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CREATING LEGACIES AT THE 2020 ICCFA ANNUAL CONVENTION

STERLING, VA (January 3, 2020) – The International Cemetery, Cremation and Funeral Association’s Annual Convention & Exposition, March 30–April 2, 2020, in San Antonio, Texas will be an energizing four-day event full of networking opportunities, amazing exhibits and innovative educational sessions.

The education begins on the main stage with three dynamic keynote speakers who were hand-selected for the relevant and insightful messages that will resonate with all attendees of the convention.

- On Tuesday, March 31 at 9:00 am, respected author and educator **Dr. Alan Wolfelt**, will talk about the importance of creating legacies during his keynote **“Exploring the Significance of Permanent Placement: Understanding and Teaching Why”**. As more families question the value of funerals and permanent

memorialization, it is vital to convey to them why the decision is about more than money. His inspirational, information-rich presentation encourages using a model of information, education, and honoring choices to serve families and your community.

- Award-winning journalist, author and professional speaker **Celeste Headlee** will follow at 11:00 am and present her keynote “**Ten Ways to Have a Better Conversation.**” Celeste will discuss the science behind effective communication and share ten tips that will inspire self-confidence and make you a better listener, helping you create an inclusive community through communication, both internally in your operations and when you sit down with the families you serve.
- **Bruce Tulgan**, best-selling author and leading expert on the best practices of effective management, delivers his keynote session “**Be a Go-To Person: Be Indispensable Without Burning Out**” on Wednesday, April 1 at 9:00 am. Using Bruce’s “when to say yes and how to say no” framework, you will learn how to build skills that will establish your influence and help you avoid the burnout that comes with over commitment.

In addition to the keynotes, educational breakout sessions will cover a variety of topics such as the role of your cemetery within your community, the benefits of offering video-streamed services, how to write an outstanding obituary, how to create a proactive digital marketing plan, and more. Each session offers actionable items and takeaways that can be applied to any business.

The 2020 ICCFA Annual Convention & Expo will come to a memorable close on Thursday, April 2 at 6 pm, as attendees share a night of music, remembrance and

celebration. The Closing Event will feature a reception, the annual Celebration of Remembrance and a performance by Grammy-winning artists **The Oak Ridge Boys**. Full program details available now at www.iccfaconvention.com.

Founded in 1887, the International Cemetery, Cremation and Funeral Association is the only international trade association representing all segments of the cemetery, cremation, funeral and memorialization profession. Its membership is composed of more than 9,100 rooftop locations and 18,000 professionals in the cemetery, funeral home and crematory industries, as well as supplier and related businesses worldwide.

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