

ENGAGE!

2020 CALENDAR OF EVENTS

Successful producers stay abreast of the latest trends, sales technologies and services. Our finely crafted education program keeps advisors ahead.

ENGAGE! events offer opportunities for advisors to connect and receive in-person training from LeClair Group experts, carriers, and industry leaders.

All are welcome. **ENGAGE!** events are a great opportunity to learn about LeClair Group and meet our team. Continuing Education credits offered with some events.

This brochure offers a highlighted listing of LeClair Group sponsored events in 2020. To see a full list of our **ENGAGE!** and training events, visit LeClairGroup.com/training



ANNUAL CONFERENCE

Health-A-Palooza 2020: Better Together

Up to 5 CE credits, *CE pending**

Health-A-Palooza is the Midwest's premier insurance education event, bringing together the best in health and life insurance. Health-A-Palooza is a full-day of learning and inspiration bringing you and your business to the next level.

Dates and Locations:

July 21, 2020 | Mystic Lake Convention Center, Prior Lake, MN

Register: Opens Q1 2020

Learn more at www.LeClairGroup.com/Health-A-Palooza

All inquiries about LeClair Group's **ENGAGE!** events may be directed to: Events@LeClairGroup.com

More Opportunities to **ENGAGE!**

Insurance advisors are invited to take full advantage of our education program and opportunities throughout the year.

How can you **ENGAGE!**

- Join our in-person **ENGAGE!** Events
- Sign up for the Advantage Roadshow
- Sign up for our online webinar channel
- Host a LeClair Group on-site training at your agency
- Be our guest and visit our Woodbury HQ
- Join us at Mystic Lake Convention Center for Health-A-Palooza 2020

To see a full list of our education offerings and/or subscribe to our training notifications, visit www.LeClairGroup.com/Training.

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With over 85 years of industry experience, we know insurance and we do it well. We are proud of our Minnesota heritage and have worked with thousands of insurance advisors across the nation, including independent advisors and national advisor networks. Licensed in all 50 states, LeClair Group offers the complete brokerage experience, delivering a full-service support platform that enables advisors to position their business for success.



LeClair Group
Insurance. People. Consulting.

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JANUARY

Medicare Seminars in a Box ⚡

Hone your marketing, presentation and public speaking skills by attending this exclusive workshop. This free course offers a 'ready to present' selection of Medicare seminar materials and presentation skills, enabling you to deliver successful Medicare events that will grow your pipeline.

Date and Location:

January 21, 2020 | Maple Grove, MN

Register: www2.LeClairGroup.com/MSB

FREE EVENT

FEBRUARY

LTC Certification/Refresher

Certification Course

8 CE credits, *CE pending**

LTC is an important topic for your clients, join the conversation with LeClair Group. This class satisfies the 8-hour initial training required for Minnesota Long Term Care producers. Focusing on LTC partnership programs, this course outlines the pros and cons of partnership qualified policies and how they interact with Medical Assistance. This class covers state and federal regulations and asset transfers.

Refresher Course

4 CE credits, *CE pending**

Minnesota requires a 4-hour refresher course every two years to maintain your LTC partnership eligibility. This 4-hour training program consists of industry updates, topics related to Long Term Care insurance, services, and developments to the LTC Partnership program.

Dates and Locations:

February 18, 2020 | 8hr course | St Louis Park, MN

February 19, 2020 | 4hr course | St Louis Park, MN

Register: www2.LeClairGroup.com/LTC

MARCH

Life Insurance & Disability Income Workshop

Writing Life or Disability Income policies? Whether you are already engaged and want a deeper dive into these products, or you would like to expand your practice, attend this workshop to learn the benefits of protecting your client's income and their families' futures.

Date and Location:

March 17, 2020 | Minnetonka, MN

Register: www2.LeClairGroup.com/LDI

FREE EVENT

APRIL

5-Star Sales Summit 2020 ⚡

Select agents are invited to a destination sales summit featuring in-depth master classes in marketing, sales and best business practices. This exclusive **ENGAGE!** event is by invitation only. To learn how you may be invited to future sales summits, visit www.LeClairGroup.com/Sales-Summit

Dates and Location:

April 13 - 17, 2020 | Playa del Carmen, Mexico

LATE APRIL - MAY

LeClair Advantage Roadshow

1 CE credits, *CE pending**

Every spring we travel to where you are in order to give you the opportunity to discuss legislation, tools, sales ideas and build relationships. Now in its fourth year, our Advantage Roadshow attracts hundreds of advisors who are ready to engage. Continuing Education courses may also be offered.

Dates and Locations:

April 27, 2020 | Woodbury, MN

April 30, 2020 | Marshall, MN

May 1, 2020 | Winona, MN

May 4, 2020 | Mankato, MN

May 5, 2020 | Willmar, MN

May 6, 2020 | St Cloud, MN

May 7, 2020 | Grand Rapids, MN

May 19, 2020 | Minnetonka, MN

May 21, 2020 | Detroit Lakes, MN

May 22, 2020 | Thief River Falls, MN

Register: www2.LeClairGroup.com/Roadshow

MAY

Ethics Course

3 CE credits, *CE pending**

Working in the insurance industry brings ethical questions that agents face daily. Choosing a committed ethical practice separates the best from the rest and will keep your compliance and legal dilemmas at bay. This course fulfills the three-hour mandatory Ethics CE requirement.

Date and Location:

May 28, 2020 | Brooklyn Center, MN

Register: www2.LeClairGroup.com/Ethics

**CE credits applied for MN & WI only*

FREE EVENT

JUNE

Medicare Fresh

This in-depth introductory course is essential for all agents wishing to engage in Medicare. The day will be packed with information from seminars to sales strategies to jump start a successful venture into the senior market.

Dates and Locations:

June 9, 2020 | Woodbury, MN

June 11, 2020 | Minnetonka, MN

Register: www2.LeClairGroup.com/MedicareFresh

FREE EVENT

AUGUST

Employee Benefits Workshops

2 CE credits, *CE pending**

The small and medium group market is changing, and it is important to stay current with trends and options for your clients. Join us at one of our workshops to understand how technology and state-of-the-art benefit strategies are changing the landscape for employers and advisors alike.

Dates and Locations:

August 11, 2020 | Woodbury, MN

August 13, 2020 | Minnetonka, MN

Register: www2.LeClairGroup.com/Group

FREE EVENT



It's time to amp up your business. LeClair Group's **A**dvisor **M**arketing **P**rogram is crafted to answer the discerning needs of busy advisors who desire a business (re)charge. AMP introduces effective time and cost saving strategies, intuitive technology and resources which you can incorporate into a winning marketing plan.

Marketing focused training, whether in-person or online, are also integral to the AMP model. You can find designated AMP courses in this brochure indicated with the program's iconic red lightning bolt.

Are you ready to AMP up your business? Visit LeClairGroup.com/AMP to get started.