



Wilbert Funeral Services supports funeral professionals seeking CEU hours with our complimentary online program, WilbertEDU. Biweekly webinars occur on Thursday at 1:00 PM Central. Register to attend scheduled webinars or sign-up to receive WilbertEDU announcements: www.wilbert.com/wilbertedu

WilbertEDU Sessions: First Quarter 2025

January 23 Facial Reconstruction 101 (2 hours)

Michelle Johnston returns to the WilbertEDU stage for a special two-hour technical webinar focusing on major trauma cases to prepare remains for open casket viewing.

February 6 Spot the Con: Training to Identify and Prevent Scams in the Funeral Industry

Jessica Hamlin takes a deep dive into common fraudulent schemes targeting the funeral industry and shares practical strategies to prevent exploitation.

February 20 Families Gone Wild: Diffusing Conflict in the Arrangement Room

Jason Troyer explores the psychological roots of family behaviors, sharing real-life examples and providing practical, therapy-based strategies to defuse conflicts during arrangement conferences.

March 6 How to Get More Calls in 2025

Learn how to thrive in the evolving deathcare industry with expert tips from Welton Hong. Discover how to boost calls through effective digital marketing, dominate local search, generate five-star reviews, and attract more preneed business.

March 30 Innovating Tradition: AI Applications in the Funeral and Death Care Industry

Antonio Green returns to the WilbertEDU stage to share how AI is revolutionizing the funeral and death care industry, blending cutting-edge technology with the timeless values of compassion and care. This session is designed to help funeral professionals enhance their efficiency, elevate the client experience, and drive business growth—all while honoring the personal connections that define the industry.

