



INSURANCE BROKERS ASSOCIATION OF ONTARIO



# 7<sup>th</sup> Annual Conference

## REGISTRATION FORM

WEDNESDAY, JUNE 8<sup>th</sup> - FRIDAY, JUNE 10<sup>th</sup>, 2011

Sheraton on the Falls Hotel & Conference Centre  
5875 Falls Avenue, Niagara Falls, Ontario, Tel. 1-800-519-9911

## REGISTRATION PAYMENT OPTIONS

HST #102499340TR0002

### ON-LINE REGISTRATION ONLY:

Registration online using VISA , MasterCard and/or BIPPER Bucks!

**Register Today!**

#### 3 EASY STEPS!

1. Click [HERE](#) to register!
2. Select **YBC Conference 2011** (listed under June 8th, 2011).
3. Enter your *IBAO Membership #* (in Member ID or Login area) and your *Last Name* (in Password area).  
Note: Last Name field is case sensitive. (Once you have selected the event package, proceed to check-out.)

On-line registrants will receive an email confirmation for this event. Call IBAO if you have not received confirmation.

## REGISTRATION PACKAGE OPTIONS

### COMPLETE CONFERENCE PACKAGE:

**YBC Member: \$706.25** (includes 13% HST)

*Package Includes: Accommodations - Wednesday, June 8 & Thursday, June 9; all group meals; all seminars & materials; and all social functions.*

### COMPLETE THURSDAY PACKAGE:

**YBC Member: \$452.00** (includes 13% HST)

*Package Includes: Thursday group meals; Thursday seminars & materials; Exhibit Area and Hospitality Night.*  
**\*\*DOES NOT include accommodation**

### THURSDAY CASINO & HOSPITALITY NIGHT:

**YBC Member & Company Reps: \$84.75** (includes 13% HST)

*Package Includes: Casino Night (with company representatives hosting game tables).*  
**\*\*DOES NOT include accommodation.**

### FRIDAY PACKAGE (incl. Thurs. Casino Night)

**YBC Member: \$276.85** (includes 13% HST)

*Package Includes: Thursday Casino Night; Friday Breakfast and Seminar.*  
**\*\*DOES NOT include accommodation**

### FRIDAY SEMINAR PACKAGE:

**YBC Member: \$197.75** (includes 13% HST)

*Package Includes: Breakfast and Seminar.*  
**\*\*DOES NOT include accommodation**

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**REGISTRATION DEADLINE: FRIDAY, MAY 6, 2011**

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*\*\* Call the Sheraton on the Falls Hotel at 1-800-519-9911 and quote the YBC Conference. Conference rates are as follows:*

*Cityview: \$134 + taxes per night and Fallsview: \$174.00 + taxes per night.*

**NOTE: Conference rate is available only until May 9th!**

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**RETURN THIS FORM WITH PAYMENT TO: Insurance Brokers Association of Ontario**

1 Eglinton Ave East, Suite 700, Toronto, ON M4P 3A1 Tel.: 416-488-7422, 1-800-268-8845 Email: [contact@ibao.on.ca](mailto:contact@ibao.on.ca)



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Wednesday, June 8<sup>th</sup>:

4:00 p.m. – 6:00 p.m. Check-in
6:30 p.m. – 7:00 p.m. Meet & Greet
7:30 p.m. (approx.) Dinner
After Dinner

The Dominion Guest Speakers:
George Cooke, CEO and team of young executives

9:00 p.m. Hospitality & Networking (TBA)

Thursday, June 9<sup>th</sup>:

7:30 a.m. – 8:25 a.m. Breakfast
8:30 a.m. – 11:45 a.m. Seminar

The Consultative Sales Process
(RIBO CE - 3 hours Personal Skills)
Derek Faulconer, CAIB, CNA, BA, RIB (Ont.)

Now more than ever, the broker channel needs to highlight its intrinsic value to the public at large. In an attempt to compete with the other channels on price-point has pulled our collective focus from the tasks and functions that put us in the role as the trusted advisor. As we streamline process and "over-automate", the public has lost its understanding of the clear value of the broker. Our value starts with the "sales" process. How can The Consultative Sales Process get us back on track?

This session will explore the following:

What makes a professional? Why a Broker? Why your company and why you? The Seven Stages of Consultative Selling: Prospecting and Qualifying Potential Clients; Setting Objectives; Formats for Initial and subsequent contacts; Probing for needs and qualifying and setting expectations; Presenting your proposal; Handling objections and Closing; and After-sale Relationships

Three case studies designed to identify the demonstration of the techniques in play as well as identifying areas for improvement. Roll play to include cross-sell and up sell for both personal lines and commercial lines with special attention to the opportunities of regulation 34/10 and UDAP.

12:00 p.m. - 1:00 p.m. CEO Guest Speaker:
Katherine Mabe, President & CEO
The Economical Insurance Group

Thursday, June 9<sup>th</sup>: continued

1:00 p.m. – 1:45 p.m. Lunch
2:00 p.m. – 3:30 p.m. Seminar:

IBAO Update Session
(RIBO CE: 2 hours Management)
Randy Carroll, CEO and Bryan Yetman, Chairman

IBAO Members' Update includes:
updates on Market Share and how Consolidation is affecting the Broker Channel, Credit Rating Updates, Auto Reforms, Fraud, Membership Dues, Technology concerns and Social Media updates just to name a few.

3:30 p.m. - 4:30 p.m. CEO Guest Speaker:
Louis Gagnon, President
Intact Insurance

6:30 p.m. - 9:00 p.m. Casino Night with company representatives hosting game tables

Friday, June 10<sup>th</sup>:

7:30 a.m. – 8:25 a.m. Breakfast
8:30 a.m. – 11:45 a.m. Seminar:

The Art of Powerful Conversation
(RIBO CE: 3 hours Personal Skills)
Stuart Knight, Stuart Knight Productions

The conversations we have and the ability to connect with our co-workers, customers, service providers, administrators and colleagues are key to any organization's success. Every interaction we have with another human being is an opportunity to strengthen the relationship with those that matter and can dramatically increase the productivity of the team as a whole. Although texting, faxing and emailing are part of any business, nothing beats the benefit of knowing how to connect face to face. The Art of Powerful Conversation brings the human factor back to the office by helping people interact on a deeper level. Whether it's leaving a job or buying a product, people are constantly influenced by those they can relate to and understand. The Art of Powerful Conversation will give your team the skills they need to create relationships with those that impact your bottom line.

11:00 a.m. Check-out

REGISTRATION DEADLINE:
FRIDAY, MAY 6, 2011

CANCELLATION POLICY: YBC Conference registrations are non refundable. Registrations can be transferred to another young broker within your brokerage office.