



## PROFESSIONAL DEVELOPMENT SCHEDULE | MONDAY, JUNE 30, 2025

| Track:       | Medicare & Healthcare Innovation   | Agency Growth & Leadership   | Technology & Transformation   | Wellness & Business Strategies  |
|--------------|--|--|---|---|
|              | Designed for agents and brokers working with Medicare products, this track delivers practical insights for all levels of experience. | While tailored for agency leaders, individual agents aspiring to grow their business or start their own agencies will benefit from these sessions. | These sessions are designed for agents at all levels, offering tools to enhance efficiency and profitability. | A mix of strategy and personal growth topics relevant to both individual agents and agency leaders. |
| 1:45-2:30 pm | TBD  | <b>Agency Leadership Redefined: Strategies for Scaling and Sustainability</b>  | <b>CRM to Cash Flow: Technology-Driven Growth</b>   | <b>Work/Life Balance - When, How, &amp; Who to Hire</b>   |
| 2:45-3:30 pm | <b>The Great Debate: Med Supp vs. MAPD</b>   | <b>The Growth Balance: When to Hire and How to Thrive</b>  | <b>AI in Action: Transforming Agency Growth and Management</b>  | <b>Break the Barrier: Overcoming Imposter Syndrome</b>  |
| 3:45-4:30 pm | TBD  | <b>M&amp;A Essentials: Setting the Stage for Success</b>   | <b>The Cyber Imperative: Protecting Your Data and Your Clients</b>  | <b>Wellness Works: Building Value Through Preventive Care</b>                                       |