

**Thursday, Jan 21, 2021**

**4 – 4:10p**

**WELCOME**

- Kevin Wellfare, VP, Agency & Brand Development - Insurica / M&C CHairman
- Susan Rushford, SVP M&C-The Council

**4:10 – 4:20p**

**POST INAUGURAL LANDSCAPE from Government Affairs**

New Admin Overview—what’s on the horizon in DC

- Joel Wood, SVP Government Affairs – The Council
- Joel Kopperud, VP Government Affairs – The Council
- Blaire Bartlett, Director Government Affairs – The Council

**4:20 – 4:30p**

**M&C SURVEY Overview (topline results and Q&A)**

Will provide summary and post on basecamp after group.

**4:30 – 4:40p**

**Marketing Speed Break-Outs\***

- Breakout Group #1: What new or existing Engagement strategies, (for lead gen and retention), are you using to connect in an increasingly virtual environment?
- Breakout Group #2: What metrics are you using to measure engagement and other success benchmarks around your virtual initiatives? Have your virtual events affected your conversion model? (Have you modified lead gen or retention models and timelines?)
- Breakout Group #3: How will you apply or integrate innovation strategies to your marketing efforts in 2021?

\*Depending on attendance, breakouts may change.

**4:40 – 4:55p**

**Report outs by group (5 min each)**

**4:55 - 5:00p**

**Wrap up / Toast to the New Year**

- Basecamp
- Leg Program – Feb 9
- Next WG Date – 4/29, 8/18, 11/4