

HIGH IMPACT MARKETING TO DOMINATE YOUR LOCAL MARKET & BEAT YOUR COMPETITION

**Reserve
Your Seat
\$499**

100% Money Back
with Marketing
Services*
Travel &
Accommodations
not included

2-Day Summit Agenda September 2019

Effective New Client Acquisition Marketing & Sales Strategies for Today's Financial Advisor

Join us at our campus in Tampa, FL to learn about our Marketing Discoveries from 23 years. We will review the State of the Union with seminars and various types of marketing concepts. Learn from our valuable response data that we have gathered from more than 1 Million campaigns. We will also go over Facebook and Targeted Digital Banners to show you the trends of top producers and how they are maximizing their marketing ROI.

SEPTEMBER 19TH - 20TH
TAMPA, FLORIDA

OUR PRESENTERS AND EXPERT PANEL:



Jorge Villar
Founder & President
RME360/
LeadingResponse



Patrick Schartz
Advisor Development
Director RME360/
LeadingResponse



Liz Quebe
Digital Senior Marketing
Manager
LeadingResponse



Jerry Lanier
Ntl. Sales Director
RME360/
LeadingResponse



John Ripley
Professional Seminar
Coach & Presenter
Ripley Worldwide

WEDNESDAY (OPTIONAL)

6:30 pm to 8:00 pm – Welcome Reception Happy Hour

at World of Beer right next door to the host hotel

THURSDAY

8:30 am to 9:00 am – Opening and Agenda Review

Guest introductions, why the LeadingResponse Marketing Summit, our individual stories and company background.

9:00 am to 12:00 pm – Jorge Villar (Host)

The Marketing Mindset... The “What If & Why” factor. Consumer behavior and The Mint story. Why are seminars still working for 23 years. The Social and Economic Dynamics of Seminars. The Laws of Persuasion.

Direct Marketing 101... behind the scenes with direct marketers, production steps, technology, details and critical considerations when choosing a marketing partner.

- Lists and demographics
- Invitation design and packaging
- Personalization
- Postal delivery and drop shipping advantages
- RSVP process and trends
- 2 Insight Reports
- Income Predictor Report

Discoveries and the State of the Union with Different Prospecting Programs

- The type of data we have gathered
- Top producer trends & activities
- How to incorporate other traditional medias and digital options into your marketing efforts
- The latest with One-on-One Appointments
- The new Mega Dinner Events with celebrity speakers
- Lead generation challenges
- The digital approach with the 55+ year old audience

Seminars - Data Gathered from 23 Years & 1 Million Events

- The Numbers
- The Formulas
- The Myths
- Demographic trends
- Tracking the top 10
- Attendee quality
- Target audience options
- Topics
- Presentation concerns

HOTEL & TRANSPORTATION

Hampton Inn - Avion Park

Airport Pickup Available

Van Service Provided from Hotel to LeadingResponse Headquarters and Back to Hotel (located 3 miles away)

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Jorge Villar (continued)

- Best practices
- Between the slides
- Powerpoint vs. Other
- Stay or leave
- Not to do's
- Restaurant types data
- Plate lickers index vs. No food
- Alternative venues
- Sound, videos
- Giveaways
- Appointment conversion averages
- Stories to close procrastinators
- Review forms
- Q&A dangers
- Phone appointment options that night and next day
- Past attendee marketing
- Sales system partners
- Custom RSVP pages

Educational Seminars - An alternative to dinner events

One on One Appointments Program

- Copy
- Packaging
- Offers
- Numbers
- Gift cards vs. private dinners
- Target audience
- Demographics
- Referrals this way
- Follow up / drip systems - the Joe Girard story

12:00 pm to 1:00 pm – Lunch at LeadingResponse

1:00 pm to 2:00 pm – Patrick Schartz... *The Importance of Targeting Data and Creativity in the Invitation Designs to Draw More Response*

2:15 pm to 5:00 pm – John Ripley (Professional Seminar Presenter)

How to Deliver Compelling and Insightful Presentations

Top producer techniques that engage the audience with both content and humor

John Ripley has been presenting seminars for the past decade, speaking throughout the United States and across Southeast Asia. He connects effectively with both large and small audiences, delivering intricate information in an easy to grasp, fun, and compelling manner. How to genuinely connect with the audience and not just speak to them.

As a Professional Seminar Coach, John will enlighten you with fresh insights and model his effective approach to client conversions. His authenticity will demonstrate the importance of trustworthy and credible presentations.

- **Learn how to convert a seminar attendee into an enthusiastic and engaged client.**
- **Invite them to visit, don't book an appointment.**
- **Elements of a compelling and effective presentation.**
- **Are seminars an effective use of marketing dollars?**
- **Discover the lifetime value of a client.**
- **How to set up the room for maximum impact and minimal distractions?**
- **Food or no food? The importance of ambiance and client setting.**



Continued on Back



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MARKETING... MASTER IT!

Becoming a great marketer will allow you to reach your production goals & beyond.

John Ripley Continued...

- Presentation ideas that can make or break your seminar.
- Five keys to a great presentation.
- Getting people to commit to a visit.

THURSDAY – Dinner catered by Maggiano's at LeadingResponse's Campus

5:30 pm to 6:30 pm – Live Dinner Seminar and Presentation Scenario

In this important session, we will share the top producer techniques on stage the day of the events. Learn from the observations we have made from attending over 300 seminars nationwide. The best set-up, the opening, the stories, the critical content between your slides, Powerpoint or not, the closing and the appointment setting process to maximize your ROI.

6:45 pm – Optional Transportation provided back to host hotel (Hampton Inn only)

FRIDAY

9:00 am to 9:30 am - Jorge Villar... *The Attendee Reconnect Drip Program*

How to attract past seminar attendees that did not make appointments. You have equity in your event prospect database, take advantage of it and regenerate interest with those households that may be ready to meet with you now.

9:30 am to 10:45 am - Liz Quebe... *Social Media Marketing with Facebook... How to Integrate our Latest Digital Innovations to Your Marketing Mix*

Learn how you can expand your reach and get in front of more and different prospects using our digital concepts. The powerful ads and landing pages that will draw thousands of motivated prospects that are navigating the Internet.

11:00 am to 11:45 am - Jerry Lanier... *Adding \$3 to \$5 Million Dollars in Production with our "GROWTH" concept*

A hands-on exercise that produces a written and documented path to reach your revenue goals above and beyond your current annual sales. It's all in understanding the numbers involved with your plan.

11:45 am to 12:15 pm - Speaker Panel... *Closing Comments and Q&A*