

2024 Fall Road Shows

Building Bridges: Strategies for Thriving Teams and Happy Residents

This year, ORCA will be offering three road shows across Ontario with a focus on strategies to enhance workplace dynamics, legal compliance, and embracing a sales culture. Topics include online sales strategies, legal stance on evictions and transitions, the intergenerational workforce, and creating a seamless resident onboarding experience, all aimed at fostering a culture of open communication and accountability.

8:00 - 8:45 **Registration, Breakfast & Networking**

Register, enjoy breakfast, and connect with peers & colleagues and commercial partners at their tabletop displays.

8:45 - 9:00 **Welcome & Association Update**

Cathy Hecimovich, CEO, ORCA

Learn about the Association's recent efforts and activities and find out what's to come for the rest of 2024.

9:00 - 10:00 **Keynote: 10 Essential Team Needs to Encourage Engagement, Productivity and Combat Mental Fatigue and Burnout**

Speaker: Beverly Beuermann-King, Mental Health and Resiliency Expert

In today's fast-paced world, it's crucial to foster engagement, boost productivity, and tackle mental fatigue and burnout. Extensive research reveals that neglecting these '10 Essential Needs' leads to burnout, mental health challenges, disengagement, absenteeism, and reduced productivity. Through this interactive session and expert insights, you'll learn practical strategies to meet these needs and create a thriving team environment. Don't miss this opportunity to unlock your team's full potential, foster engagement, prevent burnout, and bolster resilience amidst uncertainty. Join us and make a positive impact on your team's well-being.

10:00 - 11:00 **Resident Evictions, Transitions & the Law: What Operators Need to Know**

Speakers: Robyn A. Grant, Partner at Borden Ladner Gervais and Henry Ngan, Partner at Borden Ladner Gervais

In this session, lawyers from BLG will discuss the various legal grounds to evict or transfer a resident from a home, practical considerations and challenges around engaging the legal process and suggestions for mitigating conflict relating to situations that may lead to termination of residency. Participants will hear from legal experts with extensive experience handling situations involving difficult residents and families. Additionally, there will be time allotted for questions and answers with the lawyers.

11:00 - 11:15 **Networking Break & Tabletop Displays**

Enjoy a break to connect with peers and colleagues and visit commercial partners at their tabletop displays.

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- 11:15 - 12:00 **Maximizing Sales Through Effective Website Strategies: Turning Your Digital Presence into a Conversion Machine**
Speaker: Anneline Breetzke, President & CEO, Digital Seniority
- In today's digital-first world, your website is often the first point of contact for potential residents and their families – it's your most powerful sales tool. But how do you turn an ordinary website into a dynamic driver of leads and conversions? In this session, we'll explore strategies to ensure your website not only engages visitors but actively contributes to your sales efforts. Whether you have the ability to make changes directly or simply influence your team, you'll gain practical insights to enhance the user experience, boost engagement, and ultimately drive more leads.
- 12:00 - 1:00 **Networking Lunch & Tabletop Displays**
- Enjoy a break to connect with peers and colleagues and visit commercial partners at their tabletop displays.
- 1:00 - 2:15 **The Intergenerational Workforce Workshop**
Speakers: Gary MacDonald, Founder & CEO, Clearview Training & Consulting Inc. and Jeff Friesen, Director of Training Development, Clearview Training & Consulting Inc.
- Join us for an engaging workshop on navigating the intergenerational workforce. This experiential learning opportunity will help participants explore generational differences in the workplace through interactive activities, including the Rainforest Game. Join us to enhance your workplace dynamics in a fun and impactful way.
- 2:15 - 2:30 **Networking Break & Tabletop Displays**
- Enjoy a break to connect with peers and colleagues and visit commercial partners at their tabletop displays.
- 2:30 – 3:45 **Welcoming Residents Home: Creating a Seamless Transition into Retirement Living**
Speakers: Heather Green, President & CEO, Greenhouse Marketing and Pamela Starr, Vice President, Business Development, Greenhouse Marketing
- Moving to a retirement residence is a significant transition for older adults, often accompanied by emotions like grief, anxiety, and fear. How retirement communities support this period can greatly impact residents' long-term satisfaction and well-being. In this interactive presentation, we will discuss practical strategies for creating an environment of comfort and connection from the outset. Discover how residence operators can not only enhance the living experience but also turn new residents into enthusiastic advocates for future referrals. Learn to ensure that newcomers feel welcomed, supported, and fully integrated into their new home.
- 3:45 – 4:00 **Closing Remarks & Door Prize Draw**