

SYDNEY PROGRAM

Pullman Sydney Hyde Park, 36 College Street Darlinghurst

08:30	REGISTRATION	
09:00	Welcome	James Wiltshire , Executive Director, DCM Institute
09:15	Handling Difficult Conversations	At times we may find ourselves in situations where we need to have an uncomfortable conversation with someone. This may include staff members, residents or family members. This session will help develop skills and confidence when it comes to having difficult conversations. Tiffany Folbigg , Operations Manager, DCM Institute
09:45	Difficult Conversations in Practice	Panel Discussion: Our panel of Village Professionals will discuss real life operational scenarios where difficult conversations were needed to improve or change a situation involving both staff, and residents. Panel: Lynn Bailey , Uniting NSW.ACT, Vaness McKenzie , Catholic Healthcare Facilitator: James Wiltshire , Executive Director, DCM Institute
10:15	An Introduction to the Customer Journey	Lets set the scene of the journey of someone considering moving into a retirement village. What are the push factors? What are the pull factors? James Wiltshire , Executive Director, DCM Institute
10:30	MORNING TEA	
11:15	Obligations and Contracts: A legal perspective	DCM Institute's Legal Partners will run through the legal obligations of operators with regards to the sales and resales of units. This presentation will also look at key elements of the resident agreement that every village professional should be aware of. David McElhone , Partner and Jonathan Chow , Special Counsel, MinterEllison
12:00	The Sales Process	In this session we hear from a leading sales professional on effective sales strategies and techniques to transition prospects from consideration to commitment. John Burgess , Managing Director, Vision Lifestyle Projects
12:45	NETWORKING LUNCH	
13:45	The Art of Selling	In our second session on The Sales Process, we look at proven techniques used by Sales Professionals to ensure the decision to buy is a positive one for residents. John Burgess , Managing Director, Vision Lifestyle Projects
14:15	Everyone is in sales - how experience determines advocacy	Panel Discussion: Explore the collaborative relationship between sales teams and village operators in creating a positive experience for new residents. Through a series of insightful questions, the panellists will discuss strategies for ensuring a seamless transition from prospect to resident, the importance of clear communication, and ways to foster resident advocacy. Panel: Sue Nelson , RetireAustralia, and Louise Beerden , Keyton Facilitator: James Wiltshire , Executive Director, DCM Institute
14:45	Closing Remarks	Tiffany Folbigg , Operations Manager, DCM Institute
15:00	CLOSE	