments, Toast to New Resident

04

Send a Thank You Note and Group Photo to Attendees



# Highly Competitive Markets

## “Senior Living Options” Seminar





# “How Safe Is My Entrance Fee?”



01

Involve Leadership in Events

02

Builds Credibility and Confidence in Community

03

Key Performance Indicators, Track Record

04

Transparency



# Retention Events

- Ask the Architect
- Personalization Overview
- Moving Expo
- Shredding Event
- Home Sale preparation
- Meet the Staff Brunch
- Beer tasting
- Men's Club Luncheon
- Healthy Living Lecture Series
- Wine and Cheese Reception
- The Psychology Change
- Roundtable Luncheons with the Executive Director



# Events for Professional Referral Sources



01

Tour the Community, Leave  
with Dinner for the Family

02

Reserve a Nail Salon  
Manicures & Margaritas

03

Thanksgiving Week  
Pie & Wine Event

04

Top Golf

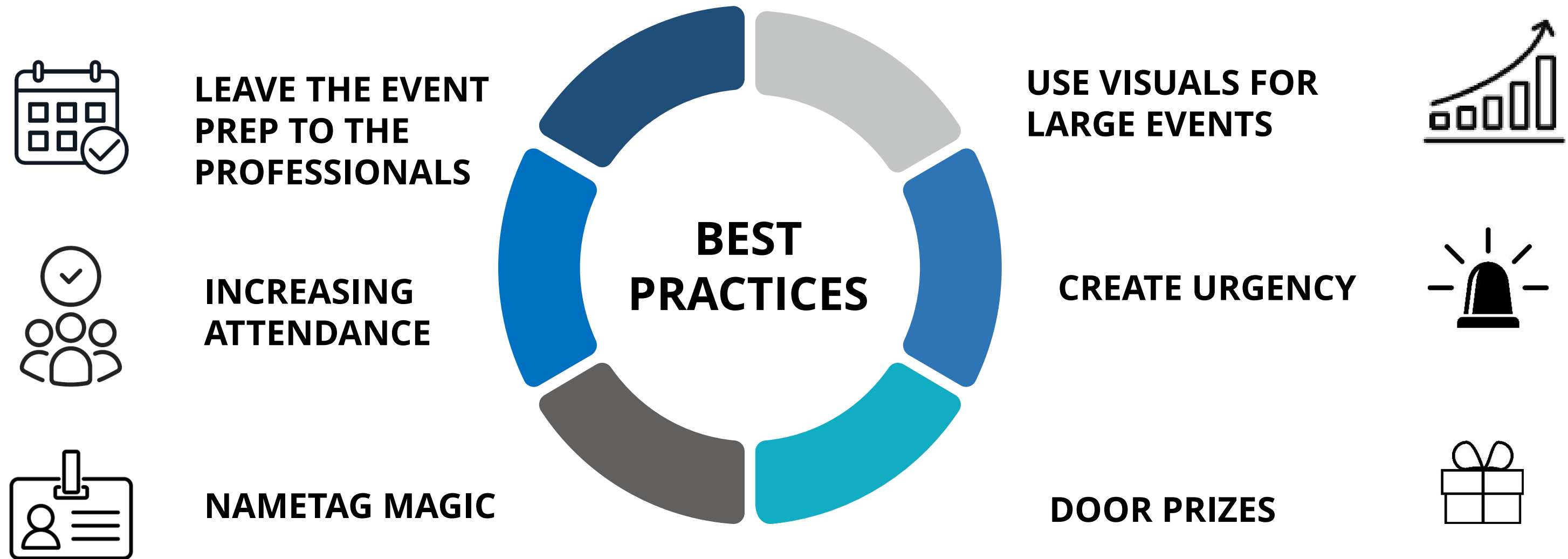


# Virtual Events – Not Just for COVID!



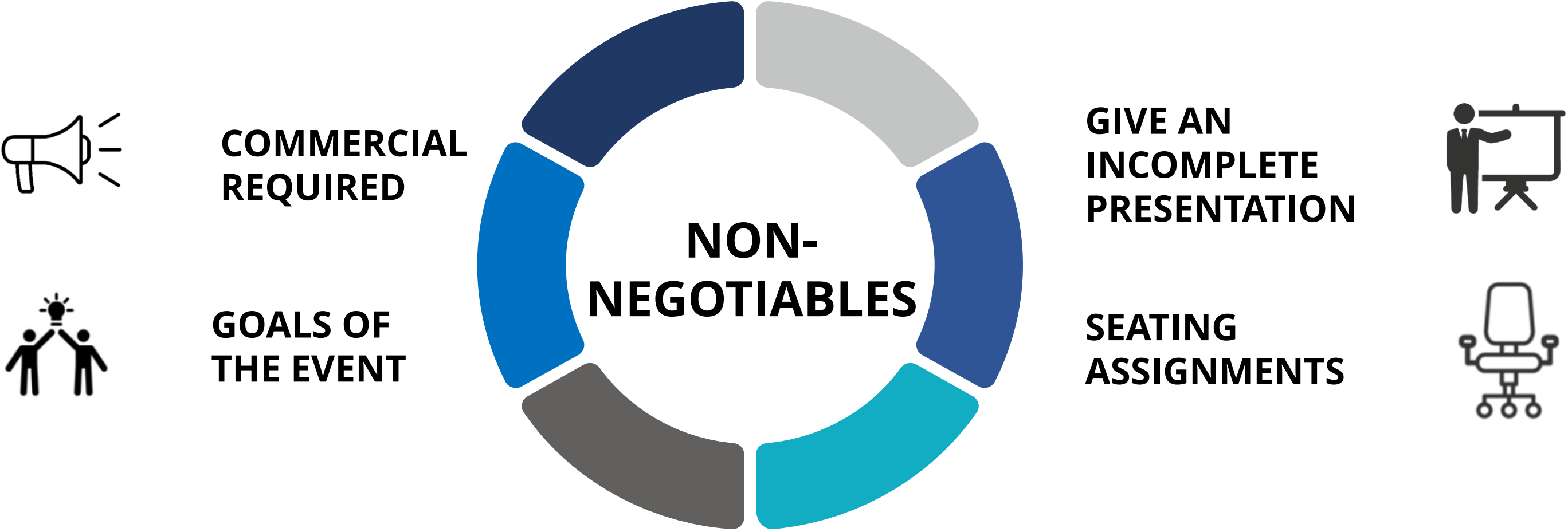
- Reach a large group of people to communicate a consistent message at the same time (such as hundreds of Priority Members)
- A budget-friendly way to “get in front of” prospects, depositors, or wait listers with typically no venue, audio/visual, or culinary costs

# Marketing Events





# Marketing Events



# Marketing Events



**VARIETY IS KEY**



**CHARITABLE  
COMPONENT**



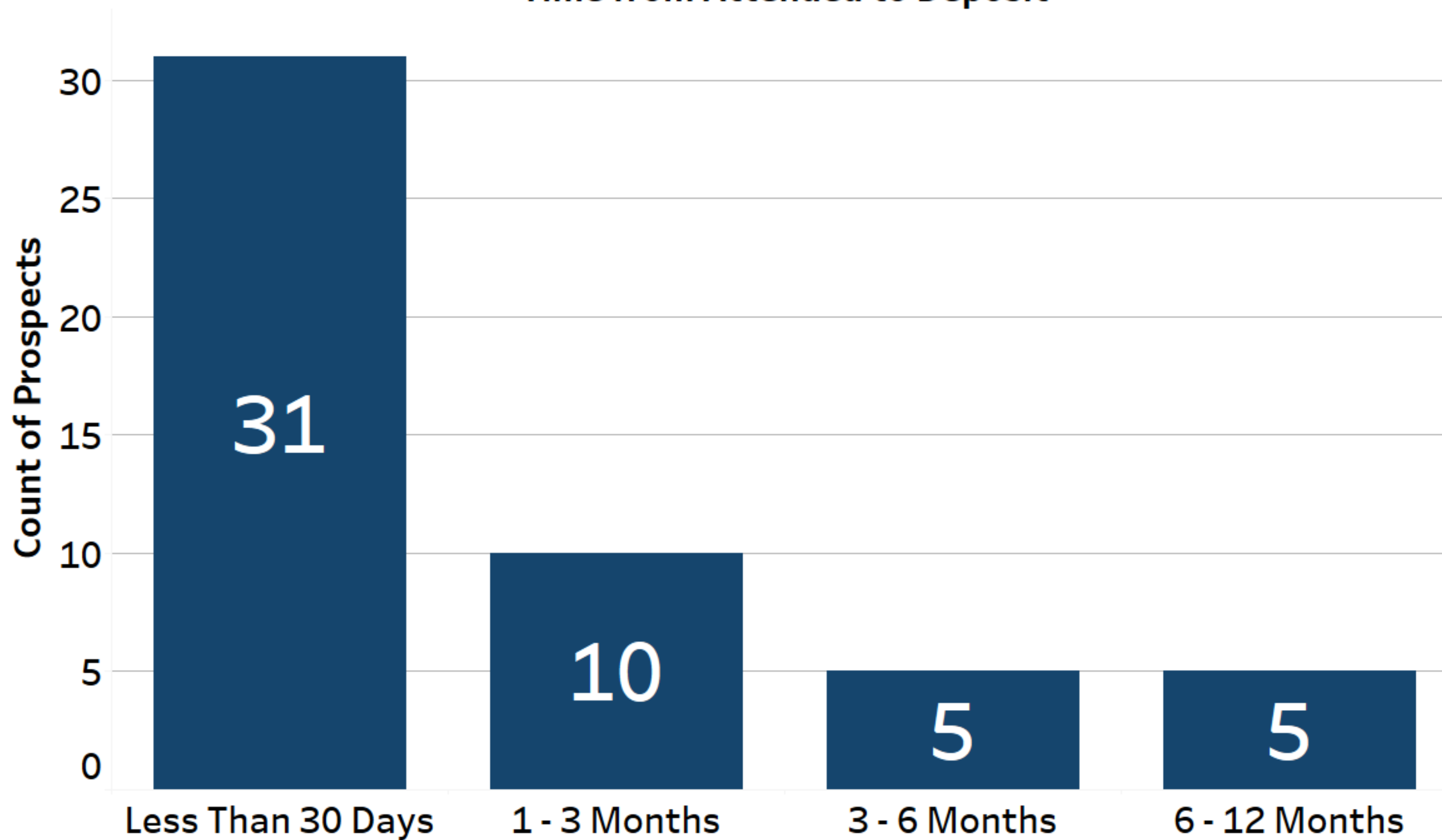
**TRANSFER RSVP CALL-  
INS TO SALES  
COUNSELORS**





Time from Attended to Deposit

## Time from Attended to Deposit



***“Huddle before the event starts to discuss RVSPs and have a team meeting immediately following the event to discuss conversations with attendees, next steps with leads, what worked well at the event, and what you will improve on the next time.***

***Effective follow-up is critical...***

***A marketing event without strategy and follow-up is just a party!”***

*-Kristine Graeber and Leslie Dominguez, Greystone*





*LeadingAge*<sup>®</sup>  
Illinois

**MOMENTUM**

# 2023 ANNUAL MEETING & EXPO

**MARCH 7-8, 2023**

Renaissance Schaumburg  
Convention Center - Schaumburg, IL

**CHEESE!**