



WILBERTEDU™ FREE ONLINE CEU COURSES CONTINUE IN 2021

OVERLAND PARK, KS, January 15, 2021 – WilbertEDU™, the complimentary online CEU program offered to funeral professionals by The Wilbert Group, has new sessions available now for registration. Funeral professionals can see the continuing lineup of upcoming topics and register for individual sessions on www.wilbert.com/wilbertedu.

Leading off on January 21 is a presentation by John McQueen entitled “Survival Skills During and Post-Pandemic”, a timely topic that teaches participants the necessary principles of customer service when unable to interact personally with client families. On February 4, David Hicks of Pierce Chemical will present “Embalming Using the Restricted Cervical Injection Method” using real case examples to demonstrate the useful RCI technique and which types of cases are recommended to utilize it. On February 18, Pam Kleese of Homesteaders will present groundbreaking research on consumer behavior and attitudes toward cremation, plus outline strategies that meet the needs of cremation families.

To date, over 2,000 attendees have taken advantage of the breadth of topics offered in the WilbertEDU program since its launch in November, 2020. Many participants have taken the time to express their appreciation to be able to learn or refresh skills on topics including time management, principles of professional success, children and death, cremation and ceremony, cemetery development, and legal issues surrounding disinterment and other cemetery issues – all from the comfort of their homes or offices.

“We are honored to have such high caliber instructors with deep levels of expertise presenting WilbertEDU sessions for funeral professionals.” said Mark Bates, President and CEO of Wilbert Funeral Services, Inc. “We are happy to be investing in the success of our funeral industry partners by offering these CEU courses at no cost and in the safety and comfort of their homes and offices. We are very pleased to have seen the industry respond with repeat attendance and generous contributions to The Wilbert Foundation, a philanthropic organization that provides pediatric chaplains with tools, resources and funding to help children who are experiencing traumatic events in their lives.”

Go to www.wilbert.com/wilbertedu to see upcoming topics and receive updates on WilbertEDU sessions, dates, times and registration.