

Sheridan symposium will get down to the business of aging

By John Bkila
OAKVILLE BEAVER STAFF

The Sheridan Elder Research Centre (SERC) will host a symposium April 18 to help businesses learn how to effectively market to an aging consumer population.

Hosted by SERC's new arm, Business of Aging: Information Exchange Network (BA:IEN), the event is being organized by corporate communications post-graduate students at Sheridan College Institute of Technology and Advanced Learning.

"(It's) a way to integrate the students and

inform them of the importance of learning how to market to an aging consumer population. In addition, they're also able to experience hands on, how to create and put on an event as part of their program," said Cathryn Oliver, BA:IEN co-ordinator and a professor in Sheridan's Faculty of Business.

BA:IEN's mandate is to create an opportunity for business owners to learn how to market and serve aging consumers.

"This educational conference is just one of those ways."

The half-day, interactive Business of Aging, Mature Consumer Marketing symposium is

for business owners or retail, manufacturing and service sector management.

Moderated by Dr. William Holmes, dean of Sheridan's School of Business, the event will also see a panel of experts discuss the challenges, solutions and opportunities that an aging demographic represents.

The panel members include: Lina Ko, author of the blog Boomerwatch.ca; Ross Mayot, vice-president of community development at CARP; Gerald Bramm, senior partner at Gray Matters Research; Chris Weigand, CEO at Jibestream; Mary Jane Carroll, Sheridan professor and specialist in design for aging populations; Matt Trinnear and Bill Lytle, program co-ordinator and goodwill ambassador (respectively) at Ontario Senior Games Association.

"Their skill sets include marketing, advertising, research, communications, architecture/design, technol-



MICHAEL IVANIN / OAKVILLE BEAVER

AT WORK: A Sheridan College corporate communications class works on organizing an April 18 symposium. The conference is hosted by SERC's Business of Aging Information Exchange Network (BA:IEN). Pictured clockwise are, from bottom left, students Meaghan Turpin, Sammy Allouba, Peggy Bhutia and Christi Campbell.

ogy and gerontology. Their insight will be very valuable for all attendees," said Oliver.

The symposium will take place 9 a.m.-noon at Theatre Sheridan at 1430 Trafalgar Rd. campus.

Tickets cost \$70 for BA:IEN members, and \$90 for non-members.

For information or to register, contact Paulina Camino at paulina.camino@sheridanc.on.ca or 905-845-9430, ext. 8617.

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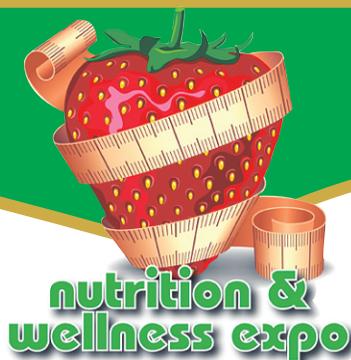
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