

RETIREMENT VILLAGES ASSOCIATION CONFERENCE 2016

Links and Original Sources from

Presentation by Esther Perriam - Eldernet



INTRODUCTION:

I hope you enjoyed and were challenged by my presentation at the RVA Conference this year.

I welcome all your feedback – let me know what was useful, what wasn't and what you'd like to see more (or less) of!

Please find below the links and original sources that were referenced during the presentation.

MISCELLANEOUS:

[How To Age Gracefully Video](#)

[ABC News Review article-](#)

MARKETING:

[Tips to consider when Marketing to Seniors](#)

[Print vs Digital](#)

[Psychological Pricing Strategies](#)

DESIGN:

[Visitability Video](#)

[Pinterest](#)

[Houzz](#)

MISCELLANEOUS:

[Old Adverts](#)

[Mirror Series](#) and [Mirror Series 2](#)

[Old Bags](#) and [Old Bags 2](#)

[Bette Midler](#)

TWITTER:

www.twitter.com

[#positiveageing](#)

[#seniors](#)

[#elder](#)

[#nursinghome](#) -

DATING:

[Go Tinder](#)

[Stitch](#)

HEALTH:

[STIs](#)

[Flu Vax](#)

[Proteins](#)

[Hearing](#)

[Alzheimer's Research](#)

[Brain Download](#)

MISCELLANEOUS:

[Will – Funeral Concierge](#)

TECHNOLOGY:

[OneTouch Calling](#)

[Crossover](#)

[Eldernet Blog](#) -

[Tech Advances](#)

[Japan Cyborging Seniors](#)

[Robot Seals](#)

[Robot Cats](#) -

[Cat Cafes](#)

DISRUPTION:

[Shoe Store Hijack](#)

[Uber](#)

NZ VIDEOS:

[Dotty](#)

[Dancing with Nan](#)

[Jake's speech](#)

[Running Man; what it's about](#)

[NZ Police Running Man](#)

[BUPA Running Man](#)

[Cambridge Resthaven Running Man](#)

MISCELLANEOUS:

[The Dress](#)

Feedback to esther@eldernet.co.nz