

Supporting Families to Deliver Best Practice in **Dementia Care** in a **Tech-Enabled World**

*An engaging and informative seminar designed for Jewish families
hosted by specialist home care provider SweetTree Home Care Services*

Guest speaker from **JEWISH CARE**



29th April from 6.30 pm



West Hampstead NW6

(exact location confirmed 48h prior to event)

REGISTER FOR FREE

Registration is required for attendance

Meet the Speakers



Holly Emerson

Head of Dementia Service

With 8 years of experience in the social care and healthcare sectors, Holly is an expert in person-centred dementia care to ensure the best quality of life possible.



Polly Landsberg

End of Life and Palliative Care Manager

With over 35 years in care, End of Life Care Manager Polly brings warmth, expertise, and a deep understanding of senior health, community nursing, and end-of-life support.



Barry Sweetbaum MBE

Founder and Managing Director

Founder of SweetTree Home Care Services, Barry has extensive experience in care both in the UK and in the US. He is also the founder of SweetTree Connect.



JEWISH CARE

Max Bianconi - Jewish Care

Digital Engagement and Befriending Manager

Max has twenty years of experience in health and social care, supporting individuals in both residential and community settings. He values independence and social inclusion for older adults and those with disabilities. Passionate about assistive technology, Max believes it can enhance independence and promote meaningful lives, especially with advancements like AI and smart speakers.

When a loved one shows signs of dementia, knowing how to best support them can feel overwhelming.

SweetTree's **dementia and elderly care experts** provide professional guidance rooted in evidence-based practices, helping families maintain their loved one's independence.

Supporting the Jewish community since 2002, they will be on hand to answer any questions you might have, as well as to explore how innovation and technology can enhance dementia care.

Join us for a free seminar on **29th April** in West Hampstead and enjoy an insightful evening with light food and drinks and community connection.

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Event Schedule

6.30-6.45pm – Holly Emerson – Helping your loved one with dementia live well at home

6.45-7 pm – Polly Landsberg – End of Life Care and Dementia

7-7.15 pm – Barry Sweetbaum – Technology-Enabled Care, Including SweetTree Connect

7.15-7.30 pm – Max Bianconi – Accessing Technology to Enhance Independence in the Jewish Community

7.30-8pm - Q&As

8-9 pm - Enjoy wine, cheese, and conversation with the community



About the Organiser

Based in South Hampstead, SweetTree Home Care Services is a leading provider of specialist, personalised home care in London since 2002. Founded by Barry Sweetbaum MBE, the agency supports individuals with varying needs in the comfort of their own homes.

Since its founding, SweetTree has been deeply involved in the Jewish community, offering in-house carer training that includes a dedicated module on the Jewish way of life.

SweetTree have received two consecutive CQC Outstanding ratings, an achievement that only 1% of providers can claim!



Elderly Care | **Dementia** | **End of Life** | **Live-In** | **Brain Injury & Neurological Conditions** | **Learning Disabilities & Complex Care**



SweetTree
Home Care Services

Inspected and rated

Outstanding ★



**Care Quality
Commission**