

# COMMUNICATING AUTOMOBILE INSURANCE WORKSHOP

## AGENDA



NOVEMBER 14, 2024



9 AM - 3 PM



LOWER LEVEL  
10303 JASPER AVENUE  
EDMONTON, AB

- 9:00 AM **Welcome Address**  
Laurie Balfour
- 9:05 AM **Icebreaker**  
Introduce Yourself
- 9:30 AM **Top Questions You Hear**  
Round Table Discussion
- 10:05 AM **Break**
- 10:15 AM **What Information Do You Receive**  
Round Table Discussion
- 10:50 AM **What Answers Do You Need**  
Round Table Discussion
- 11:25 AM **One Thing Clients Need to Know**  
Individual Brainstorming
- 11:55 AM **Lunch**
- 12:40 PM **Where Do You Get Your Information**  
Large Group Discussion
- 1:10 PM **Key Themes in Education Strategy**  
Individual Brainstorming
- 1:40 PM **How Can the AIRB Support You**  
Round Table Discussion
- 2:15 PM **Break**
- 2:25 PM **Training & Information Needed**  
Large Group Discussion
- 2:55 PM **Closing Remarks**  
Laurie Balfour