

# BIFD On the road

*BIFD on the Road with a Funeral Roadshow in Cardiff, Salisbury and Canterbury.*



National President Ken Satterly, took to the road in April, for a series of very successful roadshows. The initial cities visited were Cardiff, Salisbury and Canterbury. Local media had been advised and subsequently showed a very healthy interest. The public clearly found the venture worthwhile; Ken had even arranged for many merchandising items to be available, including pens, highlighters and cotton bags, and of course bespoke literature promoting your Institute to a new audience. Ken would like to thank all of the members who attended the events and pitched in; it added a tremendous amount to the success.

At Salisbury your editor was on hand to take photographs for the Journal and raise awareness of the value of education. Will Case and Partners from Salisbury attended their local event and supported it for the whole day; they had an opportunity to discuss with the public

all aspects of the industry from how to become a funeral director, to the latest innovations in coffin manufacture. Sheila Dicks, from the firm is the current national Chair of the Education Committee for the Institute, and was on hand with staff and students to answer questions.

At Cardiff BIFD member Damon Campbell visited the team and even supplied a photograph for the Journal. In Canterbury, support was on hand in the person of Tim Welsh, his partner Angie, and thanks too to Andrea Button who gave up valuable time from her business. At all three venues, was Glynn Satterly, who ensured not only the stand was set up properly, but drove the National President to each venue, and was on hand to ensure the public were well served with merchandising items.

Check the web, to find out if the roadshow is attending a town near you. It has proved to be a free and effective way to engage with the public, and raise awareness in the value of using a qualified funeral director.



**STOP PRESS • Next Roadshows: Region C, Sheffield 15th of June; Region B 16th of June; Region E, 17th of June\***

\*At time of press, venues have not been established. Please see the BIFD website for details