

“Permanent Memorialization: What We Need to Share with Cremation Families”

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Session Description

Have you been effective in educating cremation families on permanent memorialization? Is your website doing a good job of stating the importance of having a final resting place where family and friends can visit, pay tribute to and remember their loved ones for generations to come? This session will take a look at what we are currently doing and share with you suggested ways to provide cremation families with the information they need to understand the value of and options for permanent memorialization.