

Beyond the Funeral – Aftercare in the New Millennium

Program Description:

This program will alert funeral service practitioners to the many challenges and changes facing them in the new millennia. Discussion will focus on the changing consumer and consumer perceptions about their demand for personal services.

We will examine grief, its myths and the dynamics of a good aftercare program. The philosophy of aftercare and its impact on funeral service will be discussed. We will look at a way to assess your community, your firm and your options for aftercare. Aftercare can be a resource that will put you out in front in this the new millennia.

Program Format:

Interactive Lecture format (1 fifty minute segments – with no break)

Program Elements:

- ❖ The Concerns of a changing consumer
- ❖ The Process and Myths of Grief
- ❖ How Aftercare can help our business and those you serve
- ❖ How to Assess your community and your firm
- ❖ Aftercare Options
- ❖ Aftercare Marketing opportunities

Objectives:

Participants will learn and be able to identify or describe:

- At least three concerns of the changing consumer
- At least three myths about grief
- Define Aftercare
- Describe at least six options for aftercare
- How to conduct a community assessment
- How aftercare provides marketing opportunities