

The Society of Certified Insurance Counselors

Agency Management

July 16-17, 2024 • Lansing, MI

Tuesday, July 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

LaToya Maddox

Lunch – on your own

Agency Talent Management

LaToya Maddox

Exam Briefing

Wednesday, July 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

Dave Walker

Managing Agency Technology Utilization

Dave Walker

Lunch – on your own

Managing Agency Technology Utilization (continued)

Dave Walker

Ethical Responsibility

Dave Walker

Faculty

LaToya Maddox, EMBA, CFP

David Walker, CIC, CRM, ARM, AAI, LIC, CAWC

Educational Consultant

Victor Puleo, Ph.D., CIC, CFP

Program Location

Big I Michigan

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