



Thursday, February 18, 2010

Registration: 7:30 am | Program & Breakfast: 8 - 9:30 am

Power of Persuasion - Part II: The Social Psychology of Persuasion

Back by popular demand! Part I of this eye-opening discussion took place before a capacity audience in October 2009. All agreed there was much more to be said about how active adults are persuaded to buy.

Join us as we delve deeper into the social psychology behind what influences the 50+ consumer and how you can become significantly more persuasive. Based upon more than 25 years of scientific research on the psychology of persuasion, Dr. Eric Snider will share key features of social influence strategies, and how to use them in your sales and marketing efforts.

Guest Speaker

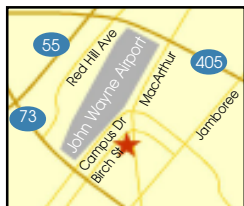


Dr. Eric Snider, President and CEO of Lifestory Research, is passionate about helping clients achieve success through innovative consumer research and training. For more than 25 years, he has been conducting research on the social influence of persuasion and applying its findings to businesses nationwide to increase their market share and profitability.

Dr. Snider spent 15 years as the national vice president of Shea Homes and Pulte Homes where he created the active adult brands and positioning for both companies. He also formulated sales strategy and marketing campaigns for Shea Homes nationwide.

A key consultant and advisor to numerous companies, government agencies, and nonprofit organizations, Dr. Snider is a national leader in research of active adult consumers. He is an expert in the study and application of social influence research, including the development and studies of active adult sales and marketing, community and product design and segmentation; national sales programs aimed at increasing conversion ratios; litigation consulting employing evidence-based strategies; and welfare, drug and violence prevention.

Past and current clients also include the United States Olympic Committee, United States Department of Justice, the Governor's Office of the State of Arizona, and the Department of Economic Security.



Newport Radisson Hotel
4545 MacArthur Blvd.
(at Birch)
Newport Beach

Attendees Will Learn:

1. How social ties impact decisions
2. Identify key sales techniques that can dramatically alter performance
3. Understand the social influence messages to use with active adult consumers
4. Advance your understanding of the psychology of persuasion

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Thursday, February 18 at 8 am | Radisson Hotel, Newport Beach

- Members: \$30 with reservations
- Non-members: \$40 with reservations
- \$5 additional for walk-ins
- **The cost of admission includes a full breakfast**
- **Reservation deadline: February 15 at 5 pm**
- No-shows will be billed full price
- **Promotional exhibit tables available for an additional \$50 fee with prepaid program reservation only (limited availability)**

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**SAVE
THE
DATE**

Next Month's Exciting Program
Thursday, March 18th, 2010
50+ Housing Council Breakfast

Click here to register online!

To make your reservation, complete the form below and fax to **909.992.3390**

OR CALL 949.553.9500 • www.50PlusHC.com

Cancellations must be made at least 24 hours prior to event.

Make reservations for _____ people in the name of (please print)

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50+ Housing Council Member: Yes No
First Time Attending? Yes No

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Add \$50 for one exhibit table Yes No

Please share your topic ideas for future breakfast meetings:

Please mark your primary area of interest:

- Design / Development Senior Programs / Services
 Operations / Management Senior Oriented Products
 Other: _____

50+ Housing Council

17744 Sky Park Circle, Ste. 170, Irvine, CA 92614

T: 949.553.9500 | F: 909.992.3390

Visit our recently
updated website at
www.50PlusHC.com