



HOW TO MAKE THE MOST OF NFDA 2017

Everything You Need To Know and More

NFDA

With trade show season in full swing, the **NFDA International Convention & Expo** is the premier event of the season. This year's convention in Boston is sure to be another remarkable convention with plenty of opportunities to learn, network, and see all of the latest innovations the funeral industry has to offer. At **FrontRunner Professional**, this is one of our most anticipated events of the year with our team working hard to bring an exceptional booth and the technology solutions that your firm needs to succeed in 2018.

Attending the NFDA International Convention & Expo is something that our team has always loved to be a part of. For the past **20 years** we've attended the convention, in 2014 we won the coveted "Innovation Award," and this year we have partnered with NFDA to be a **Gold Level Sponsor** of the event. To help get you excited and prepared for the event, we've developed this helpful guide to showcase some of the must-see sessions to attend, places in Boston you have to visit, convention center tips, and a sneak peek of what you'll find when you visit us at **booth 2811**.

2017

MUST SEE SESSIONS

The agenda for this year's convention is jam packed full of sessions that will educate and inspire you to deliver first class experiences to the families in your community. With so many great speakers to see, we've selected the one's we believe are must see sessions.

Sunday October 29, 2017

Create Experiences Gain Market Share | Justin Baxley and Erin Whitaker

Together Justin Baxley and Erin Whitaker will walk you through the importance of providing consumers with the best experience at the greatest value. "Learn the principles that work for the value-brand pioneers and discover practical insights on applying those same principles to your existing business or startup".

It's Easy Being Green: Getting Started With NFDA's Green Funeral Practices Program | James "Jimmy" Olson

More and more families are beginning to show an interest in conducting green funerals. In this session, Jimmy Olson will discuss current green funeral trends and how you can help families interested in conducting a green burial.

Monday October 30, 2017

How Zoomers, Millennials, and Generation Z Buy and How They Are Challenging Your Sacred Cows |

Georganne Bender and Rich Kizer

We live in a digital age and by the year 2020, Millennials who rely heavily on technology will represent the largest buying demographic. In this session you'll learn how to market your services to every generation and "give them what they want".

Everyone Communicates, Few Connect | Dr. John C. Maxwell

The first of the two keynote speakers at this years conference, Dr. John C. Maxwell will help you learn how to "identify with people and relate to others in a way that increases your influence with them." Maxwell is a leadership expert who has written multiple best selling books and spoke to hundreds of thousands of people around the globe.

Tuesday October 31, 2017

10 Technologies That Will Transform Your Business | Gene Marks

Technology is constantly adapting and improving to meet the needs of consumers and businesses. Learn how major technology trends are going to have a significant impact over the next few years and “will increase revenues and value in the future”.

Self-Care for the Funeral Professional | Coral A. Popowitz

It’s no secret that as a funeral director it can be difficult to help grieving families say goodbye. Add in the pressure of running a business and managing to spend time with your family it is not uncommon to become overwhelmed with stress. Join Coral A. Popowitz as she teaches you the keys to handling everyday life and the duties of being a funeral professional.

Wednesday November 1, 2017

Beyond Price: Your Guide to Mastering Cremation Phone Inquiries | Lacy Robinson

Recent studies have shown that cremation rates are on the rise and only going to continue climbing. In this session Lacy Robinson “will walk you through a very simple, four-step process designed to help funeral directors, pre-arrangement counselors and administrative staff be more effective in responding to cremation phone inquiries”.

Developing Your Inner Champion | Troy Aikman

Three-time Super Bowl champion, Hall of Fame quarterback, NFL TV analyst, and founder of the Troy Aikman Foundation; Troy Aikman has spent over 25 years practicing his leadership abilities. In this engaging keynote session, Aikman “will share how you can develop your inner champion”.

Wednesday November 1, 2017



Must-Have Social Media Apps, Tips & Tools for Marketing Your Firm | Ashley Montroy

Social media is a powerful tool that funeral homes across North America are using to help connect with their communities and market their services. Join FrontRunner’s Chief Marketing Officer, Ashley Montroy, as she discusses the keys to a successful funeral home social media strategy and provides you with tips, tricks, and more.

SPECIAL EVENTS

SUN

29

Welcome Party | Sunday October 29 | 6:30 PM

Everyone's arrived, it's time to celebrate the kickoff of the 2017 NFDA International Convention & Expo at the welcome party. Spend the evening in the ballroom of the Boston Convention Center and celebrate the education you'll gain during the week while reconnecting with old friends and networking with new ones. The party will be catered with hors d'oeuvres and a cash bar. Since Boston is home to some of the most renowned colleges and universities in the country, make sure to represent your alma mater by wearing your favorite college apparel.

MON

30

All-Star Recognition Ceremony | Monday October 30 | 4:30 PM

Join your fellow attendees for the all-star recognition ceremony where the shining stars of the industry are acknowledged including NFDA Certified Crematory Operators, NFDA Certified Preplanning Consultants and APFSP Certified Funeral Service Practitioners. The ceremony will also recognize the 2017 NFDA Pursuit of Excellence Award recipients, including Best of the Best recipients and Hall of Excellence inductees, as well as NFDA Green Funeral Practice Certificate holders.

TUE

31

Funeral Directors Under 40 Party | Tuesday October 31 | 8:00 PM

Do you like to laugh? If so, join your fellow "under 40" funeral directors at Laugh Boston for a hilarious night. The stand-up comedy show will feature a local comedy legend, a light menu, and cold drinks to enjoy during the show. If you want to get into the spirit of Halloween, make sure to wear your costume to add to the fun. Tickets for the event are \$65 per person and include hors d'oeuvres and two drinks.

WED

1

Spirit of Boston Dinner Cruise | Wednesday November 1 | 6:30 PM

Celebrate the final night of the convention on the "Spirit of Boston" dinner cruise. Once aboard, you'll enjoy breathtaking views, refreshing drinks, and a delicious dinner as your cruise around the famous Boston harbor. The ship includes a dance floor/DJ, full hosted bar, and observation deck. Tickets are \$105 per person and include dinner, drinks, and more.

CONVENTION CENTER TIPS

Recently the FrontRunner marketing team had the opportunity to attend a marketing and sales conference at the Boston Convention and Exhibition Center. During our time as attendees, we got the lay of the land and made note of everything the convention center has to offer.

Getting to the Boston Convention Center and Exhibition Center

Whether you're flying or driving to Boston, the convention center is easy to get to. Located just minutes from Boston's major highways, you can reach the convention center by car, bus, or train. If you are flying into Logan airport, the MBTA Silver Line offers a complimentary ride from the airport and stops at the Seaport/World Trade Center stop across the street. If you plan on driving to the conference, there is both valet and self-parking options available at the South parking lot.

Food and Beverages

At some point during the day, you're going to need to take a break and refuel. What better place to do that than at one of the many concessions located throughout the convention center. Whether you want to grab a quick snack at one of the Outtakes shops or a full meal at the Wicked Good Market, there is something for everyone. One of our personal favorites is the Sam Adams Pub that offers fresh New England lobster rolls, beer-battered fish and chips, and local draft beer.

Westin Hotel Meeting Spaces

Connected to the convention center is the Westin Hotel where many attendees will be staying during the event. Throughout the Westin are many lobbies, cafés, and rooms that would serve as excellent meeting spaces. If you're looking to conduct some meetings during the convention, the Westin Hotel is the perfect setting.

The Lawn on D

If you're looking to get some fresh air during the conference, escape to the Lawn on D behind the convention center. A spacious park like setting complete with seating, a patio, tent space, and swings, this is a great place to enjoy your lunch and catch up with colleagues.

EXPERIENCE THE FOOD AND ATTRACTIONS OF BOSTON

With world renowned attractions, elite universities, and the best seafood in country, Boston has something for everyone. If you're looking to take in some of the culture Boston has to offer, make sure to visit our recommended restaurants and attractions during your stay. Each of these are conveniently located in the Seaport District and just a short drive (or walk) from the convention center.

Legal Harborside

Three floors, three menus, three different dining experiences. With delicious seafood, views of the harbor and exceptional service; Legal Harborside is a FrontRunner favorite every time our team is in town.

Committee

When you think of Boston cuisine, Greek and Lebanese food are probably not the first thing that comes to mind. Committee delivers though with hospitality, beautiful décor, and a deliciously impressive menu.

Ocean Prime

One of the best reviewed restaurants in the Seaport District, Ocean Prime serves up steaks, seafood, and cocktails that are sure to please. Recognized by Open Table as one of the "Best Steakhouses in America", Executive Chef Mitchell Brumels delivers an extraordinary experience to every guest.



Harpoon Brewery and Beer Hall

Who doesn't love to unwind or spend time with friends over an ice cold beer? Just a short walk from the convention center, Harpoon Brewery and Beer Hall offers a full selection of refreshing Harpoon beers and guided tours of the brewery. If you're looking for a fun and inexpensive outing, the tour costs \$5 and is the perfect place to enjoy a pint with friends.

Beacon Hill

Regarded as one of the most expensive and desirable neighborhoods in Boston, Beacon Hill is full of beautiful homes, brick sidewalks, and gas lamps lighting the streets. Take a stroll through this historic Boston neighborhood and check out historical landmarks like the Massachusetts State House.

Fenway Park

A trip to Boston wouldn't be complete without a tour of the oldest operating ballpark in Major League Baseball. Take a guided tour of "America's Most Beloved Ballpark" and see where some of baseball's biggest moments have taken place since it was first opened in 1912.

THE FRONTRUNNER BOOTH

In a FrontRunner world, everything is connected. Our team has spent the last year developing some of the most innovative technology solutions to help funeral homes grow their business and better serve families. We're bringing demo stations, gifts, and so much more to our booth this year and we can't wait to see you there. Here's a quick look at what you can expect when you visit **Booth 2811**.

Learn About the Power of One

At FrontRunner, our first priority is to help our clients better serve the families in their communities. How we accomplish that is through the power of one. One Partner. One Strategy. One Solution. Rather than relying on six different pieces of software from multiple providers to run your funeral home, FrontRunner offers an integrated solution and comprehensive suite of software to meet all of your firm's needs.

Throughout our booth you'll have the opportunity to meet with our team, demo each of the software solutions we offer and see firsthand how powerful our systems are when they work together. If you're more interested in trying to grow your marketing efforts, make sure to visit our social media and SEO corners to learn more about how FrontRunner's marketing services can help you connect with more families in your area.

Get Your Hand's On The Industry's Most Advanced Website Platform

Recently FrontRunner released the Pulse Websystem, the industry's most advanced and easy to use website building platform. With smart marketing features, do it yourself design,

and so much more, you'll be able to see how easy it is to build a funeral home website that far exceeds your competitors.

Pick Up Your FrontRunner Swag

Are you a FrontRunner? Let everybody know by picking up one of our show exclusive FrontRunner t-shirts and show that you're a part of the FrontRunner family. We've also got sunglasses, handouts, and so much more for you to take home.

Win A FrontRunner System Complete with Social Media and SEO Services

Do you want a chance to experience the FrontRunner difference for FREE? Make sure to stop by and enter our incredible show giveaway and win a complete system with social media and SEO services for 12 months.



Visit us at booth 2811 and save 25%



WANT EVEN MORE?

We're offering a show special of 25% off on ALL of our technology solutions during the convention.

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