



Lacy Robinson, CFSP

Lacy offers funeral home clients more than 14 years of success in developing and facilitating customer service training programs. As an experienced coach and speaker Lacy has established organizations including Aurora Casket Company and the National Funeral Directors Association as leading providers of training and development for funeral professionals. Lacy is a licensed funeral director/embalmer, a certified funeral celebrant and certified member of the Academy of Professional Funeral Service Practice and previously served on the APFSP Board of Trustees. She is a graduate of Georgetown College holding a bachelor's degree in Communications. She is also a graduate of Mid-America College of Funeral Service. As an active member of the Bluegrass Toastmasters Group Lacy has achieved the designation Competent Communicator. Lacy is also an active volunteer for Hospice Health in Louisville, Kentucky.

You Got This! Practical Ways to Serve Families During COVID-19

Please join us for this helpful webinar with presenter Lacy Robinson

Thursday, April 30, 2020 | 1:00 PM (EST) | Duration: 50-60 minutes followed by an EFF Q&A

Summary

Unprecedented times calls for funeral homes to embrace change and develop a visionary roadmap for next several months. In this one hour webinar Lacy Robinson will share suggested dialogue for managing expectations when starting a virtual arrangement conference in order to convey confidence and peace of mind. Discover 20 creative ideas to enhance basic private farewell packages that will appeal to today's modern consumer. Learn 10 reasons why planning a second memorial in the future is a good idea and how to begin the conversation with families about planning one. Other areas discussed will be technology considerations for virtual arrangement conferences and life streaming, suggested text for writing obituaries, preparing for challenging questions and implementing new community outreach efforts.


How To Attend

Join our live ZOOM from anywhere using a computer with high speed internet

REGISTER HERE NOW

ZOOM MEETING LINK

Stay tuned after Lacy's Webinar for a quick Q&A with Express Funeral Funding!

Andy Buckman, *Executive VP Sales & Marketing* & Deanna Dydynski, *Director Sales & Marketing* join Lacy after her presentation for a Q&A regarding their Express Funeral Funding's new  **Family Pay**, a service geared to provide families the money they need during these difficult times.

