



InSight Idea Factory Experience

Reimagining the Funeral Journey

October 3-4, 2024

Hilton Garden Inn Bricktown
Oklahoma City

As the needs of our families change, we must reimagine what their funeral experience journey should be to create a personalized and healing experience focused on grief support and unique approaches from the beginning of the relationship until the completion of our services.

Osiris Software and InSight Books are partnering to bring a gathering opportunity for funeral professionals to share ideas for all aspects of our profession—from pre-need to aftercare and everything in between.

The Idea Factory will be a comprehensive two-day experience where participants share a tool box of resources and practices that can be implemented to elevate their service to families and their business growth. The panel of facilitators bring expertise in funeral service, legal, marketing, social media and finance.



Register through InSight:

Cost: \$895

www.InSightBooks.com

800.658.9262 or 405.810.9504

Experience Schedule

Thursday Oct 3 9:00 am - 5:00 pm

Courage — elevating the pre-need conversation

Compassion — establishing the relationship at First Call

Curiosity — creating a deeper approach to arrangement

Ceremony — expanding service options and creating meaningful moments

Compliance — understanding best practices for business

Friday Oct 4 9:00 am - 5:00 pm

Customer Engagement — developing skills for marketing and social media

Consistency — embracing grief support and aftercare strategies

Cash — embracing new ideas for pricing and revenue

Compilation — Sharing ideas and take-it-home ideas to be implemented

Our cadre of Experience Facilitators



Kara Gray Ludlum is a licensed Funeral Director and Certified Public Accountant. Along with her brother, Kris Gray-Adams, Kara owned and operated their family's funeral homes in Southwest Oklahoma for many years. Kara also founded and currently is the senior accountant for Ludlum & Mannen, CPA's PC and Funeral Director's Resource which has been in business since 1998. Ludlum & Mannen CPA's provides accounting and tax services for over 250 funeral homes each year.



Professor Marty Ludlum teaches business law at the University of Central Oklahoma and is a licensed attorney. He has made numerous presentations on the funeral industry at state and national conventions and has authored many articles for national and state funeral magazines. Professor Ludlum has a bachelor's and master's degree in economics, a master's degree in communication and a Juris Doctor, all from the University of Oklahoma. Professor Ludlum also serves as the Education Director for Osiris Funeral Home Software and InSight Books. For questions, he can be reached at LudlumLawFirm@gmail.com.



Glenda Stansbury is the Marketing & Development Director of InSight Books, Co-Founder and Dean of InSight Institute Certified Celebrant Program. Glenda has worked as an educator, teacher trainer, and seminar developer. She is also a professor at the University of Central Oklahoma Funeral Department and the Worsham College of Mortuary Science, and is a licensed funeral director/embalmer. She is also the recipient of the ICCFA Education Foundation's Lasting Impact Award, and the 2021 Death Care Rock Star of the Year Award from Parting Stone Cremation Rocks Awards.



Brent Patterson is a licensed funeral director and memorial care specialist, Brent focuses on helping families create one-of-a-kind final tributes for loved ones. His grandfather, father, and uncle all served the community through funeral service, and for Brent, it's also a calling. A best selling author, Brent wrote "Live Like You Are Dying" the story of a funeral director zebra in a herd of horses sharing his journey from caregiving to funeral service and desire to elevate the experience of honoring loved ones. Brent is known for customizing every service to meet a family's specific needs and wishes.



Andrew Loos is the visionary founder and president of Heartland Cremation & Burial Society, an innovative funeral and cremation services provider spanning across five strategic locations. Andrew has cultivated Heartland into a market leader and is recognized nationally within the industry. Andrew's journey in funeral services began with a degree in public relations where he gained invaluable insights into effective communication and relationship building. He also serves as the Owner and Chief Creative Director of Cremation Consulting, renowned for its expertise in launching and nurturing businesses in the cremation sector.



Dr. Denise Hall Brown Rollins knows both grief and grace. Following the sudden and tragic deaths of her mother, son, aunt, and husband between 1995 and 2009, Denise opted to walk away from a 25 year career in corporate America to pursue her passion: helping others heal from grief. Dr. Denise capitalizes on her Master's Degree in Thanatology (the study of grief and death) and her Doctorate Degree in Marriage and Family Therapy as she assists those who are mourning. She's also authored a nationally recognized book, "2Grieve 2Gether" to help Survivors and Supporters manage the grief journey.

Experience Suggested Hotel



Hilton Garden Inn Bricktown
328 E Sheridan Ave
Oklahoma City OK 73104
405.270.0588

Bricktown is the downtown Oklahoma City event area with a wide variety of restaurants and hotels and entertainment.

The Experience Hotel is blocks away from the Oklahoma City National Memorial & Museum. We highly recommend that you plan some extra time to be able to see this nationally recognized memorial.

Participation will be limited.
If you are intrigued and have questions regarding this new gathering concept, email glenda@insightbooks.com.



Osiris | InSight

Families Serving the Profession

Registration for Reimagining the Funeral Journey

NAME OF PARTICIPANT	_____
BUSINESS	_____
POSITION	_____
ADDRESS	_____

PHONE	_____
EMAIL	_____

PAYMENT	<i>Please note, your credit card statement will show this charge from Funeral Directors Resource, Inc.</i>
\$895 US Funds	
Credit Card #	_____
Exp Date	_____ CVC _____ Billing zip/postal code _____
Name on Card	_____
Signature	_____

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Attn: InSight Idea Factory Experience
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