# AUGUST TWENTY-FIFTH 2016

## "OWN YOUR FUTURE" **VIRTUAL EXPO**

Watch industry experts talk about the topics that matter the most to you from the comfort of your own home or office. To top it off, ***IT'S COMPLETELY FREE!***

## YES! SAVE ME A SEAT!

2 EASY WAYS TO RSVP:

1. LOGIN TO WWW.PREMIERCOINC.COM OR
2. CALL 800-365-8208 AND TALK TO YOUR MARKETING TEAM

8:30-10:00am
Continental Breakfast Served

1. 10:05-10:25am
2. 10:30-10:50am
3. 10:55-11:15am
4. 11:20am - 12:10pm

12:00-1:00pm
Buffet Lunch Served
For local attendees and our speakers

5. 12:15-1:00pm
6. 1:05-1:25pm
7. 1:30-1:50pm
8. 1:55-2:15pm
9. 2:20-2:40pm
10. 2:45-3:05pm
11. 3:10-3:30pm
12. 3:35-4:00pm

### 1 Medicare 101 (10:05 - 10:25 am)

Brent Ehlers, *National Sales Manager,* Premier Senior Marketing, Inc.

10,000 baby boomers turn 65 every day and they need your help. This session will give you a basic overview of how Medicare works, what you can expect as an agent, what training is required and where to get it. If you're thinking about making the jump into Medicare, don't miss this session.

### 2 So Many Life Products - So Little Time (10:30 - 10:50 am)

Mark Steuven, *National Sales Director,* Transamerica Brokerage

How do you decide which life insurance product is the right one for the client? Do you understand all the options available? This session will show you how to determine which product is the right one for your client's needs.

### 3 Final Expense 101 (10:55 - 11:15 am)

Bryan Adams, *Founder*, Legacy Safeguard

Not everyone can afford or qualify for a big life insurance policy, but everyone will eventually die. Even a small policy will help the family in such a difficult time. Help your clients and their families prepare for their future expenses.

### 4 Expert Agent Panel (11:20 am - 12:10 pm)

*Moderated by: Jesse Slome*

Bobby Enstrom, Jim Schueth & Tina Van Holland

### 5 Where is the Industry Headed? We have answers for you from those "In The Know" (12:15-1:00 pm)

*Moderated by: Jesse Slome*

Mariana Eterno, *VP Government Relations,* Guarantee Trust Life
Melissa Taylor, *VP Government Affairs*, Mutual of Omaha

Where is this Industry Headed? We have answers for you from those "In the Know":

### 6 How to Keep your Office Compliant (1:05-1:25 pm)

*CMS Rules & The Do's and Don'ts of Marketing to Seniors*

Gunnar Qualset, *Compliance Director,* Premier Senior Marketing, Inc.

It's hard to keep track of everything you're supposed to do when working with MA/PDP products, yet the consequences of doing it wrong can be severe and costly. This session will show you how to keep your office compliant when marketing and handling MA/PDP products.

### 7 Social Media Marketing (1:30 - 1:50 pm)

*How To Brand Yourself and Your Agency*

Jesse Slome, *Executive Director of the American Association of Long Term Care Insurance and the National Advisory Center for Short-Term Care Information*

When you need to research something, where do you go? To the internet of course! So do your clients. If you don't have a web-based presence, you might as well be out of business. Facebook, Twitter, LinkedIN, Instragram – how do you get started? Learn how to create an internet marketing campaign and ensure your clients – and new clients – can easily find you.

### 8 Short Term Care Insurance (1:55 - 2:15 pm)

*The Newest Product You Haven't Heard About*

Debie Knowles, *VP & Chief Marketing Officer,* Standard Life and Accident

Most of your clients haven't done any planning for their long term care needs. They think LTC insurance is too expensive, or maybe they just can't qualify anymore. There is an alternative! STCi can give your client coverage they thought was out of their reach. Learn more about this exciting new product and how it can help you increase your bottom line.

### 9 MySeniorVenture.com (2:20 - 2:40 pm)

Kent Merrell, *Creative Director,* Trusted Benefits Solutions, LLC

Unlike any internet promotion you've ever seen, MySeniorVenture is an opportunity that is offered to all agents. See how you can bring your internet marketing to the next level and make your website stand out from the crowd.

### 10 Annuities and the DOL Ruling (2:45 - 3:05 pm)

Jack D. Aiken, *President*, LTA Marketing Group, LLC

The Department of Labor recently came out with new rules governing the sale of annuities. This session will explain the new rules, the impact on your business, and what you can do about it.

### 11 Hybrids vs. Accelerated Death Benefits (3:10-3:30 pm)

*What's the Difference?*

Jay Acker, Regional Marketing Director, OneAmerica Financial Partners

There are so many life insurance products that have some sort of LTC benefits attached, it's almost impossible to understand them all. How do you know if it's a true LTC benefits or just an acceleration of the death benefit? The session will explain the difference to you and the effect a claim will have on your client.

### 12 What Premier Can - and Will - Do for You (3:35 - 4:00 pm)

Todd Morrissey, National Marketing Director, Premier Senior Marketing, Inc.

Did you know Premier has 4 divisions? Did you know we have over 140 employees? Did you know you can upload your business, check your apps, see your trip points, get free quote calculators and earn free leads? There is so much going on at Premier, it'll be almost impossible to fit it all into one session – but we'll try!

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