



Facility Preparedness and Brand Strengthening for today, tomorrow and the next crisis.

By failing to prepare,
you are preparing to fail.

BENJAMIN FRANKLIN



Does your current

INTERNAL COMMUNICATIONS

Communications

EXTERNAL COMMUNICATIONS

Toolbox meet and

CRISIS COMMUNICATIONS

anticipate your needs?

BRANDING

Senior Living communities have numerous communications needs. From internal communications with staff, residents and their families, to external communications, in the surrounding community, as well as to various extension groups of the community; to crisis communications planning and implementation when that need arises.

Olive Presents became involved in the senior living space through personal experience. Initially, our interest was born of passion, but we realized that we could enhance and even improve elements within senior living communities.

Our team is available to audit your current communications program, as well as fine tune areas that could be improved upon. Think of Olive Presents as your 'outside experts' that help you achieve the best for your communities and brand.



OLIVE Presents, Inc. has a strong history in developing, delivering and managing thorough, well executed communications plans. The firm also is available to counsel and assist in the implementation, or training, of the plans.

Internal Communications

Are you effectively communicating the news in your community? Programming, new offerings, crisis protocols when needed, all must be communicated to residents, their families and in some cases the surrounding neighborhood. ■ Let's discuss best communications practices and messaging to optimize results for your community.

External Communications

External communications is more than talking about the newest renovation of a community, it is sharing about the people who make up the community. It's also about becoming an active neighbor to the community at large. ■ Let's talk about how you can expand your community presence.

Crisis Communications

When a crisis arises, are you prepared to effectively deliver timely and critical information. Having a protocol in place when the crisis hits, be it an internal or external crisis, generates confidence for residents, staff and families. ■ Crisis' will happen. Are you prepared?

Branding

How are you different from your competition? What are the core values and personality of your community? Do your residents, their families and prospective residents understand your messaging? ■ Let us help you communicate a clear brand message that best represents your community.

Deliver internal and external communications program

- Are you properly branding your community?
- Does your target audience understand your message?
- Have you prepared for a crisis?
- Do you effectively communicate with the families of your residents?

Brand and marketing analysis. Are you on the right track?

- Customized plan for internal and external communications
- Brand analysis: are you clearly articulating who you are, and who you want to be?
- Focus groups within the immediate community and extending to family and nearby community organizations/businesses

Industry experience

- Branding, communications and experiential marketing developer
- Creator of strategic alliances within the senior living industry
- Award-winner in crisis communications programming
- 30+ years communications veteran

Prepare the umbrella
before it rains.

MALAY PROVERB

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