

## *Field Generated Advertising & Lead Generation*

**Breakout Session Speakers: Melissa Piekarski – Allianz Life & Chad Batterson – Athene USA**

This session will include a discussion of many of the considerations for field advertising and lead generation. Best practices will be shared on topics such as seminars and other lead generation methods, producer identification, red flags in annuity and life insurance product advertising, and carrier considerations. Ultimate impact, risks and related enforcement examples will also be included. This session should be considered for those with novice to intermediate experience with field insurance advertising or for those looking to bring back reinforcement and validation to their related work experiences.