

## **Focus on Aging Presents at Leadership Seminar for Senior Living Marketing Industry Professionals**

*Marla B. Levie, founder of Focus on Aging, presents at Leadership Bootcamp, part of an elder care marketing seminar focusing on leadership skills for successful marketing to seniors. The seminar will take place November 1-4, 2011.*

October 24, 2011 (FPRC) -- Senior Living Professionals are invited to participate in the four-day training seminar focusing on marketing to seniors. Leadership Bootcamp is a series of seminars that will be held during the Seniority's Leadership Summit in Chicago which will take place November 1-4, 2011.

Marla B. Levie, founder of Focus on Aging, will be presenting at the Leadership Bootcamp training series.

"Focus on Aging passionately believes in the power of leadership. Companies and organizations not only benefit from, but thrive with strong leadership practices, and we would like to share our expertise with others in the industry," said Marla B. Levie, founder of Focus on Aging.

As part of Seniority, Inc.'s Annual Leadership Summit, Leadership Bootcamp will be divided into four sessions, where participants will engage in training sessions focused on leadership techniques and skills in the elder care marketing industry, and how to apply these lessons in a way that moves companies forward.

"This seminar is called Leadership Bootcamp because participants are expected to come prepared to learn how to generate creative and innovative sales techniques and how to employ them, by delving into their own company's dynamic to find solutions from within," explained Levie. "It is much like 'the law of increasing returns', participants will be rewarded by the amount of work they put into learning, and they will eventually utilize these strategies in their marketing practices."

After participating in Leadership Bootcamp, participants will:

- Reevaluate the meaning of leadership, and take the skills and knowledge imparted on them to enhance leadership capabilities
- Assess leadership qualities in individuals and groups, and formulate a plan of action that includes an entire staff
- Learn how to cultivate fresh, new ideas for sales and marketing based on a company's specific mission and goals
- Have a better understanding of how to apply sales techniques for success in future endeavors

To sign up for Leadership Bootcamp or for more information about other senior living marketing training seminars, visit <http://www.seniorityinc.com/summit.html>.

About Focus on Aging:

Focus on Aging is a marketing company based in Chicago, Illinois. They are dedicated to making a positive impact on the elder care industry. Focus on Aging specializes in internal marketing systems within companies, helping businesses and organizations develop successful marketing strategies.

By connecting companies with their clients, they encourage positive relationships, exceptional customer service and strategic networking. Focus on Aging assists many businesses by strategizing plans to expand their client base, generate and increase revenue and enhance their business as a whole. For more information about Focus on Aging, contact their office at <http://www.focusonaging.com/contact/>.

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