

FALL 2019

# Annual Preneed Conference

Tuesday, September 17th 2019 9:00 a.m. to 5:00 p.m.  
The Old Mill, Toronto, ON

## GUEST SPEAKERS



**Bonus:** *We have invested in a Canadian version of Marilyn Jones Gould's system. Each firm will take home a copy to implement immediately with tools in-hand.*

### Marilyn Jones Gould

President of MKJ Marketing

#### A Deeper Dive into Upgrading Cremation Purchases

Attendees left last year's conference praising a practical program on a critical subject. So, we invited Marilyn Jones Gould back, and asked her to go even further in sharing solutions to cremation arrangement challenges. Highlights include:

- See an actual arrangement office with all the helpful tools present.
- Experience an actual demonstration of what to say for all the objections that you hear.
- Witness how to create the need for more than minimal services.
- Concrete ways to see the value of each different add-on service.
- Learn the five touch-points that allow families to understand why a funeral or memorial service is worth the investment.
- YOUR CREMATION ARRANGEMENT CHALLENGES SOLVED!

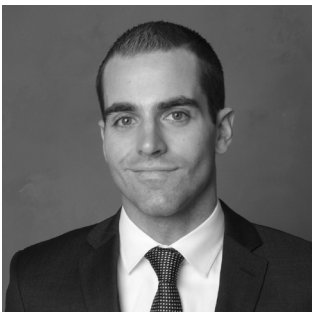


### Madi Harker & Nicole Reilly

Social Media Strategists with FrontRunner Professional

#### Leveraging Social Media to Connect with More Families

With technology and algorithms changing every day, it can be hard to ensure that you are utilizing social media tools to the best of your ability. Bring your questions to this panel discussion and learn how to adapt your strategy to see the greatest return on investment.



### Alex Cole

Executive Management with MacKinnon and Bowes

#### Safe Return Assistance Plan Repatriations

Gain insight of how the funeral establishment is involved when repatriation is necessary for a Safe Return Assistance Plan member and ways to avoid lost revenue when families experience a death away from home.



### John Earle

President of John S. Earle Consulting

#### Courage & Creativity to a Bigger Bottom Line

Many of us have difficulty leading important discussions with families that directly impact the bottom line. As a continuation of the morning session, John will provide proven strategies to effectively:

- Offer enhanced service and merchandise.
- Ask for a deposit or payment.
- Minimize inflation risk with families who ask to prepay "everything".

# Funeral Directors: \*Earn CE Credits!

## OPTIONAL ADD-ON SESSION

### Presentation Skills Workshop

Wednesday, September 18th 2019 9:00 a.m. to 5:00 p.m.

LEARN HOW YOU CAN:

- Confidently deliver an effective seminar.
- Generate more preplanning leads.
- Organize and secure community speaking engagements.
- Deliver our proven “Being Prepared Made Simple” and “What Happens if I Die Away From Home” seminars.

All participants will receive public speaking skills training and personalized coaching. This session is reserved for active Shannik Barrett clients and is limited to the first 8 registrants.

**Cost: \$195.00 – includes workshop, materials, continental breakfast and lunch.**

### Feedback from Last Year’s Conference

**“The keynote speakers were fabulous! It truly was the best conference I have attended. I’ve never written so many notes at a seminar before. Great program, learned a lot, perfect venue!”**

Kevin Cavanagh, Owner  
Haycock-Cavanagh Funeral Home - Wallaceburg, ON

**“Thank you for inviting me to your conference. The day was really enjoyable, and I found all of the speakers to be extremely informative.”**

Nathan Rhody, Owner  
Rhody Family Funeral Home - Chesley, ON

**“Your preneed conference was fantastic! I found the speakers were very engaging and had lots of great tips.”**

Michelle McLean, Funeral Preplanner  
Hendren Funeral Homes - Lakefield, ON



## Registration

Active enrollers, owners, managers and staff of Shannik Barrett client firms:

First registrant \$295.00 (includes cremation arrangement training system); Additional registrants \$195.00.

Non-Client Guests: \$395.00 (cremation arrangement training system is not available to non-client firms).

Registration includes conference, continental breakfast and lunch on September 17th.

Guest rooms at The Old Mill are available at a group rate until August 18, 2019, by calling 1.866.653.6455.

**Please call Shannik Barrett at 1.877.881.6777 for more information or visit [www.shannikbarrett.com/conference](http://www.shannikbarrett.com/conference) to register.**

\*CE eligibility varies by province.