



# Virtual Event Success: Connection & Conversation



## Case Study:

Virtual Event Promotion  
Collington - A Kendal Affiliate

## Website:

[Collington.Kendal.org](http://Collington.Kendal.org)

## Industry:

Senior Living

## TESTIMONIAL:

"At the advent of the pandemic, the Creating Results team helped us realize how incredibly critical it was to reach our prospects at the time. With some creative planning, we enhanced our virtual event plan with increased participation. We found the convenience and ease of engaging with prospects via zoom to be a success in highlighting the active lifestyle."

SANDY SHORT

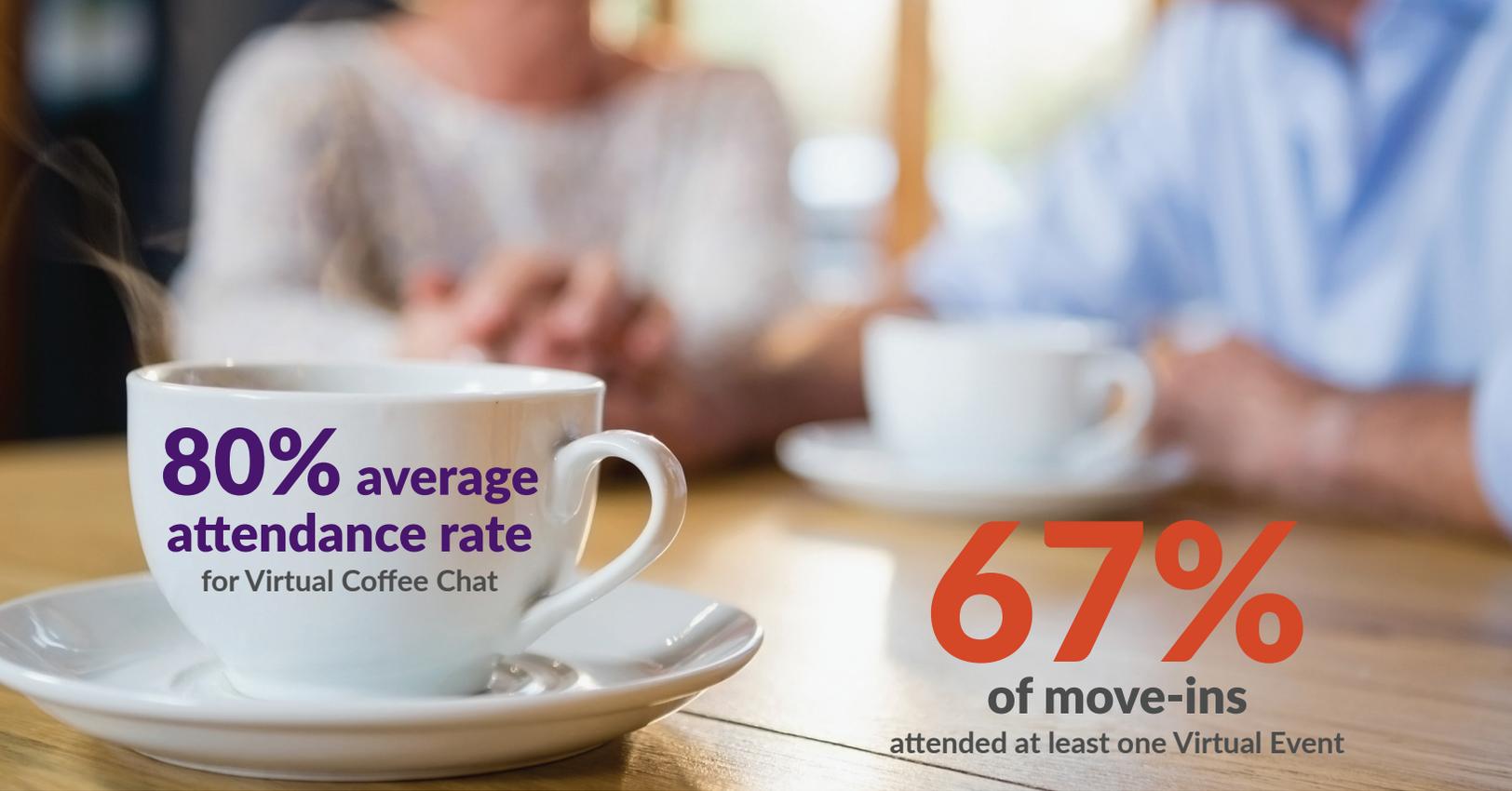
Director of Sales and Marketing

## The Situation

Collington - A Kendal Affiliate had historically relied on in-person appointments and events to bring in new residents. As a result of the worldwide COVID pandemic, in-person events were postponed or canceled, limiting the community's ability to highlight the active lifestyle and answer questions from prospective residents.

## Strategy

A shift in event strategy was implemented to offer opportunities to connect in a virtual environment. New virtual events were introduced to provide attendees with a sense of the active lifestyle they could expect, as well as more information about living options, finances and care. These events ensured a biweekly event cadence and provided prospects with the ability to continue along the buying journey. The virtual event strategy also provided a safe space for prospects to learn and meet the community's staff and residents without pandemic safety concerns being a factor.



**80% average attendance rate**  
for Virtual Coffee Chat

**67%**  
of move-ins  
attended at least one Virtual Event

## Solutions

Virtual versions of in-person events were developed, such as cooking demos and wellness sessions. Events also offered the ability to hear from residents via a virtual resident panel session as well as informative webinar-style events like Lifecare 101 sessions and joint webinars with financial and move-planning partners.

One of the most successful virtual events introduced was a monthly half-hour Virtual Coffee Chat, in which prospects were invited to turn on their cameras and microphones to interact with the Collington team and fellow attendees directly. With no formal agenda, a

member of the Collington staff acted as moderator for questions. Attendance was limited to small groups, so conversations could flow freely.

## Results

The overall attendance rate for virtual events averaged 67% over two years. For the Virtual Coffee Chat, average attendance was even higher at 80% in the first year. In addition, 67% of the move-ins in 2022 attended at least one virtual webinar before making their decision.

everything mature consumers experience

Creating Results is a generational marketing agency with more than 25 years of experience in senior living and 55+ housing. Exclusively focused on 50+ audiences, we design solutions for each client's competitive landscape, assets and goals.

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