



SPRING EDUCATION FLING May 7, 2013

Holiday Inn Downtown, Concord

This program is designed for agency principals and staff alike, with panel discussions, networking opportunities and CEU programs.

8 - 9 a.m. • **Networking continental breakfast**

9 a.m. - Noon (CONCURRENT SESSIONS)

Ethics: The Choices You Make (20234520)

• NHCE: 3 Ethics PROD

Instructed by: Sheldon D. Hansen, CIC, CRM, CPIA

This workshop is designed to help professional insurance agents recognize appropriate ethical behavior. It explores the origins of ethics and develops a full understanding of the need for ethical behavior in our industry. Personal focus of our feelings and beliefs helps us equate value to ethics in the professional services marketplace. It's a basic course and a great lead into future ethical training.

9 a.m. - Noon (CONCURRENT SESSIONS)

Cross-selling & Business Development (20234702)

• NOT APPLICABLE for CE credit

Instructed by: John Fear, CPIA, CISR

"It's New to You!" When most agents think about new business growth for their business, they often overlook the additional lines of business available from their current clients. Even though this business is typically easier to close, has a significantly lower acquisition cost and can have a long-term positive impact on overall retention, it is almost universally overlooked when establishing agency growth goals. During this session, not only will we quantify the revenue available from this opportunity, we will also review tools and techniques to successfully write those lines during each interaction with your clients. By designing a strategic plan for your agency and then developing tactical behaviors for your staff, you will be able to fully develop the business available to your agency.

Noon - 1:30 p.m.

DON'T MISS THIS FOCUS ON AGENCY MARKETING!

Luncheon Panel Discussion:

Best Practices of Successful Agents

Moderated by John Fear, CPIA, CISR

Panelists include:

- Cheryl Belair, president, *The Insurance Source, Inc.*
- Keith Maglia, president, *Insurance Solutions Corp.*
- Phillip (PJ) Cistulli, principal, *Able Insurance, LLC*
- John Royer, principal, *Integrity Solutions, LLC*

Running an agency is more challenging than ever. If you've wondered what other agents are doing to step ahead of the competition, this session will put you in the know. Innovative marketing; social media savvy, and good, old-fashioned customer service are just a few of the techniques our panel employs to achieve successful, growth-oriented agencies. Don't be the agency that misses out on these benchmark ideas, or worse; find out your competitors are using tips from this session to pull ahead of you.

1 p.m. - 1:30 p.m. • **Networking**

1:30 p.m. - 4:30 p.m.

Advanced Data Breach & Cyber Liability Forms (20234521)

• NHCE: 3 Gen Ins Prin PROD

Instructed by: Sheldon D. Hansen, CIC, CRM, CPIA

The insurance industry has begun to address the need to provide coverage for business data breach and/or cyber liability losses. This type of coverage has been eliminated in most property and liability policies and few endorsements truly address the exposures as needed. This class explores the new policy forms after illustrating e-Commerce problems, new legislation and some court cases. Both first party and third party exposures and the necessary coverage options are examined in detail. We will review two cyber liability policies in detail.

SEE BACK FOR REGISTRATION

education@pia.org • Fax: (888) 225-6935 • Phone (800) 424-4244 • 25 Chamberlain St. • P.O. Box 997 • Glenmont, NY 12077-0997

REGISTRATION



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YES, I'D LIKE TO SAVE 50% AND REGISTER FOR SPRING & FALL EDUCATION PROGRAMS

Here's a sneak peek at our annual Fall program. Register now & save.

October 8, 2013, 8:30 - 11:30 a.m.

Pitfalls of Commercial Lines Exposures (20234518)

• NHCE: 3 Gen PROD #476229

Instructed by: Mishell K Magnusson, CIC, CISR, CPIA, AAI, FIPC

Courtyard Marriott Grappone Conference Center, Concord

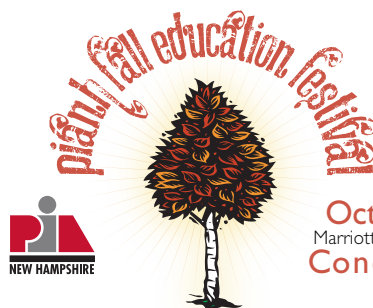
October 8, 2013, 1:30 - 4:30 p.m.

E&O for the Next Tech Generation ^{AFF ^UM} (20234519)

• NHCE: 3 Gen PROD #476230

Instructed by: Mishell K Magnusson, CIC, CISR, CPIA, AAI, FIPC

Courtyard Marriott Grappone Conference Center, Concord



October 8, 2013
Marriott Courtyard Concord
Concord, N.H.

* Full price: \$150 member, \$190 nonmember;
Register today and Save 50%: \$75 member; \$95 nonmember.

REGISTER: Check off your education courses, below:

Spring Education Fling Concurrent Courses:

☐ Ethics: The Choices You Make (20234520) ☐ Cross-selling & Business Development (20234702)

Spring Education Fling Afternoon Course: ☐ Advanced Data Breach & Cyber Liability Forms (20234521)

Fall Education Fest two sessions & lunch:

☐ Pitfalls of Commercial Lines Exposures (20234518) ☐ E&O for the Next Tech Generation ^{AFF ^UM} (20234519)

Register for both Spring & Fall
and save 50% on fall registration

Spring Full day (two sessions) pricing & lunch:

\$150 member, \$190 nonmember. Half day pricing (one session): \$75 member, \$95 nonmember.

Fall 50% off full day pricing: \$75 member, \$95 nonmember.

Total _____

☐ Check enclosed, payable to PIA • Credit card: ☐ Personal ☐ Corporate ☐ Visa ☐ MasterCard ☐ AmEx ☐ Discover

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