

The Society of Certified Insurance Counselors

Agency Management

January 16-17, 2024 • Lansing, MI

Tuesday, January 16, 2024

7:30 AM – 8:00 AM

8:00 AM – 12:15 PM

12:15 PM – 1:15 PM

1:15 PM – 5:15 PM

5:15 PM – 5:30 PM

Section 1

Section 2

Registration/Check-in

Strategic Planning

Geoff Gordon

Lunch – on your own

Agency Talent Management

Geoff Gordon

Exam Briefing

Wednesday, January 17, 2024

7:30 AM – 8:00 AM

8:00 AM – 10:00 AM

10:00 AM – 12:00 PM

12:00 PM – 1:00 PM

1:00 PM – 2:00 PM

2:00 PM – 5:00 PM

Section 3

Section 4

Section 5

Check-in

Managing Agency Client Retention and Acquisition

Bobby Shomo

Managing Agency Technology Utilization

Bobby Shomo

Lunch – on your own

Managing Agency Technology Utilization (continued)

Bobby Shomo

Ethical Responsibility

Bobby Shomo

Faculty

Geoffrey Gordon CFP, CIC, CRM

Robert Shomo, MBA, CIC

Educational Consultant

Victor Puleo, Ph.D., CIC, CFP

Program Location

Big I Michigan

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