

2017 IAdCA Conference Agenda*

Start	End	
Wednesday, April 5, 2017 (Omni Montelucia Resort and Spa)		
4:00p	6:00p	Early Registration <i>(TBD)</i>
6:00p	6:30p	Attendee Informational Meeting <i>IAdCA Board Introductions - Conference Information</i> <i>(TBD)</i>
6:30p	9:00p	Welcome Reception Dinner
Thursday, April 6, 2017 (Omni Montelucia Resort and Spa)		
6:30a	7:45a	Registration and Breakfast
7:45a	8:00a	Welcome and Opening Remarks – Kate Goldsmith, IAdCA President
8:00a	9:15a	Keynote Speaker Joseph Jordan “Living a Life of Significance”
9:15a	9:30a	Break and Vendor Visit
9:30a	10:45	General Session Speaker Rod Perkins ACLI Update
10:45	11:00	Break and Vendor Visit
11:00	12:15	General Session Speaker - TBD

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12:15	1:30p	Lunch			
		Breakout Sessions			
1:30p	2:30p	Breakout Session <u>Social Media – Big Data</u> Randa Zalman Ro Adebisi – BrightPeak Financial	Breakout Session <u>Impact of the DOL Rule on Advertising</u> Rod Perkins – ACLI Callie Currin – Currin Compliance	Breakout Session <u>Advanced Review Issues: Things to Watch Out For, 3rd Party Lead Gen., Independent Marketing Organizations</u> Heidi Gabel – GamePlan Financial Gary Romo - Allianz	Breakout Session <u>Effective Communication Tips & Tricks</u> Glenda Bean – Currin Compliance
2:30p	2:45p	Break and Vendor Visit			
2:45p	3:45p	Breakout Session <u>P&C</u> Giovanna Frick	Breakout Session <u>Variable Insurance Product Marketing</u> Anthony Maher - FINRA	Breakout Session <u>Creating a Compliant Marketing Piece – From Idea to Finished Product</u> Jason Montgomery – New York Life Kate Goldsmith -	Breakout Session <u>New Advertising Compliance Regulations</u> CJ Rathbun – First Consulting TDB????
3:45p	4:00p	Break and Vendor Visit			
4:00p	5:00p	Breakout Session <u>Information Discussion / Roundtable</u> David Bolton – Oregon DOI TBD - TBD	Breakout Session <u>Mobile Advertising</u> Randa Zallman Ro Adebisi – BrightPeak Financial	Breakout Session <u>Gifts and Rebates</u> Judith Villarreal – CoreCap Investments Kaycie Tyll – Currin Compliance	Breakout Session <u>Stories from the Trenches</u> Glenda Bean – Currin Compliance Gary Romo - Allianz

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5:30p		Thursday Dinners <i>(Meet in Lobby – First Floor)</i>
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Start	End	
Friday, April 7, 2017 (Omni Montelucia Resort and Spa)		
6:30a	8:00a	Breakfast
8:00a	8:05a	Welcome Back Chairs of Education and Conference Committees
8:05a	9:15a	Department of Insurance Divisions Oregon TBD
9:15a	9:30a	Break and Vendor Visit
9:30a	10:30	Questions and Answers
10:30	10:45	Break and Vendor Visit
10:45	11:45	General Session Speaker “ TBD”
11:45	Noon	Closing & Door Prizes

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