

INSURANCE SUMMIT

SEPT 29-OCT 2
KANSAS CITY, MO



READY, SET, COMMUNICATE

10/1 THURSDAY

Sheraton Hotel

DAY 1

- 1:30 P.M. General Orientation:
Communicating Effectively Through the Media
Mark Bernheimer (Founder and Principal, MediaWorks Resource Group)
- 2:15 P.M. Mock Interview Drills
Mark Bernheimer (Founder and Principal, MediaWorks Resource Group)
- 2:45 P.M. Break
- 3:00 P.M. Deconstruct Interview Drills
Mark Bernheimer (Founder and Principal, MediaWorks Resource Group)
- 3:30 P.M. Tabletop Messaging Exercise
Mark Bernheimer (Founder and Principal, MediaWorks Resource Group)
- 3:45 P.M. Perfecting On-Camera Presence
Mark Bernheimer (Founder and Principal, MediaWorks Resource Group)
- 4:00 P.M. Mock Interview Drills, Round 2
Mark Bernheimer (Founder and Principal, MediaWorks Resource Group)
- 4:45 P.M. Summary/Final Q&A
Mark Bernheimer (Founder and Principal, MediaWorks Resource Group)
- 5:00 P.M. Conclude