

# The Society of Certified Insurance Counselors

## Agency Management

March 6-7, 2024 • PIA Southern Alliance Webinar Event

### Wednesday, March 6, 2024

7:45 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**

**Join Webinar**

**Strategic Planning**

Bobby Shomo

**Lunch**

**Agency Talent Management**

Bobby Shomo

**Exam Briefing**

### Thursday, March 7, 2024

7:45 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**

**Join Webinar**

**Managing Agency Client Retention and Acquisition**

Bettye Hutchison

**Managing Agency Technology Utilization**

Bettye Hutchison

**Lunch**

**Managing Agency Technology Utilization (continued)**

Bettye Hutchison

**Ethical Responsibility**

Bettye Hutchison

### Faculty

Robert Shomo, MBA, CIC

Bettye Hutchison, CIC, CRM, CPCU, ARM, CPIA, AAI, TRIP

### Educational Consultant

Richard Goolsby, CIC