

The Society of Certified Insurance Counselors

Agency Management

August 15-16, 2023 • Lansing, MI

Tuesday, August 15, 2023

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

Diane Masterson

Lunch – on your own

Agency Talent Management

Diane Masterson

Exam Briefing

Wednesday, August 16, 2023

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

David Walker

Managing Agency Technology Utilization

David Walker

Lunch – on your own

Managing Agency Technology Utilization (continued)

David Walker

Ethical Responsibility

David Walker

Faculty

Diane Masterson, CIC, CPCU

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

Educational Consultant

Victor Puleo, Ph.D., CIC, CFP

Program Location

Big I Michigan

1141 Centennial Way

Lansing, MI 48917

517-323-9473