

# 2020 PIAAR VIRTUAL VALUE EXPERIENCE ITINERARY

## **TUESDAY OCTOBER 20, 2020 Videos Available 9am-4pm**

### Christian Moore-Owner of REAL Insurance Agency & Agent Refined

#### [“The Insurance Agency Smell Test”: Agency Culture and Authenticity](#)

What is your agency’s why? What is your reputation in the general public, your community, your employees, and your center of influences? Does your agency smell good? Christian will walk through these questions and give insight on how your agency can pass the smell test.

### Bradley Flowers-Owner of Portal Insurance & Co-Host Insurance Guys Podcast

#### [“Winning” Insurance Content Strategies](#)

Bradley Flowers is a nationally recognized insurance agent and risk management expert. He is known as the current “Content King”. He will share his top four content creation tips for agencies through social platforms, community involvement, & using podcast to build authority.

### Scott Howell-Owner iProtect Insurance & Financial Services & Co-Host Insurance Guys Podcast

#### [“The Psychology Behind Insurance Sales”](#)

Scott will go through the sales process beginning with the initial phone call. He will then discuss building rapport and the 4 personality types to whom one sells. He is giving his “masters class on selling an insurance policy.”

## **WEDNESDAY OCTOBER 21, 2020 Videos Available 9am-2pm**

### Seth Zaremba-Owner Zinc Insurance & B Atomic and Neon

#### [“Data & How to Effectively use It In Your Agency”](#)

Seth Zaremba has found a way to use the data already in his agency. The “gold in his back yard” used to create more revenue for his agency. He will share that knowledge with attendees and give tips and strategies that will help agencies do the same thing.

### Sydney Roe- Chief Marketing Officer B-Atomic and Neon

#### [“Brand Strategy and Marketing”](#)

Sydney Roe is a nationally recognized, speaker, podcast host, and all around marketing specialist. She will share her thoughts and ideas to help agencies with brand strategy. She will also discuss marketing that brand to communicate that message more effectively.

## **THURSDAY OCTOBER 22, 2020 LIVE PRESENTER PANEL DISCUSSION 1pm**

### LIVE Powerhouse Panel Discussion

#### [Ask the Experts Live: Q&A with Leading, Innovative Industry Professionals](#)

Attendees will e-mail questions to staci@piaar.com by Wednesday October 21, 2020 at 2:30pm. Questions will be asked through moderator Scott Howell. Live Q&A last 20 minutes of session!