

# Back By Popular Demand: Valerie Van Booven & Dawn Fiala to Present Two Powerhouse Sessions at HomeCareCon 2025

*Nationally recognized home care marketing experts Valerie Van Booven, RN BSN and Dawn Fiala are set to return to HomeCareCon 2025 by popular demand.*

ORLANDO, FL, UNITED STATES, May 21, 2025 /EINPresswire.com/ -- Nationally recognized [home care marketing](#) experts Valerie Van Booven, RN BSN and Dawn Fiala from ASNHomeCareMarketing.com, are set to return to HomeCareCon 2025 by popular demand, leading two dynamic sessions packed with strategies for home care marketing success. Known for their high-energy, forward-thinking approach, this duo will guide agency owners and operators through cutting-edge marketing and sales practices designed specifically for the senior care industry.

Pre-Con Workshop: [Marketing Home Care](#) – Building Your Brand's Orbit in the Home Care Galaxy  
Date: Tuesday, July 22

Time: 9:00 AM – 12:00 PM

Location: Salon 3-4, Orlando, FL

Presented by: Dawn Fiala & Valerie Van Booven RN BSN



**APPROVED SENIOR  
NETWORK® MARKETING**  
Online and In-Person Home Care Marketing

Approved Senior Network® Marketing



**HCAF**  
Home Care Association of Florida  
RESOURCES • EDUCATION • INNOVATION

**HomeCARECON**  
36TH ANNUAL CONFERENCE & TRADE SHOW

**Pre-Con, TUESDAY, July 22,**  
**9am-12pm**  
Home Care Marketing: Building  
Your Brand's Orbit in the  
Home Care Galaxy

**MainCon, WEDNESDAY, July 23,**  
**11:20am-12:20pm**  
Charting a Path to Success in  
Home Care Marketing & Sales: The  
Impact of Tailored Training

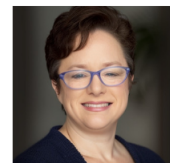
**Back by Popular Demand for 2 Sessions This Year!**

**JULY 22-25, 2025 • ORLANDO, FLORIDA • HOMECARECON.COM**

HomeCareCon's 36th Annual Conference Speakers



Dawn Fiala,  
Home Care Marketing and Sales Expert



Valerie VanBooven RN BSN  
Co-Owner, Approved Senior Network

In this immersive 3-hour workshop, attendees will learn how to craft a compelling, memorable brand presence in an increasingly crowded home care marketplace. Expect hands-on insights into defining brand identity, boosting visibility, engaging communities, and implementing marketing strategies that truly shine. Designed for [home care agencies](#) ready to expand their reach and become a gravitational force in their local markets.

Main Conference Session: Charting a Path to Success in Home Care Marketing & Sales – The Impact of Tailored Training

Date: Wednesday, July 23

Time: 11:20 AM – 12:20 PM

Location: Salon 1-2, Orlando, FL

Presented by: Dawn Fiala & Valerie Van Booven RN BSN

This session is for agencies looking to fine-tune their marketing and sales engines. Participants will discover how custom-fit training can elevate team performance, streamline outreach, and ignite sustainable growth. Learn how aligning strategy with targeted education can help you overcome industry challenges and reach new levels of operational success.

These sessions promise to be out of this world —don't miss the opportunity to gain expert insight, actionable tools, and strategic clarity from two of the industry's top voices. Whether you're new to the home care space or scaling to new markets, these sessions will give your agency the lift-off it needs.

□ Learn more and register at: [www.homecarecon.com](http://www.homecarecon.com)

About the Presenters:

Valerie Van Booven, RN BSN is the Co-Owner of Approved Senior Network®, a leading home care marketing agency dedicated to helping agencies grow with integrity and excellence. Dawn Fiala is a senior marketing strategist known for developing powerful brand strategies that convert.

Valerie VanBooven RN BSN

Approved Senior Network®

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