

The Brookwood Way® Conference

Wednesday-Thursday, September 18-19, 2024



Hosted by The Brookwood Community's Center for Learning

CONFERENCE OVERVIEW

Experience an overview of The Brookwood Community by taking an in-depth comprehensive tour with behind-the-scenes observation of Brookwood's programs and culture. You will have opportunities to network, exchange ideas, and foster inspirational fellowship with regional, national, and international peers.

Conference registration fee includes:

- *Sessions on the following topics:*
 - **Staffing**
Recruiting, onboarding, retention, appreciation
 - **Residential / community life**
Level of care, size of home, staffing, partnership with families, fitness & nutrition, spiritual life, medical, aging
 - **Serving those with complex needs**
Education vs. medication, visually cued instruction, communication strategies, documentation, dignity
 - **Work Program**
Enterprise selection, level of need, choosing a location, educational/teaching techniques, programing, staffing
 - **Admissions**
 - **Enterprises**
Retail, Café, Horticulture, Ceramics, private label / consumables, cost of purpose
 - **Marketing strategies for nonprofits**
Utilizing free channels, building your brand, setting your target audience, determining best paid channels
 - *Two light breakfasts, two lunches, and one dinner.*
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A detailed agenda will be provided in August to those who register.

There will be an optional networking dinner at [Alicia's Cantina](#) Thursday evening.