



# SENIOR EDUCATION PARTNERS

PROVIDING **EDUCATIONAL PLATFORMS** for businesses, professionals and healthcare practices. We help you to reach, educate and connect to targeted senior markets. We are an education-based resource for marketing your business, professional services or healthcare practice to seniors in your targeted market.



## ***Educational Activities & Services You Can Use to Connect to the Senior Market***



### **Aging Well for Seniors Conferences & Expos**

These educational events are targeted to the affluent senior market. Our Aging Well Conference for Seniors is a one-day forum where seniors can gain insight on how to live better and healthier as they age. Our conferences feature a series of presentations by local experts in the critical areas of health, financial, legal and lifestyle needs to provide valuable information that they should be aware of. The program also includes a trade show/expo section for businesses, professionals or practices to provide information and resources about their products or services to the senior guests.

The Aging Well for Seniors events, held in country club or resort venues provide the affluent senior an intimate educational experience near their location for access to learn about what they need to know and the ability to be aware of resources to assist them all under one roof.



### **Conference for Affluent Children of Aging Parents**

Our educational event for middle-aged affluent children is about providing them with education, awareness and exposure to resources that they need as they face the growing challenges of caring for and making decisions about their parents as they go through the phases of aging. A limited number of expert speakers in the areas of finances, legal issues, senior living and other critical subject areas make educational presentations. There are also businesses who provide services and products to seniors in booth spaces for attendees to visit. This is also an event about creating a platform for conversations between attendees and the professionals, healthcare practitioners and senior provider businesses on a one-on-one basis to establish a knowledge base and a relationship so that when the need arises in any area of their parents' lives, the attendees have an established connection to call upon.



### **Senior Speaker's Bureau**

Our group sets up speaking engagements for professionals and health care practitioners who specialize in serving the senior market and have the ability to present this knowledge as a speaker to senior groups or events that seniors attend.





## Educational Forums

One of the educational programs we offer to churches and Senior Living Communities is an in-house event program for their senior citizen members and family members who are seeking information on services and resources that they might need as the senior goes through the aging process. We provide the panel of businesses, professionals and healthcare practices who provide services to seniors. Each panel member offers a short educational presentation on their area of expertise and takes questions from the audience. This is followed by a general group discussion of issues facing seniors and an open discussion with the audience that the whole panel addresses from their points of view. The result of this is that the audience receives valuable advice and insight on their needs all under one roof without having to go in many directions and spend countless of hours attempting to search for this information.



## The Senior Letter

Our Senior Letter is a newsletter-style publication designed to give seniors good information in an easy-to-read manner about topics that are important and relevant to their health, finances, estate planning, lifestyle and daily living. The Senior Letter features columns of advice by local experts who can provide advice and feedback in these areas. This publication is directly mailed to affluent seniors quarterly and we publish different editions by geographic areas.



## Development and Placement of Articles & Advice Columns

Our group will work with you to create articles and educational/advice columns. We will place these in publications and web sites that reach seniors. We can also set up and manage a blog for you under your name.



## **Presentations for Websites, YouTube or Social Media**

Our group is part of a larger media productions, publishing and event production company. We can produce professional video of your educational presentations for you to post on your web and social sites as well as YouTube. We can also provide you with a link for you to email.



## **Web Portal for Information, Resources and Advice**

We are currently developing a web site that will be a comprehensive portal for seniors. Included on the site will be a resource directory, articles of advice, blogs, links to professionals, video interviews with experts and senior discussion forums. There is no other site available for seniors that includes all of these resources in one place. Also included will be a click button for a senior or their family member to receive a referral at no charge to a professional or business for any need they may have. This site will be marketed heavily to the public to drive traffic to the site.

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**You can choose** any of these activities or services on an individual basis or sign on to our monthly subscription services and utilize any or all of what we offer for one reasonable monthly fee. Our monthly subscription clients also receive priority reservations to participate in our monthly conferences and education forums.

If you would like to participate solely in our conferences or education forums, please contact us for current schedules in your area with locations and availability in your category of business.

Senior Education Partners is a regional firm. We operate in Atlanta, Jacksonville, Orlando, West Palm Beach, The Villages and Naples.



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