



Independent Insurance
Agents of Virginia

2024 CONVENTION & TRADE SHOW

Climbing New Heights - Cresting Steep Waves

JUNE 23-25, 2024

VIRGINIA BEACH OCEANFRONT MARRIOTT



Keynote Speaker

Manley Feinberg

Helping Teams with Increased Commitment,
Laser Focus and Breakthrough Momentum

FROM THE IIAV CHAIRMAN



On behalf of the Independent Insurance Agents of Virginia, I invite you to attend our 2024 convention in Virginia Beach on June 23-25.

This year's convention is filled with great speakers and topics from nationally-known experts in the industry and is an exciting time to reconnect with agents, carriers and other industry professionals.

Thank you to our 2024 Partner and event sponsors who support this great event!

Don't miss the fun, collaboration, and comradery! Register today!

Ryan M. Andrew | The Andrew Agency Inc

THANK YOU 2024 PARTNERS

Platinum



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JM Wilson
Landin Services
Leavitt Group
Loudoun Mutual
Main Street America
Millers Mutual

National General
Normandy Ins Co
Openly Insurance
Penn National
Summit Consulting
West Bend Mutual
The Zenith



Register online using a credit card at www.iiav.com

EDUCATION SESSIONS



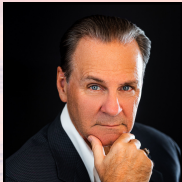
Managing teams with increased commitment, laser focus and breakthrough momentum with Manley Feinberg
Whether your agency needs to rock your top line sales, drive more focus and accountability, or adjust the employee mindset on customer service, Manley shares what he's learned in business and adventures to life's daily challenges and allows you to relate to your mountains.



The State of the Industry with Virginia Insurance Commissioner Scott White
Commissioner White will share an update on various trends he's observed from a regulatory standpoint both for the state and nationally. How do these insights and trends affect insurance agents?



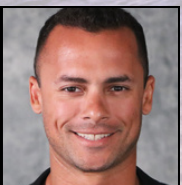
Consumer Expectations in the Virtual World with Carey Wallace
Consumers have changed their expectations over the past few years and traditional methods may not provide the same results. This session explores trending consumer behaviors and expectations.



Rob's Secret Sauce: How to Find, Develop, and Retain Insurance Producers? with Robert Houghton
Talent challenges have arisen with the labor market in the insurance industry. This session explores practical ways to improve your agency's competitive advantage and close talent acquisition gaps.



Managing Remote Employees & Associates with Jason Sabo
How can independent agencies THRIVE in the virtual workplace? This session explores today's remote environment. Director of Agency Development, Jason Sabo, will offer guidance on how to effectively manage the office when employees and associates aren't in the same office.



Hard Market Toolkit and Other Trusted Choice Benefits with Trusted Choice with Joseph Cox
This session highlights relevant information that will strengthen your agency marketing efforts and to help Independent Agents thrive with the "Hard Market Toolkit" and other FREE resources available to IIAV members.



The Hard Market from the Carrier's Perspective with MMG CEO, Matt McHatten
It's a partnership – company and agencies – and it's been particularly challenging during this hard market. Explore ways in which we can work together in these challenging times and project future opportunities particularly, for the independent agent.



Perpetuation from Within with Brian Ambrosia
Brian consults with clients in business planning, strategic relationship management, organic growth, best practices and other valuation enhancement strategies. Strategically developing a perpetuation plan for your agency or event being a part of this plan is essential. Use the insights from this program for your agency.



An Insider's Guide to Improving Your Security Posture with Mark O'Connor
In the fast-paced world of technology, keeping your agency on the right track can feel like navigating through rush hour traffic. This session will be your GPS, guiding you through lessons learned from other agencies and offering practical tips for using technology to expand your customer base and raise customer satisfaction, while keeping you in the compliance lane, and safeguarding your client data.

SCHEDULE-AT-A-GLANCE

SUNDAY, JUNE 23

7:30 am - 2:00 pm
Registration Desk Open

8:00 pm - 10:00 pm
Opening Reception
It's Casino Night! Come
dressed as your favorite Las
Vegas Celebrity!



MONDAY, JUNE 24

7:45 am - 6:30 pm
Registration Desk Open

7:45 am - 8:45 am
Breakfast Buffet

9:00 am - 10:30 am
Keynote Speaker | Manley Feinberg | Managing
Teams with Increased Commitment, Laser
Focus and Breakthrough Momentum.

10:45 am - 11:45 am
Mid-Morning Session | Commissioner Scott
White | The State of the Industry

11:45 am - 12:15 pm
Lunch Buffet

12:15 pm - 1:15 pm
Breakout Sessions Consumer Expectations in
the Virtual World with Carey Wallace OR What's
YOUR Secret Sauce? with Robert Houghton

1:30 pm - 2:30 pm
Breakout Sessions
Managing Remote Employees & Associates with
Jason Sabo OR
Trusted Choice - Hard Market Toolkit and Other
Trusted Choice Benefits with Joseph Cox

3:00 pm - 6:00 pm
Trade Show

TUESDAY, JUNE 25

7:30 am - 2:00 pm
Registration Desk Open

8:00 am - 9:15 am
Breakfast Buffet

9:30 am - 10:30 am
Keynote Speaker | Matt McHatten, CEO of MMG |
The Hard Market from the Carrier's Perspective

10:45 am - 11:45 am
Mid-Morning Session | Brian Ambrosia, Marsh
Berry | Perpetuation from Within

12:00 noon - 1:00 pm
Lunch 'N Learn - Mark O'Connor, Inspirations
Group | An Insider's Guide to Improving Your
Security Posture

6:00 pm - 7:00 pm
Reception & VAIA Silent Auction with Special
Guest

7:00 pm - 9:30 pm
Awards Dinner and Entertainment featuring David
Gerard

Awards Dinner Entertainment Featuring David Gerard



With his one-of-a-kind blend of magic and mentalism, David Gerard creates unforgettable experiences for audiences worldwide.

**Don't Miss the Las Vegas-Themed Trade
Show on Monday June 24
from 3:00 pm - 6:00 pm!**

Vote for the best Las Vegas-Themed Booth!



EVENT SPECIFICS

Registration Fees

<u>Member</u>	<u>Before 4/29</u>	<u>After 4/29</u>
Full Registration	\$375	\$425
Guest	\$250	\$300
Young Agent (under 40)	\$300	\$350
First Time Attendee	\$300	\$350
Additional Agency Attendee	\$300	\$350
Child (under 18)	\$175	\$225

<u>Non Member</u>	<u>Before 4/29</u>	<u>After 4/29</u>
Full Registration	\$500	\$550
Guest	\$350	\$400
Young Agent (under 40)	\$425	\$475
First Time Attendee	\$425	\$475
Additional Agency Attendee	\$425	\$475
Child (under 18)	\$250	\$300

Ala Carte pricing is available on the "Limited Registration Form."

A convention confirmation will be sent after your registration is received and processed.

Overnight Accommodations

The IIAV Convention room rate and registration information for the hotel will be provided in your convention registration confirmation.


Cancellation Policy


Cancellations received within 10 days of the event are fully refundable. Within 10 days there is a \$50.00 penalty for cancellation. No shows forfeit the entire fee.

State Continuing Education Credits

Continuing education approvals are pending.

How to Register

 Complete the registration form and mail payment to IIAV at 8600 Mayland Drive | Richmond, VA 23294

 Register online using a credit card at www.iiav.com

About the Hotel



Marriott Resort Virginia Beach Oceanfront is located just off the north end of the famous Virginia Beach boardwalk.

The hotel is part of The Cavalier Resort, with The Historic Cavalier Hotel and its famed Tarnished Truth Distillery and SeaHill Spa just across the street.

Enjoy exceptional amenities including adjacent indoor/outdoor swimming pools, a large 24-hour fitness center and spacious landscaped grounds with bocce ball, fire pits and terraces.



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Event Registration 2024 Convention

Attendee Information (please print)

Name _____ Title/Position _____
 Badge Name _____ VA Agent License # _____
 Agency/Company Name _____
 Business Address _____
 City/State/Zip _____
 Office Phone _____ Cell Phone _____ Email _____
 Guest Badge Name (Not a licensed agent) _____
 Child's Badge Name (under 18) _____

Payment Information

Payment Method (circle one) Check payable to IIAV, MC, VISA, DISCOVER, AmEx
 CC# _____ Exp _____ Sec Code _____
 Billing Address _____
 Name _____ Signature _____
 Company Code _____

Full Event Registration Fees

	Member Price		Non Member Price		Total
	Before 4/29	After 4/29	Before 4/29	After 4/29	
Full Registration	\$375	\$425	\$500	\$550	
Guest	\$250	\$300	\$350	\$400	
Young Agent (under 40)	\$300	\$350	\$425	\$475	
First Time Attendee	\$300	\$350	\$425	\$475	
Additional Agency Attendee	\$300	\$350	\$425	\$475	
Child (under 18)	\$175	\$225	\$250	\$300	

Full Registrants

Indicate below how many will be attending each event

Sunday, June 23
 _____ Opening Reception

Monday, June 24
 _____ Breakfast Buffet
 _____ Keynote Speaker
 _____ The State of the Industry
 _____ Lunch
 _____ Consumer Expectations in the Virtual World
 _____ What's YOUR Secret Sauce?
 _____ Managing Remote Employees & Associates
 _____ Trusted Choice - Hard Market Toolkit +
 _____ Tradeshow

Tuesday, June 25
 _____ Breakfast Buffet
 _____ Keynote Speaker
 _____ Are You Hiring for Future Owners?
 _____ Lunch & Learn - What Does Your Agency Need
 to do to Avoid Hackers?
 _____ Reception & VAIA Silent Auction
 _____ Awards Dinner & Entertainment

Individual Event Registrants

Indicate below how many will be attending each event

Opening Reception (June 23)
 Member - \$80 # _____ \$ _____
 Non Member - \$90 # _____ \$ _____

Full Day - June 24
 Member - \$175 # _____ \$ _____
 Non Member - \$225 # _____ \$ _____

Trade Show Only - June 24
 Member - \$80 # _____ \$ _____
 Non Member - \$90 # _____ \$ _____

Morning Sessions Only - June 25
 Member - \$125 # _____ \$ _____
 Non Member - \$150 # _____ \$ _____

Awards Reception & Entertainment (June 25)
 Member - \$130 # _____ \$ _____
 Non Member - \$150 # _____ \$ _____

Total Due \$ _____

