

COVID-19 Sentiment Report Webinar Series

A national survey of more than 23,000 residents, prospects, and staff uncovered insights into the pandemic's impact on sentiment toward senior living. In this four-part webinar series, presented by the research sponsors, we'll dive into actionable strategies to help your community adapt its operations, marketing and sales, capital planning, and strategic direction to a new normal. We invite you to tailor your learning experience — register for just one webinar or join us for the whole series:

- **COVID-19 Sentiment Report & Leadership Roundtable Discussion**
October 27, 2020, at 9:00 a.m. (PT) - No charge
- **Marketing and Sales Strategies During a Pandemic**
November 4, 2020, at 11:00 a.m. (PT) - \$79
- **CapEx Planning & Asset Repositioning as a Result of COVID-19**
November 5, 2020, at 11:00 a.m. (PT) - \$79
- **Changing the Resident Experience with Culinary Solutions & Technology Advancements during COVID-19**
November 6, 2020, at 11:00 a.m. (PT) - \$79

Attend the Full Series for \$200

Presenters includes experts from a wide range of industries to offer holistic solutions:



Dana Wollschlager
Partner
Plante Moran Living Forward



Robert Sumner
President
Retirement DYNAMICS



Laura Houlik
Director of Research
Retirement DYNAMICS



Todd Goodrich
President
PARIC Corporation



Susan Farr
VP of Business
Development & Marketing
Ebenezer Society



Sanjeev Shetty
Chief Global &
Innovation Officer
Connected Living



Lynn Daly
Executive VP
HJ Sims



Travis Palmquist
PV/GM Senior Living
PointClickCare



Margaret Yu
Director of Client Experience
RLPS Architects



Victoria Vega
SVP Marketing & Innovation
Unidine Corporation



Brian Pangle
President & CEO
Clark Retirement
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Shona Schmal
Director of Sales & Marketing
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