

Marketing Workshop Agenda

Day One

8:00 am to 9:00am	Continental Breakfast Registration/Name Game
9:00 am to 9:45am	Introductions Let's Get to Know Each Other
9:45 am to 11:00am	Presentation/Interactive Keys to Effective Listening
11:00 am to 11:15 am	Break
11:15 am to 12:30 pm	Presentation/Marketing 101 Oh I Remember That!!
12:30 pm to 1:30pm	Break for Lunch/ Free time
1:30 pm to 2:30pm	Presentation How to Choose Your ABC's
2:30 pm to 3:30 pm	Presentation/Addressing the Challenges NO is One Letter from NOW!
3:30 pm to 3:45 pm	Break
3:45 pm to 4:45 pm	Presentation/Interactive Smooth Criminal Game
4:45 to 5:00 pm	Wrap Up/ Open Forum

Day Two

8:30 am to 9:00 am	Continental Breakfast
9:00 am to 9:45 am	Importance of Tracking Your Progress Motivate YOURSELF
9:45 am to 10:00 am	Break
10:00 am to 12:30pm	Creating YOUR Strategic Marketing Plan Personal SWOT Analysis Agency SWOT Analysis Competition SWOT Analysis
12:30 pm to 1:30 pm	Lunch Free time
1:30 pm to 4:00 pm	Presentation/Interactive/Break at leisure Defining your Agencies Demographics Credentialing-Which Insurances do you need to be successful in your area Defining your Agencies Expertise-What makes your Agency Stand out
4:00 to 5:00 pm	Interactive Creating Your 5 second Elevator Speech

Day Three

8:30 am to 9:00 am

Continental Breakfast

FINAL TOUCHES: 9 am-5pm (Breaktimes TBD)

PUTTING IT ALL TOGETHER:

CREATING THE STRATEGIC MARKETING PLAN

**CREATING EFFECTIVE PROGRAMS BASED ON YOUR
DEMOGRAPHICS**

THE MARKETING BUDGET: DOLLARS MAKING SENSE