

TANEXPO

Education

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RESERVE BY

JANUARY 31, 2018

AND SAVE!



Thursday April 5, 2018

10:00 am - 12:30 pm

IS CREMATION THE CEMETERIES' KILLER APPLICATION?

The growth of cremation - transforming perception of cemetery role - new generational habits and decreasing cemetery attendance. We will be analyzing new architecture solutions and the role of cemeteries in farewell concept. The session will focus on managing and redesigning cemeteries and crematories' international best practices.

Daniele Fogli - SEFIT International Activity - Experienced cemetery planner

Antonio Dieni - General Manager of City of Turin's Cemetery Services - Italy

Kris Coenegrachts - Director of Westlede Crematoria - Belgium

02:30 pm - 05:00 pm

CREMATION GROWTH: FUNERAL HOMES' THREAT OR OPPORTUNITY?

With cremation on the rise, funeral homes are in need of new arrangement offerings for their families. Learn how to manage the "revolution" and turn this challenge into an opportunity, capitalizing on cremation and boosting your profits. This session will help funeral directors stay ahead of the market trends and avoid getting burned by low-cost cremation.

Guillaume Fontaine - PF Havraises - Roc-Eclerc and EFFF President

Alessandro Prosdocimo - Prosdocimo Funeral Home

Friday April 6, 2018

10:00 am - 01:00 pm / 02:30 pm - 05:30 pm

FUNERAL MARKETING: BLUEPRINT

Walk through the process of creating your own funeral marketing plan. Analyze proven ways to increase the effectiveness of your advertising. A complete marketing plan for funeral homes with both offline and online channels such as print, website, social media, online reviews and Reputation Management. Case studies will be used to show you how you can improve your advertising immediately.

Robin Heppel - CFSP - Expert in Marketing - FuneralFuturist.com Owner

Saturday April 7, 2018

10:00 am - 12:30 pm

HOW TO FACE GENERATIONAL SUCCESSION: OPPORTUNITIES, TRANSITIONAL STEPS AND CRITICAL ELEMENTS

We will discuss how to succeed in dealing with the first transitional steps and obstacles in generational succession. Tips on how to manage the succession phases properly and practically focusing on critical elements and benefits.

Gabriele Arveda - Process Planning Consultant and Business Organization Consultant Bartoli & Arveda Consultants

Program and speakers subject to change