

age of majority

AoM Meet-UP

Age of Majority's NEW Workshop and Presentation

Looking for a unique professional development opportunity? Challenge your team and unlock the potential of the 55+ market with this highly engaging, entertaining and enlightening half-day presentation and workshop.

What's Meet-UP?

When we say **Meet-UP** we literally mean looking "up" in age to get to know a target market that controls 70% of consumer wealth and is responsible for 40% of all consumer spending. With only 10% of advertising dollars directed at this group, it represents an often-ignored and misunderstood audience and massive business opportunity that deserves your attention.

Who is this right for?

AoM **Meet-UP** is relevant for team members working across your business – from product development and marketing through operations and customer service. It's perfect for companies that know or suspect that a portion of their customer base is made up of people 55+ but have never tried to fully understand or tap into this market.

What does it include?

Age of Majority Chief Evangelist officer, Jeff Weiss, will lead an interactive workshop that brings the opportunity of the older consumer home to your company, showing the steps you can take to tap into this lucrative market. As part of the workshop Jeff will deliver his eye-opening presentation – *The Dirty Dozen Myths of Aging Consumers* – which has educated and inspired audiences throughout North America.



What's the workshop flow?

AoM **Meet-UP** can be adapted to meet your organization's needs and professional development goals, however it usually includes the following:

Four core parts

1. Full group interactive exercise: How much do you know about today's Active Aging consumer? Jeff tests the group's knowledge of the 55+ consumer
2. Presentation by Jeff Weiss: *The Dirty Dozen Myths of Aging Consumers*
3. Group breakout exercises: Identifying business opportunities with the Active Ager audience – The group breaks into smaller teams to explore and unleash their newfound understanding of the 55+ market
4. Full group session: *Overcoming Your FOMO (Fear of Marketing Older)* – The group learns how to overcome the most common obstacles to engaging the older market; Jeff outlines immediate internal steps that can be taken to embrace this audience

Schedule Your Workshop

Are you ready to meet 'UP' (the Active Ager consumer) and overcome your FOMO? Contact Jeff Weiss:



Jeff Weiss

President and CEO (Chief Evangelist Officer)
jeff@ageofmajority.com

1.888.544.4561
www.ageofmajority.com