**2017 Sales/Marketing Planning Meeting**

***Wednesday November 30***

9:30am – 10:00am Review of 2017

Evals and Sources

Members and Sources

Conferences Attended

What we did new

What we did right

What we did wrong

BREAK

11:00am – 12:00pm FASA Open Enrollment

12:00pm – 2:00pm Department Holiday Lunch

2:00pm – 2:30pm Q4 and Q1 California marketing

2:30pm – 3:00pm New booth ideas and hand-outs.

***Thursday December 1***

10:00am – 10:30am Review of The Money Page

BREAK

12pm – 1:00pm Eat Club

1:00pm – 2:00pm Map out rest of year

Conferences

Briefings

Mailings

Webinars

3:00pm – 3:30pm Outside of our normal box

What should we do new and different?

Staffing levels?

More lead gen? (telemarketers?)

Great American – dealing with Agents