

## SYDNEY PROGRAM

Pullman Sydney Hyde Park, 36 College Street Darlinghurst

<b>08:30</b>	<b>REGISTRATION</b>	
<b>09:00</b>	<b>Welcome &amp; DCM Update</b>	<b>James Wiltshire</b> , Executive Director, DCM Institute
<b>09:30</b>	<b>Handling Difficult Conversations</b>	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.  <b>Tiffany Folbigg</b> , Operations Manager, DCM Institute
<b>10:00</b>	<b>Workshop</b>	<b>James Wiltshire</b> , Executive Director, DCM Institute
<b>10:30</b>	<b>MORNING TEA</b>	
<b>11:00</b>	<b>The Customer Journey</b>	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?  <b>James Wiltshire</b> , Executive Director, DCM Institute
<b>11:15</b>	<b>Obligations and Contracts: A legal perspective</b>	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.  <b>David McElhone</b> , Partner and <b>Jonathan Chow</b> , Special Counsel, MinterEllison
<b>12:00</b>	<b>From consideration to commitment - the art of selling</b>	In this session we hear from a leading sales professional on effective sales strategies and techniques to transition prospects from consideration to commitment. Learn about building rapport, personalised communication, demonstrating value, handling objections, and closing the sale.  <b>John Burgess</b> , Managing Director, Vision Lifestyle Projects
<b>12:45</b>	<b>NETWORKING LUNCH</b>	
<b>13:30</b>	<b>Everyone is in sales - how experience determines advocacy</b>	<b>Panel Discussion:</b> 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.  <i>Speaker invited</i> <b>Facilitator: James Wiltshire</b> , Executive Director, DCM Institute
<b>14:00</b>	<b>Workshop: Value Proposition</b>	Following our exploration of sales in retirement villages, its important we leave confident in knowing what we are selling. This workshop will help with articulating what our value proposition is, as not every village is the same..
<b>15:00</b>	<b>Closing Remarks</b>	<b>Tiffany Folbigg</b> , Operations Manager, DCM Institute
<b>15:30</b>	<b>CLOSE</b>	