



Thanks for registering for the ***Win More Biz With Strategic Insights*** Workshop!

We're looking forward to spending a couple days with you, talking about how to create strategic insights that put you head and shoulders above your competitors and help you grow your existing clients and earn new ones.

We will definitely be adopting the AMI philosophy of — "you will gain in proportion to what you share" - so I'm hoping that everyone will come to the workshop ready to learn from each other and hopefully from us as well. We will also be honoring the AMI commitment to confidentiality so please come ready to get to know each other's agencies — warts and all.

Here's everything you need to know for the workshop.

LOCATION: PLEASE MAKE YOUR RESERVATIONS SOON. The hotel WILL sell out.

Hotel Zachary (across the street from Wrigley Field) in Chicago.

Call 877-619-0397 and use event code AMI Room Block for discounted price of \$299/night.

SCHEDULE:

We'll start both mornings at 8:30 am with breakfast in the meeting room. We will start the actual workshop at 9 am both mornings. We'll shut down on day one at 5 pm and on day two at 3 pm.

ATTIRE:

Please come to the workshop in casual clothes. Shorts, polos, jeans — whatever makes you comfortable. However — meeting rooms tend to be chilly and I tend to set them to chilly so you might want to bring a sweater, sweatshirt etc.

MEALS:

We will provide breakfast and lunch every day. You will be on your own for all dinners. If you're interested – we're going to be planning a group outing to the Cubs game Tuesday night.



BREAKS:

We know you'll need to check in with the office and voicemail, email etc. We've built a 20 minute break into both the morning and afternoon work flow, so you'll never be disconnected for more than a couple hours. We will also give you a full hour at lunch. We can't tell you what time the morning or afternoon breaks will be exactly. If you need to schedule a call or meeting, we'd recommend between 12:15 – 12:45 pm central time.

TECHNOLOGY IN THE ROOM:

We're okay with you bringing a laptop or iPad, etc., into the meetings but please know there will not be any internet access. We would ask that you use your technology to take notes — but not to allow yourself to be distracted with email, etc. We're counting on your active participation.

DID I MISS SOMETHING?

If so — give me a shout on my cell (515-822-6400) or shoot me an email at drew@agencymanagementinstitute.com

Thanks,

Drew
Drew McLellan
Agency Management Institute