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

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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.

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