

***The 2018 Planned Giving Conference***  
***is bursting with tracks full of topics you'll want to experience.***

**Track I: Take Flight** offers different flight paths for exploration.

***Boomer Trillions*** offers insights to advisors and development officers alike about where the money is and how Boomers respond to different marketing strategies.

Everyone attending can benefit from the situations that will be shared in discussing ***Ethics and the Elderly*** as most of us confront that topic weekly, if not daily.

***Blended Gifts*** offer advisors and development officers approaches to structuring giftable assets in ways that work best for the donor/client.

**Track II: On Board** presents three deeper dives into topics of interest to planned giving officers and advisors.

Understanding those ***End-of-Life Decisions*** and how our donors and clients achieve them will aid all of us in our work.

Planned giving officers will be most interested in ways to better engage their ***Boards with Planned Giving***.

Digging into the research regarding the ***Top Legacy Fundraising Strategies*** should be valuable to all attendees.

**Track III: Soaring High** pinpoints specific areas of interest that will be significant to many attendees.

The session on ***Special Needs Trusts*** should be attended by development officers who work with that population as well as the advisors who work with the families of special needs clients.

Most advisors will be eager to gain insights into the ***Top Trends for Advisors***.

***Planning with Non-Cash Assets*** will be helpful not only to advisors desiring to look at all potential assets of their clients, but also to planned giving officers who work with more complex assets.

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The planning committee fully expects each attendee to have difficulty deciding which session to attend in each of the three tracks. We recommend bringing a colleague or two with you to cover all the sessions and trading information after the conference.

**Plan to Take Flight, Get on Board, and Soar High at the 2019 Planned Giving Conference!**