

If you don't have fun, nobody has fun

What could be more boring than a PowerPoint presentation, a flip chart and a cold cup of coffee? That kind of experience just doesn't make the consumer want to buy what you are selling. When co-sponsoring a preneed seminar, think beyond the ordinary and make it a party. Here are some suggestions to brighten up your seminar and your volume.

- Senior health issues and active aging. Team up with a health professional who specializes in senior health. Bring in a personal trainer and/or someone who can discuss yoga and tai chi. Ask them to offer a demonstration. Equate healthy living with a long, enjoyable life. The International Council on Active Aging (icaa.org) has lots of resources.
- Senior travel. Seniors are on the go these days. Bring in a representative from Elderhostel to discuss travel and educational experiences. This is a perfect tie-in to the travel protection plan added to a prearrangement. Of course, you have to have a prearrangement first, so, there's your selling opportunity.
- Be prepared. Co-sponsor a seminar with the American Red Cross about disaster preparedness. That's a topic on everyone's minds these days and ties in perfectly with the preneed planning ahead theme for prearrangements.
- Puppy love. Work with a local humane society or organization that encourages senior citizens to adopt senior pets. It is proven that older people respond well to animals, which enhances their health. And for sure, there are millions of older pets that will be euthanized, but for the kindness of strangers.
- Pair with a local florist and bakery. The bakery can serve cookies and mention they cater funerals. The same for the florist. Give each participant a flower stem. Possibly the florist could give a brief flower arranging lesson and have a drawing for a sample floral arrangement.

These are a few ideas to make that preneed seminar more fun, and consequently more productive. Open your mind and think beyond the ordinary. You'll find many more ways to present a fantastic seminar.

checklist

- Make the seminar fun.
- Find presenters who have visual and interactive topics.
- React to current trends, like senior travel, and combine with the travel protection plan.
- Feed them. Sponsor with a local bakery that will provide samples. Invite a florist to display arrangements and present each participant with a flower stem.
- Use your imagination. Go beyond the ordinary and dull; the more pop to your seminar, the better the results. You'll have fun too.