



2024 SALES & MARKETING SEMINAR

The Estate (1850 County Road 193, Clearwater, FL)

November 19, 2024

Schedule of Events

8:30 a.m.	Welcome	Steve Miller & Rick Tuss Co-Chairs
8:45 a.m. – 9:45 a.m.	Growing Your Own Pre Need Success	Timothy Taylor Preneed Sales Advisor Farley Funeral Homes Charlotte Memorial Akin-Davis Funeral Homes Englewood Funeral Home
9:45 a.m. – 10:00 a.m.	BREAK	
10:00 a.m. – 11:00 a.m.	Digital Marketing for Funeral and Cemetery Professionals	Alfred White Director of Marketing Carriage Services
11:00 a.m. – 11:15 a.m.	BREAK	
11:15 a.m. – 12:15 p.m.	The 5 Ps of Marketing	Danielle Burmeister <i>V.P. Marketing Communications</i> Homesteaders Life Company
12:15 p.m. – 1:30 p.m.	LUNCH & TOUR OF SYLVAN ABBEY CEMETERY	
1:30 p.m. – 2:30 p.m.	Meeting Families on Their Terms: Preneed in the New Era	Mitch Smith AVP Partnership Development eFuneral Solutions, LLC
2:30 p.m. – 2:45 p.m.	BREAK	
2:45 p.m. – 3:30 p.m.	Roundtable Discussion: Success in Sales Steve Miller, Rick Tuss, Mitch Smith, Danielle Burmeister, Timothy Taylor & Alfred White	
3:30 p.m.	Wrap-up and Adjourn	Steve Miller & Rick Tuss