

# FSC



*Helping Producers Win More Business*

## 2010 FSC User Conference

June 10-11, 2010

Wisconsin Dells, Wisconsin



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THE POSSIBILITIES ARE INFINITE

**GENERAL  
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## 2010 User Conference Schedule of Events

### Breakout Sessions

#### ***FSC Manager - New Business Processing***

What is an efficient new business workflow? In this training we will go through a new business workflow we've put together after working closely with agencies using FSC Manager. Learn how you can save time by improving your new business workflow.

#### ***FSC Manager - Renewals/Claims Processing***

Is your office utilizing the most efficient renewal and claims processing workflows available in FSC Manager? Walk through these efficient renewal and claims processing steps and see how you can put them to use in your office.

#### ***FSC Manager - Marketing***

Put FSC Manager to work for you! Start marketing to your clients today, learn how to develop a marketing strategy and how you can use your FSC Manager database to market to new and existing clients.

#### ***FSC Manager - 10.0 Utilization***

An in-depth look at FSC Manager, version 10.0. Learn how to best utilize the new features in your agency.

#### ***FSC Manager - Accounting Overview***

A general overview of the accounting features in FSC Manager. Learn what accounting options are available to you when using FSC Manager.

#### ***MI-Rater RT - Real Time Rating 101***

Real Time Rating basics! Review the comparative rating workflow and see version 10.0 enhancements. This training will cover the single entry workflow from basic setup through rating to issuing a new policy on the carrier website.

#### ***MI-Rater - Advanced/Power Users***

Become an MI-Rater RT Power User! Find out how to streamline your workflow and maximize the benefits of comparative rating, learn shortcuts, setups, how to track results and much more!

#### ***Internet Marketing - Intro to the tools available***

What is Facebook, Twitter, LinkedIn and why do they matter to me? If you are new to social networking, this course is for you! Learn the basics to get started with an internet marketing strategy for your office.

#### ***Internet Marketing - Maximizing it's Potential***

Now that I know the basics about Social Marketing, how can I use it to generate new business? Learn how to maximize the usage of today's social marketing tools to reach new clients and increase your book of business.

#### ***Sales Techniques***

All agency staff is key to the sales process. Learn time-tested sales techniques from sales professionals.

#### ***Product Development - The Next Generation***

Bring your ideas! In this interactive session we will brainstorm on future features for both FSC Manager and MI-Rater RT.

#### ***Marketing - Finding New Customers***

How can marketing help me grow my business? This energetic session will provide tips on bringing new business into your office.

#### ***Microsoft Word***

Not just the basics! This training will take you through using Microsoft Word as a powerful marketing tool, learn how to create merge documents and much more.

#### ***Microsoft Excel***

Spreadsheets are prevalent in most business environments, learn to become an Excel Pro. Learn many time-saving tips and tricks!

#### ***Microsoft Outlook***

Version 10.0 of FSC Manager includes integration with Microsoft Outlook. If you are currently using Outlook Express or are new to full featured Outlook, this session is for you.

### Panel Discussions

#### ***Hardware Devices Panel***

See and hear about the latest technology gadgets and gizmos in this interactive panel discussion.

#### ***Agency Panel - Industry Hot Topics***

Listen to agency professionals discuss how they are putting technology and social/internet marketing to work for them. Find out what other agencies are doing to increase efficiency and stimulate sales.



## 2010 User Conference Schedule of Events

### **Thursday:**

#### **All Day ..... Ask the Experts!**

*Experts on FSC Manager and MI-Rater RT will be available throughout the day on Thursday to answer questions on both products. Bring your questions!*

7:30 - 9:00 ..... Registration/Continental Breakfast

7:30 - 8:30 ..... NUDGMI Officers Meeting

9:00 - 9:30 ..... Welcome/Opening Session

9:30 - 10:50 ..... Unveiling Version 10.0 of FSC Manager and MI-Rater RT

11:00 - 11:50 ..... Breakout Sessions

*FSC Manager - New Business Processing*

*MI-Rater RT - Real Time Rating 101*

*Sales Techniques*

12:00 - 1:00 ..... Lunch

1:00 - 1:50 ..... Breakout Sessions

*FSC Manager - Renewals/Claims Processing*

*MI-Rater - Advanced/Power Users*

*Internet Marketing - Intro to the tools available*

2:00 - 2:50 ..... Breakout Sessions

*FSC Manager - Marketing*

*Internet Marketing - Maximizing it's Potential*

*Microsoft Excel*

3:00 - 3:50 ..... Hardware Devices Panel

4:30 - 6:00 ..... Pizza Party

### **Friday:**

8:00 - 9:00 ..... Continental Breakfast w/Omelette Station

9:00 - 9:50 ..... Breakout Sessions

*Marketing - Finding New Customers*

*FSC Manager - 10.0 Utilization*

*Microsoft Word*

10:00 - 10:50 ..... Breakout Sessions

*FSC Manager - Accounting Overview*

*Product Development - The Next Generation*

*Microsoft Outlook*

11:00 - 11:50 ..... Agency Panel - Industry Hot Topics



## 2010 User Conference Registration

- 1) Complete all sections necessary
- 2) Submit completed Registration Form
- 3) For hotel reservations call the Wilderness

### Pricing:

#### Early bird price

(thru April 16th) ..... **\$89**

#### Regular price

(after April 16th) ..... **\$109**

### Schedule of Events:

Thursday/Friday morning - Unveiling version 10.0 for both FSC Manager and MI-Rater RT, product demonstrations, agency panel and discussions, Microsoft Word & Excel training, Social/Internet Marketing seminar and much more!

*\* Includes: Thursday morning continental breakfast, lunch and Pizza Party and Friday morning continental breakfast with omelet bar.*

### Attendee Information:

#### Check one:

- Agent**     **Carrier**     **Other**

Name \_\_\_\_\_

Title \_\_\_\_\_

Org. Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

### Conference Options:

#### I will be attending:

- Thursday & Friday**  
 **Thursday only**  
 **Friday only**

### Golf Information:

No "official" golf outing will take place this year; however, Friday afternoon is "unofficial" golf day. Join a few of the FSC staff for some fun on the links! FSC will coordinate tee times for those interested.

- Check here if you are interested in golfing**

### Hotel Information:

FSC has secured great early summer rates at the Wilderness Resort! Room rates are \$99 for Wednesday and Thursday night and include two queen beds, plus a sleeper sofa, Friday night rate is \$129. Larger rooms available at discounted rates upon request.

**If hotel reservations are needed, please call  
Wilderness Resort at 800.867.9453 prior to May 24th to reserve your room.**

### Payment Information (check one):

- Bill me at the address listed above**

- Bill my account**

Account Code \_\_\_\_\_

- Payment enclosed**

Send registration form and payment to:

FSC  
Attn: Denise Durham  
26650 West Mondovi Street  
Eleva, WI 54738

**Fax completed form to 818.879.5139 or email [denise.durham@stoneriver.com](mailto:denise.durham@stoneriver.com)**