

MAXIMIZE LEAD GENERATING EVENTS



PRE-EVENT

- ARTICULATE THE LIFESTYLE
- PROMOTION (Live Long Die Short media toolkit)
- PLAN EVENT AND POST-EVENT ENGAGEMENT

EVENT

- LEADERSHIP SPEAKS ABOUT SUCCESSFUL AGING AT COMMUNITY
- UTILIZE OUTREACH LIFESTYLE REVIEW
- SCHEDULE FOLLOW-UP APPOINTMENT

POST-EVENT

- GENERATE CUSTOMIZED REPORTS
- LEAD NURTURING TOUCH: FOLLOW UP WITH REPORT
- LEAD NURTURING TOUCH: UTILIZE MPL RESOURCES