



**BIG I** | MISSISSIPPI  
**AGENCY  
MANAGEMENT  
CONFERENCE** ELEVATING  
AGENCY  
LEADERSHIP

# PROGRAM

**WEDNESDAY, FEBRUARY 19**

2:00 PM	REGISTRATION
2:30 PM	DIGITAL MARKETING & A.I. - FIRST STEPS FOR INDEPENDENT AGENTS - JOSEPH COX
4:30 PM - 6:00 PM	MEET THE COMPANIES RECEPTION

**THURSDAY, FEBRUARY 20**

8:00 AM	REGISTRATION
8:00 AM	BREAKFAST BUFFET
9:00 AM - 12:00 PM	KEY CONSIDERATIONS OF AGENCY PERPETUATIONS AND ACQUISITION - DAVE TRALKA

## REGISTRATION FEES

1ST AGENCY PRINCIPAL	FREE
ADDITIONAL AGENCY EMPLOYEE	\$150
COMPANY MEMBER REGISTRATION	\$150
NON-MEMBER	\$200

Register now & take the first step in elevating your agency's leadership to new heights

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# SPEAKERS



## Joseph Cox

is all about helping Big I member agencies elevate their marketing game by educating them on the latest trends and how to leverage the free marketing resources available from Trusted Choices. Having been at the Big I for over five years and with nearly 15 years of marketing experience, Joseph has learned about the top challenges facing agents today and works to tackle them one by one.

Joseph encourages agents to get creative with their marketing strategies by leveraging modern tactics and tools.



## Dave Tralka

has more than 30 years of experience in banking and financial services. As President and Chief Executive Officer of InsurBanc, Dave is responsible for keeping the bank focused on being an innovative provider of financial products and services for the independent agency community.

Dave brings a wealth of experience and leadership to the helm of InsurBanc. He is a well-known speaker on the topics of agency mergers and acquisitions, agency perpetuation, and financing and has presented on these topics at numerous venues nationwide.

# SPONSORSHIP

<b>PLATINUM</b> \$1000	<ul style="list-style-type: none"><li>• 2 FREE AGENCY MANAGEMENT CONFERENCE REGISTRATIONS</li><li>• SPONSOR OF BOTH SEMINARS WITH SIGN RECOGNIZING YOUR COMPANY</li><li>• COMPANY VIDEO PROMOTION (MUST CREATE AND SEND TO ABBEY WILKERSON)</li><li>• EXHIBIT TABLE AT MEET THE COMPANIES RECEPTION</li><li>• COMPANY LOGO ON ALL EVENT MARKETING PIECES</li></ul>
<b>GOLD</b> \$750	<ul style="list-style-type: none"><li>• 1 FREE AGENCY MANAGEMENT CONFERENCE REGISTRATION</li><li>• SPONSOR OF AGENCY MANAGEMENT CONFERENCE BREAKFAST BUFFET WITH SIGN RECOGNIZING YOUR COMPANY</li><li>• EXHIBIT TABLE AT MEET THE COMPANIES RECEPTION</li><li>• COMPANY LOGO ON ALL EVENT MARKETING PIECES</li></ul>
<b>SILVER</b> \$500	<ul style="list-style-type: none"><li>• SPONSOR OF THE SEMINAR COFFEE BREAKS WITH SIGN RECOGNIZING YOUR COMPANY</li><li>• EXHIBIT TABLE AT MEET THE COMPANIES RECEPTION</li><li>• COMPANY NAME ON ALL EVENT MARKETING PIECES</li></ul>
<b>BRONZE</b> \$300	<ul style="list-style-type: none"><li>• EXHIBIT TABLE AT MEET THE COMPANIES RECEPTION</li><li>• COMPANY NAME LISTED ON ALL EVENT MARKETING PIECES</li></ul>

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