

# Experience Guide 2020



*Life Celebration®*

# CREATING COLOR AND LIGHT IN TIMES OF DARKNESS



# DISCOVER OUR CUSTOM PROPS



The magic wand indicates items that  
can be Shaped or have a Pop-up feature!

3. PRAYER CARDS, BOOKMARKS, THANK YOU CARDS,  
& MEMORIAL FOLDERS



5. TRIFOLD TRIBUTES & 8-PAGE LIFE STORY BOOKLETS

7. DVD TRIBUTES & 18-MONTH PHOTO CALENDARS



9. CELEBRATION BANNERS, VINYL COLLAGE PRINTS, & SIGNATURE BOARDS

11. RECIPE CARDS, TICKETS, & COASTERS



13. PHOTOBOOKS & PHOTO REGISTER BOOKS

15. 54-PIECE PUZZLES & PHOTO FLIP CARDS



17. EMBOSSED WRAPPED CANVAS COLLAGES & PORTRAITS

19. LIFE CELEBRATION THROWS



21. LIFE CELEBRATION BACKDROPS

23. GARDEN FLAGS, GOLF SCORE CARDS & PLAYING CARDS



25. CASKET SKIRT BANNERS, CASKET, URN & HEARSE TRIBUTE PANELS

27. ENVISION



29. ADDITIONAL RESOURCES

36. DISPLAY PRODUCTS



*Uniquely Impressive,  
Breathtakingly Immersive,  
Utterly Amazing  
Branded keepsakes delivered  
Straight to your door.*





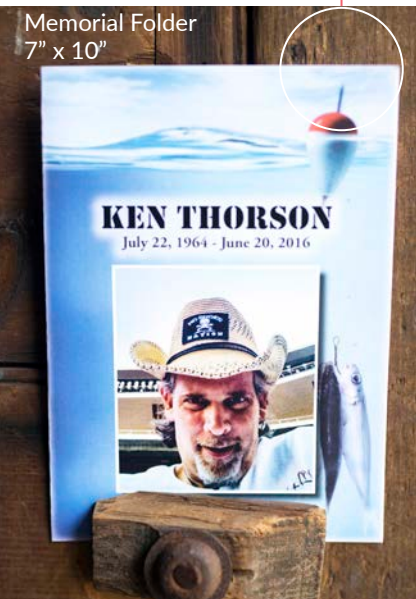
# NICHE NECESSITIES

PRAYER CARDS, BOOKMARKS, THANK YOU CARDS, & MEMORIAL FOLDERS

We transform the traditional into the exceptional. We know how important our Niche Necessities are to families and funeral professionals alike. That's why our graphic design team works so hard on customizing these products. Our goal is to elevate the expectation, and provide an experience.



Thank You Cards & Envelopes  
4.25" x 6.25"  
Available in portrait & collage options



Memorial Folder  
7" x 10"



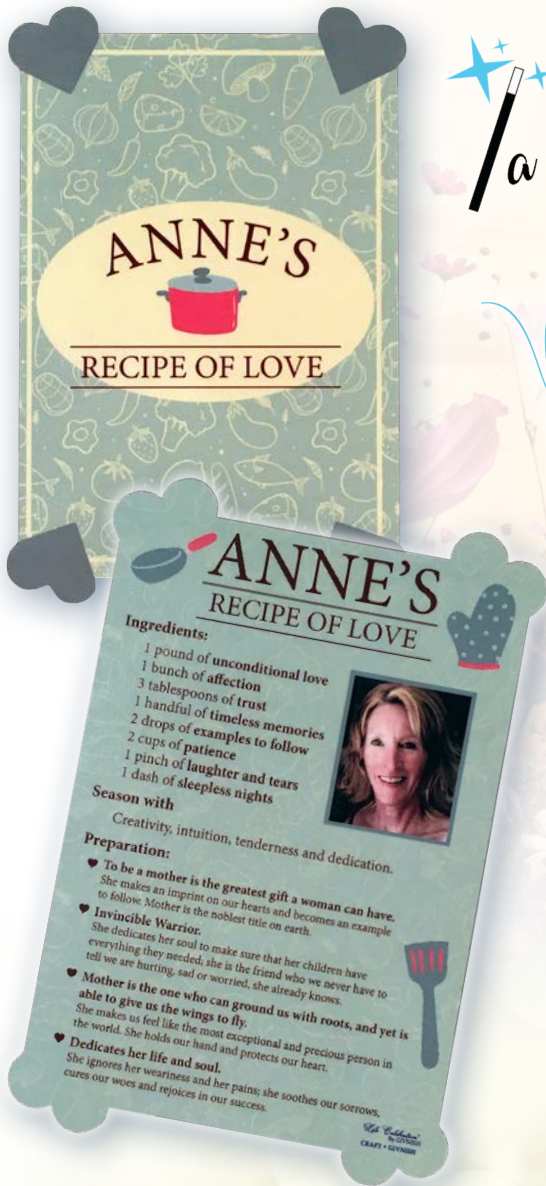
Back of Memorial Folder



Prayer Card  
2.5" x 4"  
Lamination Available



Bookmark  
2" x 6"  
Lamination Available



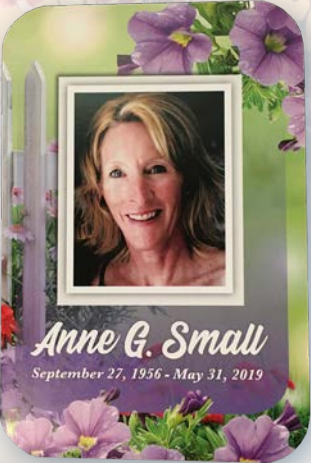
Recipe of Love or Life  
4" x 6"  
Lamination Available

Add a little magic!

“Plant dreams, pull weeds, and grow a happy life.”



Scan with your camera app to see how we add the magic with our laser cutter:



BiFold Pop-up 7" x 10"  
Thank you card Pop-Up 4"x6"



# SHARE A STORY IN PHOTOS & WORDS

TRIFOLD TRIBUTES & 8-PAGE LIFE STORY BOOKLETS



Trifold Tributes  
4.5" x 8.5"



*“Life is like sailing.  
You can use any wind  
to go in any direction.”*

8-Page Life Story Booklet  
4.75" x 8.5"  
New Paper Weight! 80lb Cover



Open Trifold As Shown  
8.5" x 14"  
New Paper Weight! 80lb Cover

Feature the most important photographs, poems, and sentiments with our trifold tributes and 8-page life story booklets. Our team of graphic designers create uniquely-customized designs based on the likes, hobbies, and interests of the deceased. Many funeral professionals include the order of service information or the obituary to serve as a guide for guests during the event. Our graphic artists strive to make your vision come to life in every product they co-create with you.



# HEALING ON A HIGH NOTE

## DVD TRIBUTES & 18-MONTH PHOTO CALENDARS

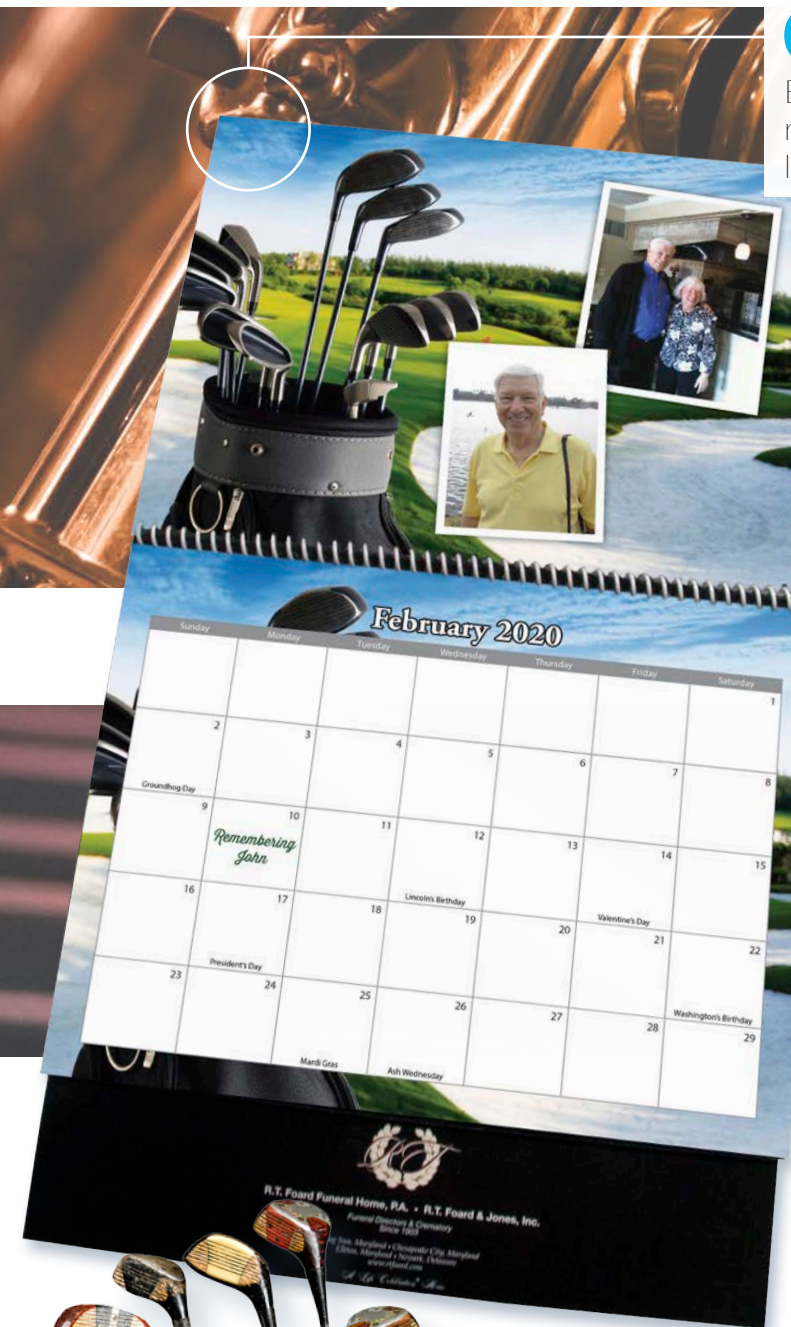
**M**usic has the magical ability to sweep us out of the present moment, and carry us back to the past, evoking nostalgia and fond memories. Adding photographs set to music creates a dynamic multimedia experience. Playing a Life Celebration DVD during a service is visual therapy for guests. Just like everything else we create, the video is completely customized to fit the themes of the loved-one's life.

**O**ur 18-month calendars guide families down a healing path months after the Life Celebration Event. Branded to your funeral home, the calendar is a reminder of the outstanding services you provide the local community.



DVD Tribute

Scan with your camera app to see it in action:



18-Month Photo Calendar  
Closed 8.5" x 11"  
Open 11" x 17"





# TRIBUTES ON A GRAND SCALE

CELEBRATION BANNERS, VINYL COLLAGE PRINTS, & SIGNATURE BOARDS

Celebration Banners  
30" x 80"  
Shown on retractable banner stands



Large Collage Print  
30" x 40"  
Shown in wall mounted cherry hinge frame

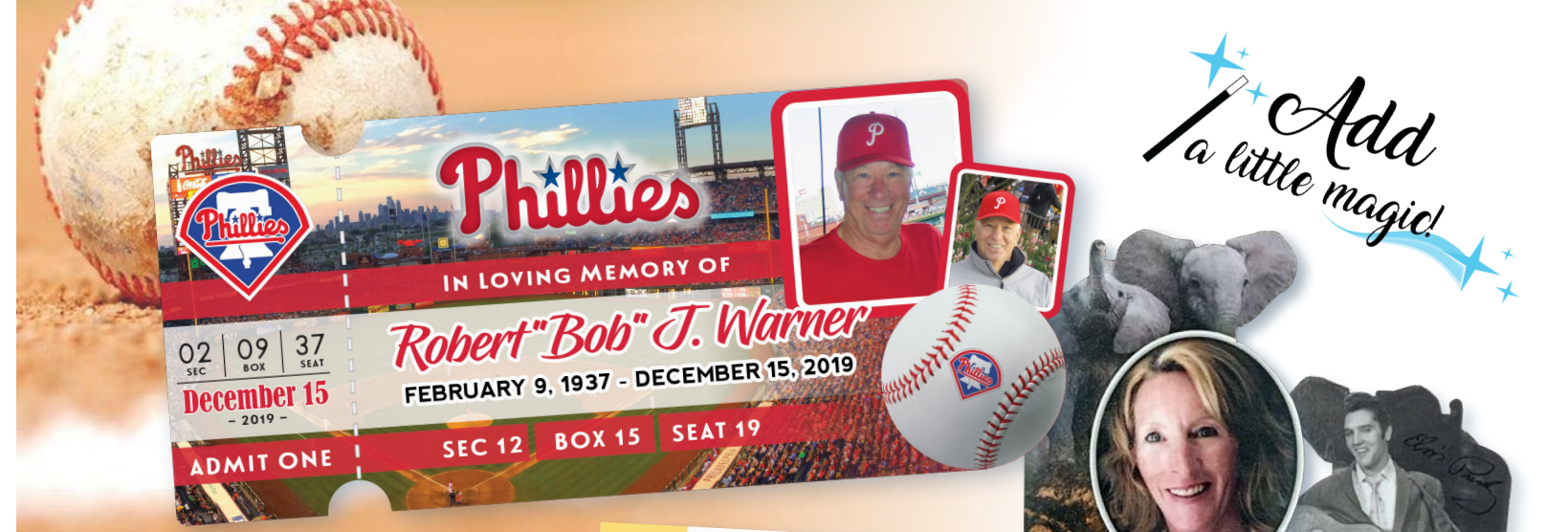
When creating an experience, every space can become a stage. These products help set the scene on a grand scale. The signature board and banners can be easily transported from your funeral home, to the church or cemetery; anywhere you want to extend the experience. The wall-mounted cherry hinge frame pulls open to use as a decoration during non-service hours. We happily print placeholders of whatever you like such as images of your town, building, or seasons.



Signature Board  
30" x 40"  
Shown in silver snap frame



A collage featuring a woman's portrait in a decorative frame, the text "Dianna's Famous Pizzelles", and a close-up of a pizzelle cookie being pressed by a marble-topped iron.



A vibrant illustration of two hummingbirds perched on a branch. The bird in the foreground has a reddish-brown head and a green body, while the bird in the background is entirely green. They are surrounded by a variety of colorful flowers, including large orange daisies, pink roses, and purple and pink daisies. The background is a soft, light blue gradient.



*Vickie Russell*

NOVEMBER 25, 1929 - JANUARY 8, 2020

"If you *truly* love NATURE,  
YOU WILL FIND BEAUTY  
*Everywhere.*"

www.lifecelebrationinc.com • 888.887.3782

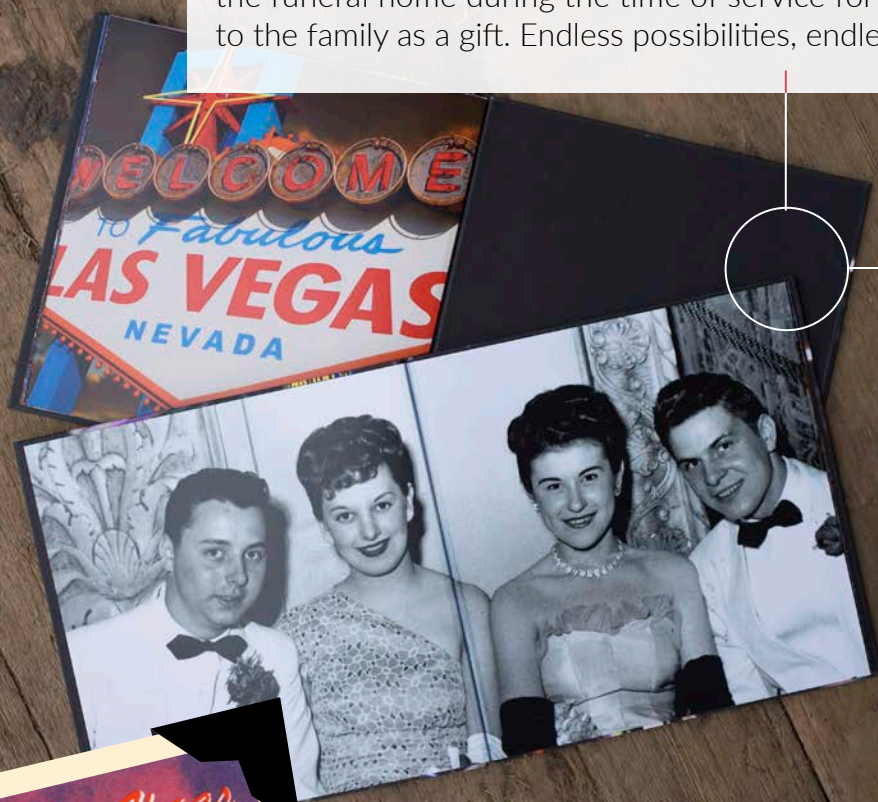


# BINDING MEMORIES

PHOTOBOOKS & PHOTO REGISTER BOOKS

Invite your families to page through memories with a customized layflat photobook (available in a matte or gloss finish). Place the book in the funeral home during the time of service for guests to view, or give it to the family as a gift. Endless possibilities, endless customization.

Photobook  
10" x 10"  
Premium Layflat Pages



“Come fly with me, let's fly,  
Let's fly away.”

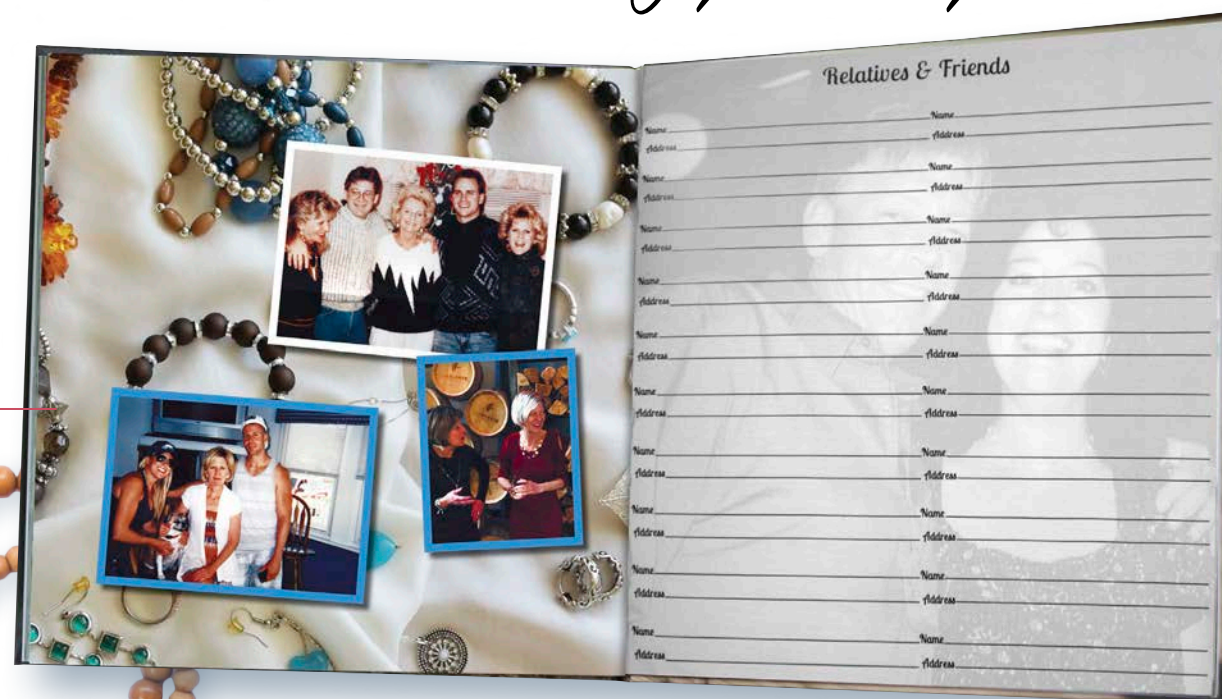
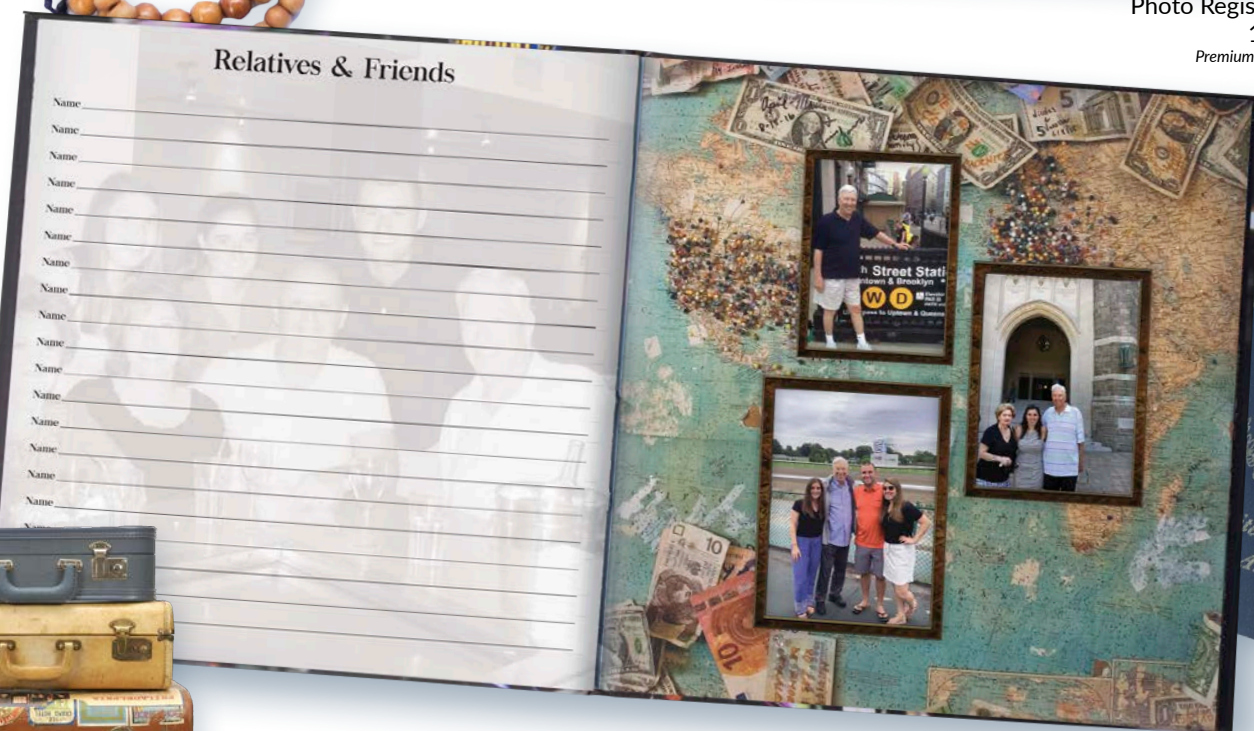


Photo Register Book  
10" x 10"  
Premium Layflat Pages





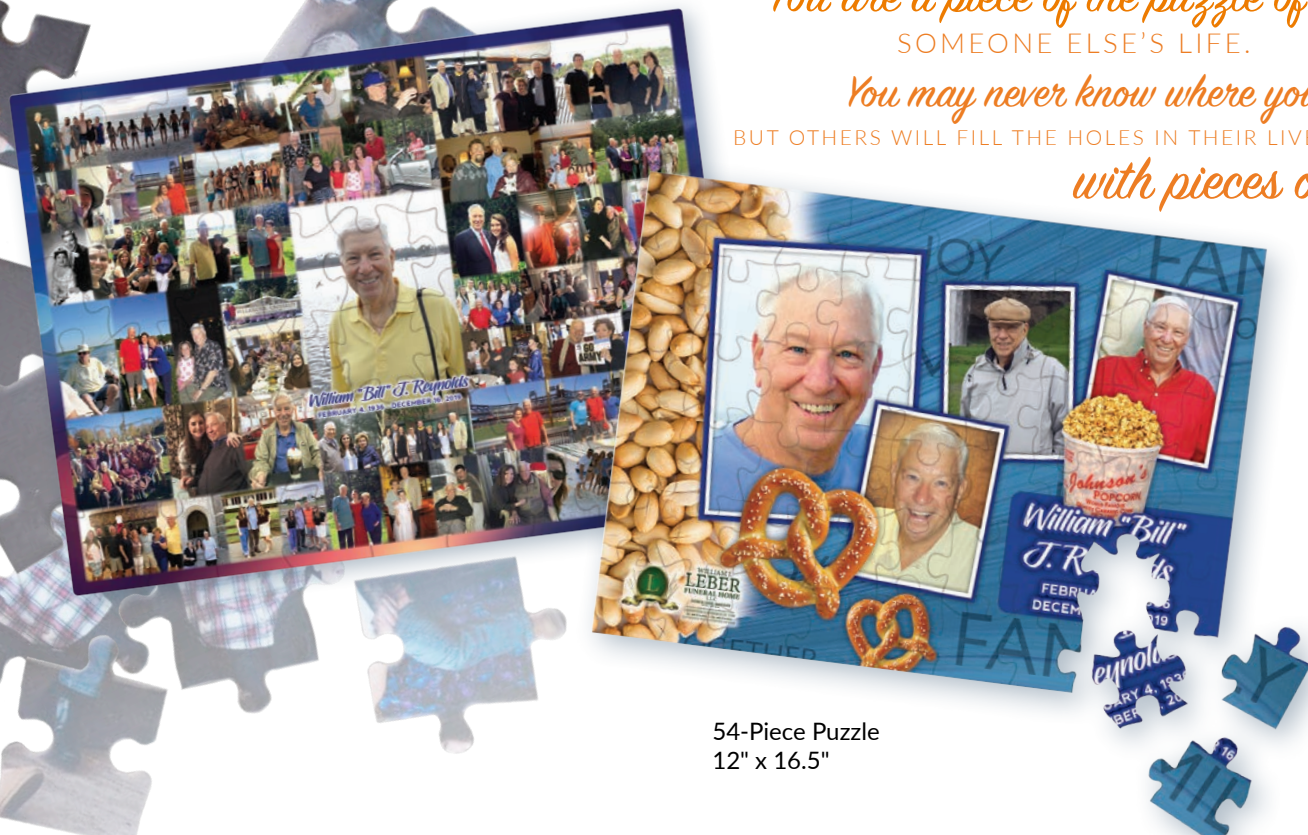


# PIECING TOGETHER THE GOOD TIMES

## 54-PIECE PUZZLES & PHOTO FLIP CARDS

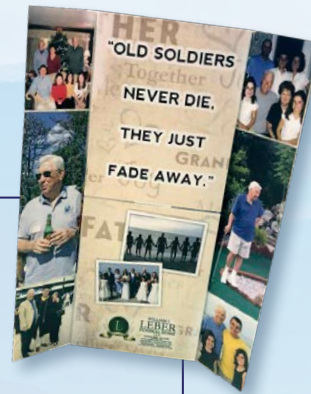
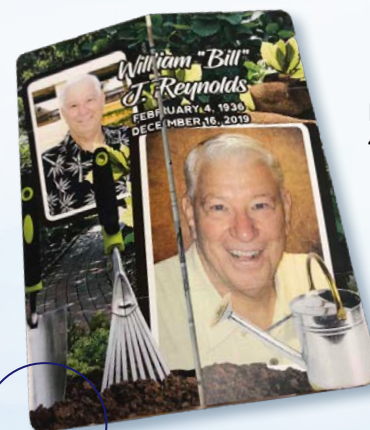
Innovation is the driving force behind our Life Celebration Puzzle and the Photo Flip Cards or “flipsakes” as some of our clients call them. We designed these products with the intention to lighten the spirits of family and guests of all ages. Experience memories unfolding over, and over again, revealing pictures and sentiments near and dear to the family.

*“You are a piece of the puzzle of  
SOMEONE ELSE’S LIFE.  
You may never know where you fit,  
BUT OTHERS WILL FILL THE HOLES IN THEIR LIVES  
with pieces of you.”*



54-Piece Puzzle  
12" x 16.5"

Photo Flip Card  
4" x 4"



Scan with your camera  
app to see it in action:



*Add  
a little magic!*



Photo Flip Card  
8" x 8" Shape-It

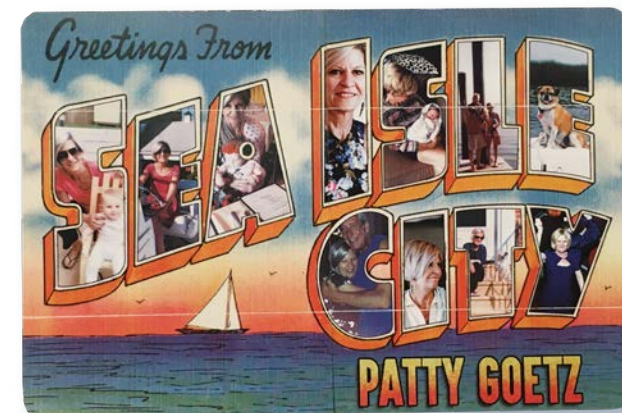
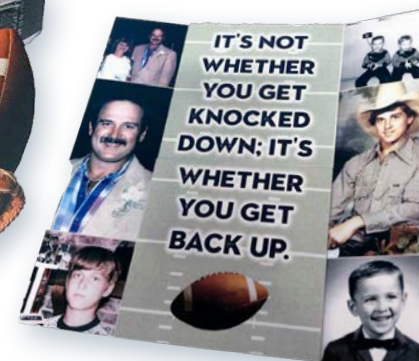


Photo Flip Card  
8" x 8"

*Other Sizes Available*  
Photo Flip Card  
4" x 4"  
6" x 6"  
8" x 8"  
8" x 8" Shape-it!



# WRAPPED IN MOMENTS

EMBOSSSED WRAPPED CANVAS COLLAGES & PORTRAITS



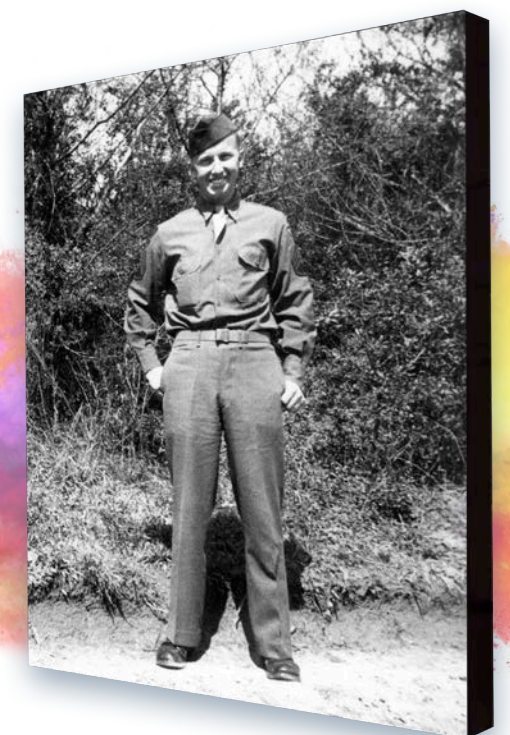
Embossed Wrapped Canvas Collage  
Available in 16" x 20" & 30" x 40" sizes

*"Art is not what you see,  
but what you make others see."*



The embossed wrapped canvas collection is both aesthetically beautiful and light in weight. Used as props during the Life Celebration event, the collection also works as an elegant gift for families, becoming a healing fixture in their own homes, while extending the experience. The embossed wrapped canvases are available in portrait or collage options.

Small Embossed Wrapped Canvas Portrait  
16" x 20"



8" x 10" Embossed Wrapped Canvas Portrait



# WARM

# SENTIMENTS



Life Celebration Throw  
3.5' x 4.5'  
Horizontal or Vertical

## LIFE CELEBRATION THROWS



**W**armth, comfort, and softness: three things that calm and soothe us during life's toughest moments. Life Celebration Throws provide that 'special something' that immediately lifts families' spirits. Use as casket décor, hang from a tapestry rod, or display anywhere you see fit, the throw is the perfect takeaway gift for your client families. Add quotes, recipes, and other sentiments to the Throw to elevate the element of personalization.



Scan with your camera  
app to see our process:

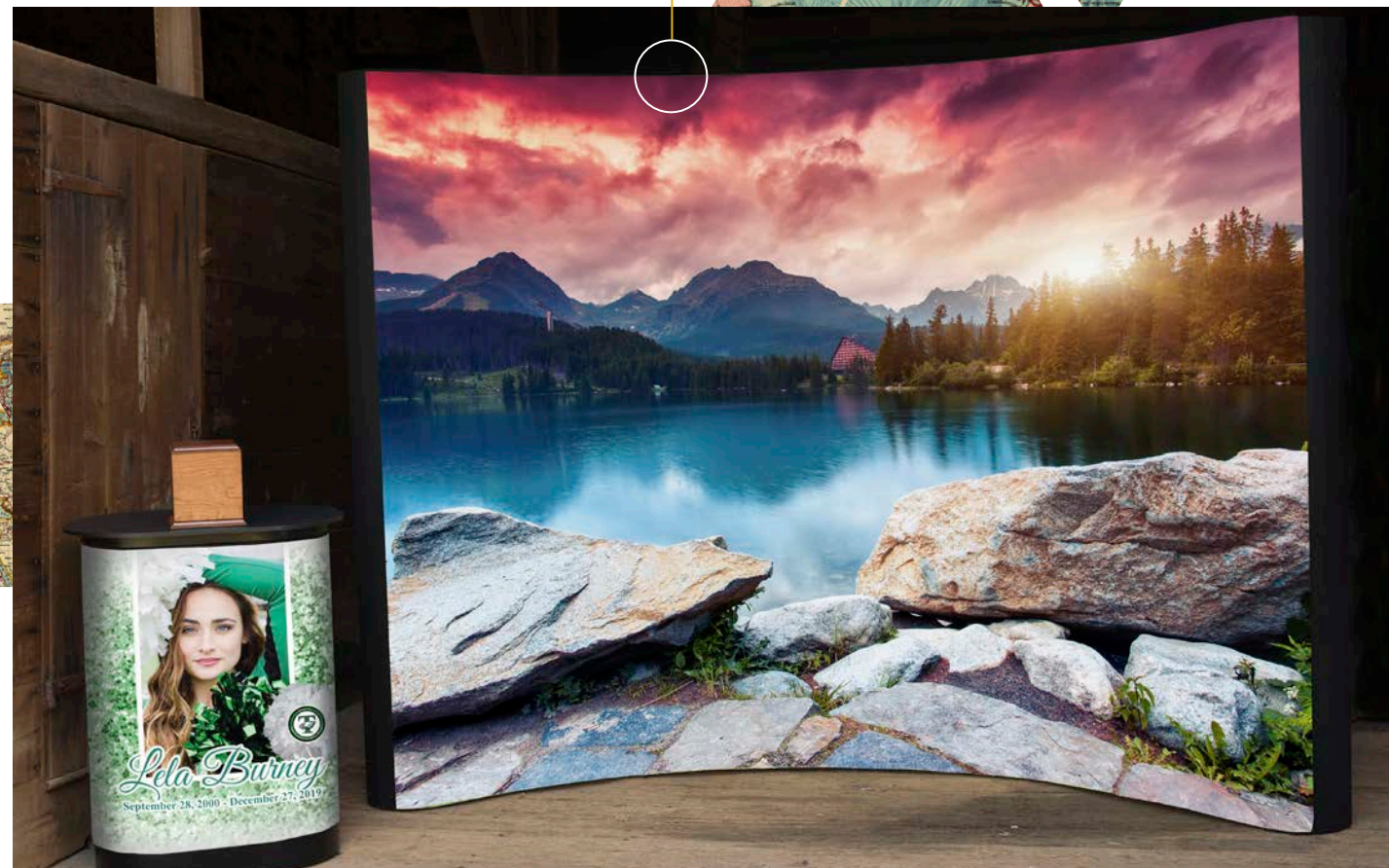




# A SCENIC EXPERIENCE

## LIFE CELEBRATION BACKDROPS

Create the ultimate backdrop for Life Celebration events. Our designers will work to create a personalized scene representing the themes of the deceased's life. The backdrop and memory table are perfect for an urn, flower arrangement, or even a podium for celebrants and clergy. Creating endless possibilities.



Pedestal Memory Table Print  
32" x 36"  
Shown on Pedestal Memory Table Display



Life Celebration Backdrop  
7.5' x 10'  
Shown on Life Celebration Backdrop Display



# ENHANCING THE EXPERIENCE

GARDEN FLAGS, GOLF SCORE CARDS & PLAYING CARDS



Garden Flag  
Size 12" x 17"



Remembrance Card Set  
Size 5" x 7"

*"We cannot change the cards we are dealt, just how we play the game."*



Golf Score Card  
Size 6.5" x 4.25" Folded



Customized deck of 52 Playing Cards



Pop-up Golf Score Card  
Size 6.5" x 4.25" Folded

*Add a little magic!*



# THE ULTIMATE PERSONALIZATION

CASKET SKIRT BANNERS, CASKET, URN & HEARSE TRIBUTE PANELS

Customize caskets, urns, and hearses overnight with our panels, skirts and hearse tribute decals. Simply specify the sizes you need, and our designers will create a totally custom tribute celebrating the deceased's path of life. Our Community Members share that families almost always repurpose the hearse tribute decals and proudly place them on their own vehicles.



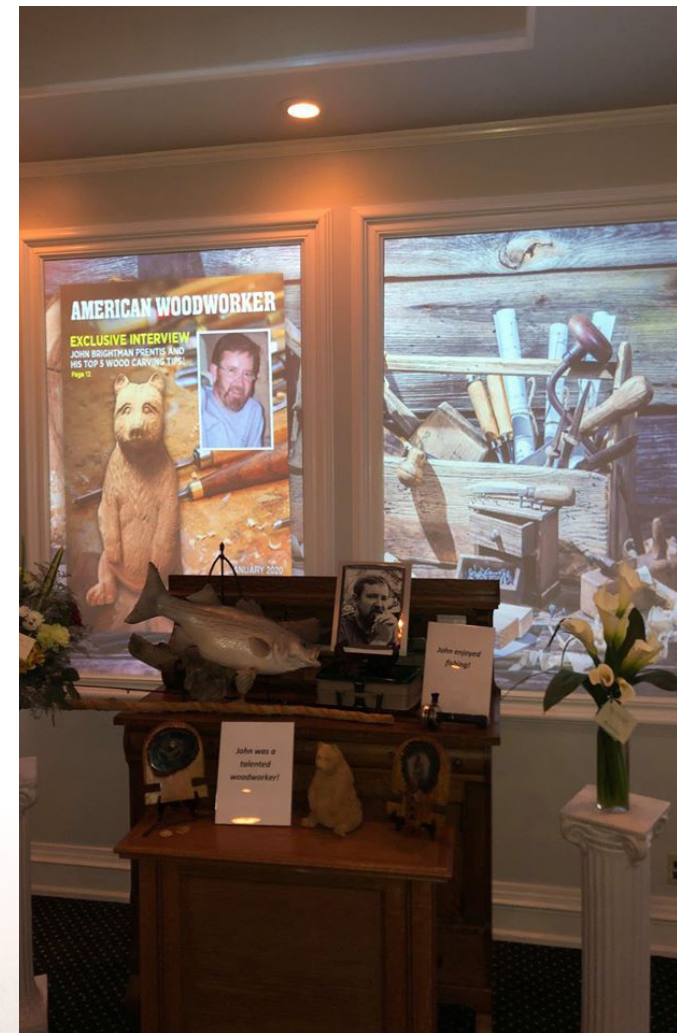


# ENVISION THE FUTURE



The exclusive, one-of-a-kind Envision Experience is transforming funeral homes within our Community. This projected display allows family, friends, and guests to escape their grief and sadness and reminisce about all of the loving memories of their loved one. Nothing compares to the immersive experience you can achieve with our Envision system. See it in motion on our website: [www.lifecelebrationinc.com](http://www.lifecelebrationinc.com) Pricing available upon request

Scan with your camera app to follow the link to our video:

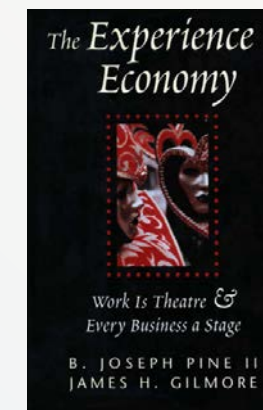
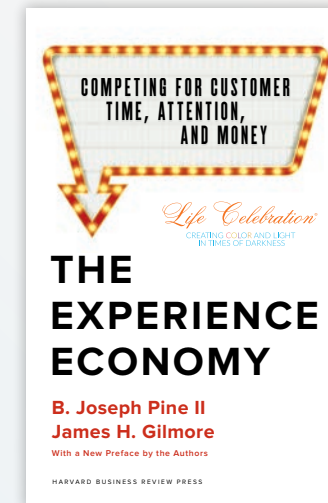
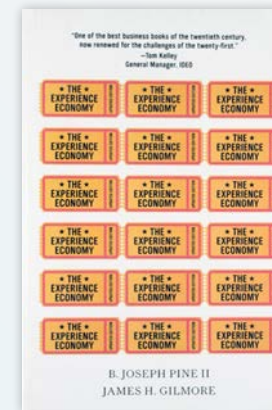




# LEARNING IN THE KEY OF EXPERIENCE

Every Life Celebration Experience begins with knowledgeable and engaged funeral home employees thoroughly trained in the Life Celebration approach. Our proprietary course is a comprehensive and intensive training program based and licensed on the strategies, methodologies and frameworks from one of the best-selling business books of all time, *The Experience Economy* by co-authors B. Joseph Pine II and James H. Gilmore.

The training is conducted in your funeral home or at Life Celebration Headquarters by certified Life Celebration-Experience Economy Experts. Employees at every level are taught and tested on the key concepts, processes and procedures for successfully communicating with families and staging memorable Life Celebration Experiences - each and every time. Life Celebration training teaches funeral homes across the country how to transform traditional funeral services to customized experiences.



“Those businesses that relegate themselves to the diminishing world of goods and services will be rendered irrelevant. To avoid this fate, you must learn to stage a rich, compelling experience.”

–Joe Pine & Jim Gilmore

Originally published in 1999, *The Experience Economy* is the seminal text in experience staging. The Life Celebration curriculum was constructed from the frameworks and methodologies of the best-selling business book. We have adapted the teachings to specifically serve our profession. The training is taught by Certified Experience Economy Experts who were personally trained and instructed on the principles of *The Experience Economy* by the authors themselves.

## Features of the training include:

- Implementing a proven and effective process for all staff to follow
- How to help the families heal through a co-creative process
- Learn how to effectively communicate with today's consumer
- Providing an experience within the funeral landscape
- Monetizing the Life Celebration Experience and how to create a revenue stream back to the funeral home
- Staging a Life Celebration event
- Introducing strategies and methodologies that are successful in other professions and translating them to funeral service





# ANNUAL EVENTS, WORKSHOPS AND LEARNING EXCURSIONS

A Community of like-minded thought leaders. We provide an unrivaled setting that lets only remarkable funeral professionals come together. When our Members collaborate, they unleash new and transformational ideas that expand their ambitions and help continue to shape the profession around them. The impact of the collaborations that happen at our yearly workshops and through day-to-day communication is felt far beyond the walls of our Members' funeral homes and into their communities.

## NYC TALKSHOP WALKSHOP 2019



## TALKSHOP WORKSHOP 2018



## MORE EVENTS THROUGH THE YEARS



## NFDA CONVENTIONS 2017 & 2018



## INTERNATIONAL EXPERIENCE ECONOMY WORKSHOPS AND EVENTS



## THINKABOUT EVENTS

“Our annual Experience Management Award recipient is awarded each year to a thinkAbout alumnus we believe has made a major impact as an individual on their industry,” said Joe Pine. “No one has done more to transform the funeral industry into one that truly celebrates the individual lives of each loved one than Gerry Givnish and Jim Cummings of Life Celebration.”

- Joe Pine Co-Author of The Experience Economy



Life Celebration President Gerry Givnish and Vice President Jim Cummings receiving the 2016 Experience Management Award





LAUNCHFEST 2019: THE EXPERIENCE ECONOMY  
20TH ANNIVERSARY RE-RELEASE EVENT



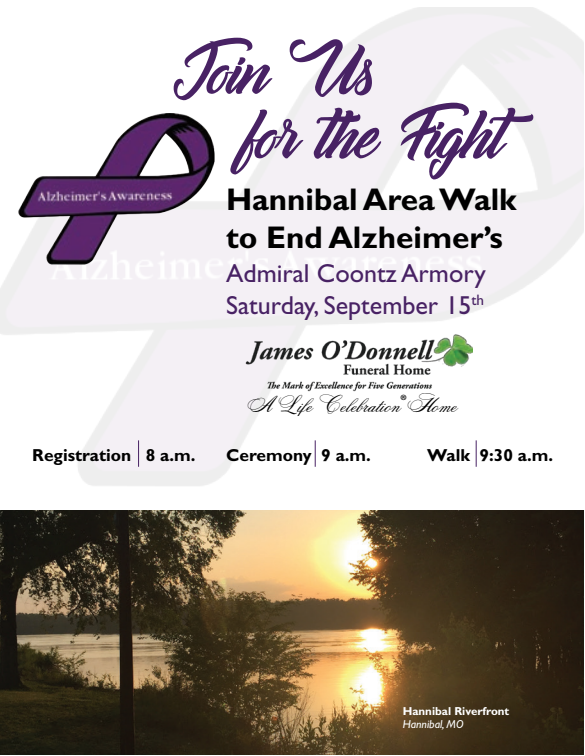
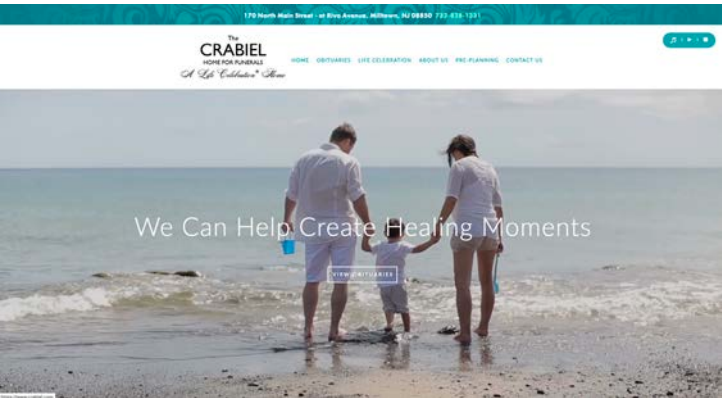
PROMOTIONAL  
SUPPORT

PROMOTIONAL MATERIALS, MARKETING  
STRATEGIES, & OTHER PRINTING NEEDS

Our printing capabilities are endless, so why not utilize them outside of funeral events? We create a variety of promotional materials, personal items, and funeral home necessities for our Community Members nationwide. Design your own casket and urn books. Have one of our designers design an eye-catching ad. How about business cards? Do you need calendars? How about wedding invitations?

CUSTOM WEBSITES

Simple, neat, and gorgeous: a few words that have been used to describe the websites we have built. Allow us to design you a beautiful, custom website. You will work one-on-one with our web designer and project manager to tailor the site exactly to your specifications. We are partnered with Legacy.com and will have no problem integrating your historical obituaries. Let's get you up and running; call us now for more information.



James O'Donnell Funeral Home - Hannibal, MO



Einan's at Sunset - Richland, WA



Hughes Family Tribute Center - Dallas, TX





Conner & Koch Funeral Home - Dayton, OH



Bibb-Veach Funeral Home - Bowling Green, MO

**Donohue Funeral Home**  
Invites you to a Complimentary  
**LUNCH & LEARN**

Personalizing and selecting the funeral of your choice and budget will give you and your family security and peace of mind.

Lunch is free for you and a friend, but space is limited. Reserve your spot today! Contact Kim Henry at 610-421-9000 or kim@donohuefuneralhome.com

April 12th	June 28th	October 11th (Respect)
Penn Oaks Country Club, 150 Penn Oaks Dr., West Chester, PA 19382 11:30am-1:30pm	West Chester Square, 1915 Newtown St. Rd., West Chester, PA 19382 11:30am-1:30pm	Country Square Drive, 2560 West Chester Pike, Bladensburg, PA 19006 10:00am-12:00pm
April 26th	July 12th	October 25th
Downingtown Country Club, 85 Country Club Drive, Downingtown, PA 19335 11:30am-1:30pm	Downingtown Country Club, 85 Country Club Drive, Downingtown, PA 19335 11:30am-1:30pm	Overbrook Country Club, 795 Godfrey Rd., Villanova, PA 19085 11:30am-1:30pm
May 10th (Rain)	July 20th	November 18th
Shaner's Waterfront, 401 S. Southmore Ave., Ridley Park, PA 19078 4:00pm-8:00pm	Shaner's Waterfront, 1233 West Chester Pike, West Chester, PA 19382 11:30am-1:30pm	Shaner's Waterfront, 1015 Chester Rd., Swarthmore, PA 19081 11:30am-1:30pm
May 22nd	September 15th (Respect)	November 15th (Rain)
Rolling Green Country Club, 200 N. State Rd., Springfield, PA 19064 11:30am-1:30pm	Rolling Green Country Club, 200 N. State Rd., Springfield, PA 19064 11:30am-1:30pm	Anthony's Ristorante, 4929 State Rd., Doral FL, PA 19026 4:00pm-8:00pm
June 18th	September 27th	December 18th
Overbrook Country Club, 795 Godfrey Rd., Villanova, PA 19085 11:30am-1:30pm	Overbrook Country Club, 795 Godfrey Rd., Villanova, PA 19085 11:30am-1:30pm	Koenig-Donohue Funeral Home, 746 Kodon Avenue, Morton, PA 19070 Open House

**DONOHUE**  
Superior James T. Donohue

JOIN US FOR AN  
**All Saint's Day Celebration**

SUNDAY,  
OCTOBER 29TH AT  
MT. OLIVET CEMETERY!

There will be a balloon release at 2:30 PM near the chapel of Mt. Olivet Cemetery sponsored by your friends at O'Donnells. We will gather between 2 PM and 2:30 PM to decorate balloons in memory of those we love and at 2:30 PM have a short ceremony. Rev. Tim Goodman from Clover Road Christian will lead the ceremony. To RSVP please call the funeral home at 221-8188.

There will also be historic cemetery tours, hay rides, great food and awesome music throughout the day. The event runs from 2PM to 5 PM at Mt. Olivet Cemetery in Hannibal, MO.

**James O'Donnell Funeral Home**  
The Mark of Excellence for Five Generations  
*A Life Celebration Home*  
(573) 221-8188 • jamesodonnellfuneralhome.com



Donohue Funeral Home - Upper Darby, PA



James O'Donnell Funeral Home - Hannibal, MO



# DISPLAY PRODUCTS

Getting you on your way to staging exceptional experiences. The display items you see on these pages are all you will need to set the perfect scene. These items are specifically for Life Celebration products. We highly recommend using the below items purchased directly from Life Celebration to avoid sizing errors.

Silver Snap Frame  
32" x 42.25"



Easel  
Overall Width x Height x Depth  
40" x 75" x 36"







# TERMS AND CONDITIONS

## What is an E-Proof?

An E-Proof is images of all the products in your order as it will appear when printed. In the proofing process, think of it as what you see is what you get. E-Proofs are a time saving tool that is the “closest representation” for you to view the physical product. The only other alternative is to physically view the design in person.

## Color Variation

We make every effort to portray and describe our products as best as possible. However, there are unlimited variables that will effect how you see color on your monitor. Computer screen resolutions and monitors do not always display colors accurately. Colors that appear on your E-Proof are a “close approximation” of what the final printed products will look like.

## Final Approval

Your design is perfect and you have no changes, so what happens next? If you are happy with your desired design “AS IS” and no revisions are needed, your order will be prepared and sent to printing.

## After Final Approval

If changes are requested to be made after the proofs have been approved, the order will be subjected to reorder pricing.

## Our Delivery Guarantee

Orders placed Monday through Thursday by 12:00PM in your time zone will be shipped the same day via UPS Next Day Air and will be delivered the following day. Orders placed by 12:00PM in your time zone on Friday will be scheduled for Monday delivery, or where specified for Saturday delivery (where available) and will incur additional shipping costs.

**Orders received after the 12:00PM cut-off in your time zone that need to be shipped the same day will do so pending customer service approval, extra charges will apply.** Orders placed by 11:00AM in your time zone on Saturday will ship the same day for next business day delivery. Orders placed on Sunday will be completed and shipped the next business day.

Orders not shipped when specified will be completed free of charge, based on completion of the following conditions:

1. Life Celebration, Inc. has received all necessary information by 12:00 PM in your time zone to complete the order. Necessary information includes: specifying product, product quantities, and all photos and text required for completing the order.
2. The customer accepts the proof on the Life Celebration Order Entry System in a timely fashion. Proof must by approved within **60 minutes** of receiving email notification that proof is available.
3. No severe weather condition or other state of emergency situations are present that would prohibit shipment and delivery of items. Shipping is subject to FedEx’s terms and conditions.





# *Life Celebration*

CREATING MEMORABLE EXPERIENCES

125 HARTMAN ROAD NORTH WALES, PA 19454

## **Talk to us!**

Join the Life Celebration conversation on  
Twitter, Facebook, YouTube, or Google plus.



[www.lifecelibrationinc.com](http://www.lifecelibrationinc.com) • 888.887.3782 • 2020 Life Celebration, Inc.

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