

# WHAT ARE THE BUSINESS OPPORTUNITIES IN DEMENTIA/ALZHEIMERS SECTOR

## DEMENTIA / IS IT REALLY A GROWTH INDUSTRY

### AN ANALYSIS OF THE NEXT 20 YEARS IN 'DEMENTIA MARKET'

- ✓ **Come and hear how you should be positioning your business to capture a better share of the dementia, alzheimer and brain impaired sector..**
- ✓ **This session is vital for all care home owners/operators in the UK and Ireland, as well as developers, architects, service providers and investors targeting the healthcare sector.**
- ✓ **Learn about the future trends in building, the dementia environment; the business cycle; treatment methodologies; best practice operators; multi-use building design, who wants to enter the market; how to profit by being a dementia specialist.**
- ✓ **Is training a better solution than drugs**
- ✓ **How to develop/explain a future vision to staff in a meaningful way**
- ✓ **How to motivate staff to become involved in vision process...**
- ✓ **Review of new treatments/drugs**
- ✓ **Release of new study data (reports)**
- ✓ **New pilot projects**
- ✓ **Advanced management techniques**

**COME AND LEARN / MON 17th MAY 2010**

#### PRESENTER

Mr Esmonde Crawley is the editor of the UK Over 50s Housing Weekly News and the foremost authority on over 50s housing trends in the UK.

He researches over 50s housing each year for 200+ days, visits 20 countries annually and does site visits (180) every year.

Mr Crawley lectures in South Africa, Australia, Canada, USA, and in the UK every year.

His UK lectures have been described as "innovative", "compelling", "motivational", and "refreshing". He is without peer in understanding the over 50s consumer.

#### PREVIOUS ATTENDEES

Anchor Trust, Sunderland Housing Group (Gentoo), Fold Housing Association, HICA group, MHA Care Group, Hunt Group, Riverside Housing Association, ITEC and N.I. Housing, HiCare Limited, Shoreline Housing Partnership, European Care Group, Wates Living Space, Royal Masonic Benevolent institute, Frank Haslam Milan, Renaissance Care (Scotland) LTD, Sanctuary Group, Skene Enterprises, Pearl Health Care Ltd, Pennaf, Aldwyck Housing Association, Avery Healthcare Group, BrunelCare, Trent & Dove Housig Ltd, Angel Healthcare, Mulgrew Properties Ltd, Bramall Construction, The Beanland Trust, Fife Council.

**£199** IF BOOKED AND PAID BEFORE 5pm  
FRIDAY 12 MARCH 2010  
LONDON / REMBRANDT HOTEL / 1.30pm - 4.00pm

**MONDAY 17th MAY 2010**

FULL PRICE FOR EVENT IS £498 pp

**AIMED AT DEVELOPERS, FINANCIERS, OPERATORS, ARCHITECTS, OWNERS, SENIOR HOUSING EXECUTIVES AND MARKETING/SALES**

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**FAX FORM TO: 020 7657 3555**

Return email address: [sales@seniorshousing.co.uk](mailto:sales@seniorshousing.co.uk)

\*Organisers may replace any presenter at any time for any reason without notice/Audience limit per venue 15.

\*\*These are not existing businesses for sale, but gaps in the market for enterprising entities/individuals to take advantage of now.