

NFDA Arranger Training comes to AFE Hong Kong! May 13, 2019

NFDA's Arranger Training Seminar - Creating memorable customer experiences and life tribute events !

Are you:

- Seeking ways to convey the value of the funeral ?
- At a loss for words when families ask for direct cremation ?
- Fearful of where your firm will be in five years ?

Lacy Robinson, CFSP, NFDA director of member development, addresses these and other topics through the exclusive NFDA Arranger Training program. Learn how to make the most of the arrangement conference through a creative, five-step process you'll only discover here.

- ✓ This high-energy, interactive program provides you with the tools you need to convey the value of the funeral to families and partner with them to design memorable life tribute events.
- ✓ Through a combination of small- and large-group discussions, problem-solving and creative collaboration, you'll leave with fresh approaches and new ideas to transform your arrangement conferences.
- ✓ You'll also take home comprehensive tools and resources you need to initiate an action plan for your team.,

Space is limited, so be sure to register early!

Your Presenter – Lacy Robinson



From confidence to creativity, Lacy Robinson, CFSP, is determined to fill your professional arranger's toolbox with everything you need to create memorable life celebration events. As the NFDA director of member development, Lacy specializes in developing and facilitating educational programs to help members provide excellence in customer service to families and adapt to changing business needs.

Prior to joining NFDA, Lacy was Director of Professional Development for Aurora Casket Company, Inc. She is a licensed funeral director and embalmer, certified funeral celebrant, and a certified member of the Academy of Professional Funeral Service Practice (APFSP). She is a graduate of Georgetown College and Mid-America College of Funeral Service.

As an active member of the Bluegrass Toastmasters Group, Lacy has achieved the designation Competent Communicator. She also serves on the Board of Trustees for the Academy of Professional Funeral Service Practice, and is vice-chairman of the Mid-America College of Funeral Service Advisory Board.

For More Information

For details, fee information, and an application, please contact Vertical Expo Services Co. Ltd. – Mr. Larry Kwan: +852 25280096, info@AsiaFuneralExpo.com or in the Americas, contact NFDA – Ms. Anna Bernfeld: +1 262 7896977

www.NFDA.org

www.AsiaFuneralExpo.com

