

## LeadingAge Partner News, Updates and Deadlines

### February 13, 2012

#### PEAK Leadership Summit Schedule for LeadingAge Partners ([See full schedule](#))

##### Saturday, April 21

6:30 p.m.

#### **Board of Directors Reception & Dinner** (1 representative per Partner)

This event is an opportunity to spend time with the LeadingAge Board of Directors. This is an exclusive benefit for LeadingAge Partners. *Please RSVP to [Bruce Rosenthal](#).*

##### Sunday, April 22

5:30 – 8:30 p.m.

#### **Leadership Circle Dinner & Town Hall Discussion** (1 rep. per Partner)

The Leadership Circle is an excellent opportunity to network with an invitation-only group of LeadingAge members, state association executives and others. This is an exclusive benefit for LeadingAge Partners. *Please RSVP to [Bruce Rosenthal](#).*

##### Monday, April 23

7:30 – 8:30 a.m.

#### **Multi-Facility Networking Breakfast with Exhibitors**

To maximize the ability of exhibitors to connect with key buyers during PEAK, we have created a bonus breakfast event designed for senior management of multi-facility organizations. To ensure you meet more contacts, we're moving this event out of the exhibit hall and into a meeting space where you can sit at tables and talk with your best prospects over coffee. The breakfast is invitation only, so we'll be targeting your best prospects and customers to join us.

10:00 a.m. – 12:30 p.m.

#### **[Exhibit Hall](#) Open / Lunch with Exhibitors**

12:00 – 4:00 p.m.

#### **Leadership Workshop** (2 representatives per Partner)

The [Leadership Workshop](#) is an opportunity for you to sit "shoulder to shoulder" with LeadingAge members as they engage in interactive exercises and group discussions based on Dan Heath's latest book, *Switch: How to Change Things When Change is Hard.* (To maximize the learning experience, attendees are encouraged to read the book in advance.)

Up to two representatives from each Partner are encouraged to leave the exhibit hall in time to arrive at the Leadership Workshop by 12:00, sit at tables with provider members, share you knowledge, and participate in the interactive discussion.

Known for blending practical information with an entertaining and motivational style, Heath has designed and taught executive education programs for Microsoft, Wal-Mart, Dow and Nissan.

As an added benefit of your participation, the Leadership Workshop will undoubtedly offer strategic content that will be valuable for your company. Please RSVP to [Bruce Rosenthal](#).

4:00 – 5:00 p.m. **Leadership Workshop Cocktail Hour** (2 representatives per Partner)

To provide added recognition to Partners, the Leadership Workshop Cocktail Hour is officially hosted by LeadingAge Partners.

5:00 – 7:00 p.m. [Exhibit Hall Open](#) / **Welcome Reception**

Tuesday, April 24

1:00 – 5:00 **Congressional Briefing Visits**

Partners are welcome to join members when they go to Capitol Hill. This is a great way to show your company's support for LeadingAge providers.

5:00 **CEMO Networking Reception and Dinner** (1 representative per Partner)

This is an exclusive benefit for LeadingAge Partners. Please RSVP to [Bruce Rosenthal](#).

Wednesday, April 25

7:00 a.m. – 4:00 p.m. **CEMO Annual Retreat** (1 representative per Partner)

The [CEMO Annual Retreat](#) at the PEAK Leadership Summit will include CEOs, COOs and other senior leadership. This will be an opportunity for senior leaders to explore leadership solutions to achieve meaningful change and establish a distinctive strategic position for their organizations. The format will be highly interactive. This is an exclusive benefit for LeadingAge Partners. Please RSVP to [Bruce Rosenthal](#).

6:30 p.m. **Philanthropy Network Reception and Dinner** (1 representative per Partner)

A reception and dinner for participants in the Philanthropy Network Program on Thursday. Please RSVP to [Bruce Rosenthal](#).

Thursday, April 26

8:30 a.m. – 4:00 p.m. **Philanthropy Network Program** (1 representative per Partner)

This [program](#) – similar to a post-conference workshop – will address philanthropy with a focus on social accountability, advocacy and social media. Please RSVP to [Bruce Rosenthal](#).

Monday, April 23 – Wednesday, April 25

Various times **Education Sessions and Learning Circles**

The [Education Sessions and Learning Circles](#) are excellent opportunities for Partners to (1) understand what members are learning, and (2) discover

members' questions, concerns and ideas. Especially with the new focus this year's conference on strategy development, repositioning, planning for the future, creating partnerships, developing new service models, etc., this year's education program will provide you with unmatched insights. You can use your Education-related registrations to attend the Education Sessions and Learning Circles.

## **Everything You Always Wanted to Know about your Partner Benefits**

Your [2012 Partner benefits](#) are conveniently posted on the LeadingAge website. The Excel [spreadsheet of benefits](#) can be used to track and organized your benefits.

## **Upcoming Partner Benefit Deadlines**

Friday, February 15: Submit your information for the *LeadingAge Partners' and Premier Sponsors' Areas of Expertise Directory*

Monday, February 27: Submit your artwork for new advertisements for *LeadingAge Magazine*

Monday, February 27: Reserve the three hotel guest rooms that LeadingAge is holding for each Partner for the PEAK Leadership Summit

Monday, March 5: Submit your artwork for your advertisement for the PEAK Leadership Summit on-site program

Anytime: Submit information on your company's social accountability accomplishments

RSVPs: As noted above in the "PEAK Leadership Summit Schedule for LeadingAge Partners"

## **The Role of Sponsorship in Business-to-Business Marketing**

The above heading was the title of an IEG Sponsorship Blog posting. The author believes that sponsorship "provides a compelling platform to enhance communications and provides relevancy to a company's messaging" for these reasons:

- Borrowed credibility from the property (*Note: LeadingAge is "the property"*)
- Sponsor can incorporate property into advertising and PR campaigns to better connect with audience. Immediate relevancy
- Multiple communication outlets help to deliver a complex B-to-B message on several levels
- Generally there are numerous opportunities for direct interaction
- Access to a very targeted and "clean" audience
- Better potential for a long-term relationship building
- Opportunity for more high-profile visibility
- Opportunities to showcase products and provide thought leadership

## **Questions, Comments, Ideas?**

Please contact [Bruce Rosenthal](#), Vice President for Corporate Partnerships, LeadingAge, 202-508-9499.