

Engage

2025 Calendar of Events



LeClair

2025

Calendar of Events

Built by brokers, for brokers, we're here to provide you with the education and tools you need to put your best foot forward. Take a look inside to see our events this year. We're excited to work with you in 2025!

Our Vision

We aspire to be your partner of choice.

Our Mission

To ensure that every person in every community across America has a well-trained, well-supported health and life insurance agent to guide their needs.





January 29 & September 17
Earn up to 3 CE Credits

- 📄 Paid Event
- ✔️ CE Credits
- 🟢 Medicare
- 🟡 Group Benefits
- 🟠 Life/DI
- 🟣 Individuals

Jan.

New Agent Training

Date & Location: 1/22 | Woodbury, MN

Key Learning Objectives:

- Benefits of selling Medicare, Group, Individual & First Dollar plans
- Engaging clients & leading educational, sales-focused meetings
- Best practices to launch your career and future success

Who Will Benefit From This Training:

- New agents to the insurance industry
- Experienced agents seeking a refresher course
- Anyone seeking to expand their business to the next level

CE Live | up to 3 CE Credits

Date & Location: 1/29 | Live Webinar

Key Learning Objectives:

- Earn 3 complimentary Life & Health Continuing Education (CE) credits
- Explore key topics including Medicare, Individual & Group insurance products, cyber security, and more

Who Will Benefit From This Training:

- Licensed Life & Health Insurance Agents in MN, WI, IA, IL, NE, ND & SD

Feb.

Life Cycle of Your Agency Workshop

Date & Location: 2/5 | Minneapolis, MN

Key Learning Objectives:

- Challenges and advantages of starting your own insurance agency
- Managing an agency and essential back-office operations
- Best practices for building and operating a successful insurance agency

Who Will Benefit From This Training:

- Agents transitioning or planning to move to an agency
- New agents learning to set up and structure their business

Brandfolder Best Practices

Date & Location: 2/19 | Minnetonka, MN

Key Learning Objectives:

- How marketing can drive the success of your business
- Using LeClair's *Brandfolder* to support and enhance your marketing
- Strategies to market competitively in your area

Who Will Benefit From This Training:

- Agents seeking collaboration with marketing experts who know the industry and best practices for attracting and retaining clients

ICHRA Workshop ●

Date & Location: 2/26 | Woodbury, MN

Key Learning Objectives:

- Explore trends in the Employee Benefits market
- Identify the target market for ICHRA products
- Understand ICHRA (Individual Coverage Health Reimbursement Arrangement) products and their applications

Who Will Benefit From This Training:

- Group Insurance Agents
- Agents interested in expanding into the Group insurance market
- Financial advisors and other professionals serving small business owners

Mar.
/Apr.

Above the Glass (fka Ladies' Leadership Luncheon) \$ ●●●●●

Date & Location: 3/7 | Saint Paul, MN

Key Learning Objectives:

- Get inspired by speaker Emily Calendrelli as she shares success stories
- Network with a diverse community of professional women from all industries
- Gain resources & tools to support the advancement of women in the workplace

Who Will Benefit From This Training:

- Professional women across all industries seeking to collaborate and build meaningful connections for learning and support

Driven Roadshow | 2 CE Credits ✓●●●●

Dates & Locations:

3/17 – Minnetonka, MN	3/25 – Rochester, MN	4/8 – Sioux Falls, SD
3/18 – St. Cloud, MN	3/26 – Mankato, MN	4/9 – Madison, WI
3/19 – Bemidji, MN	3/27 – Marshall, MN	4/9 – Fargo, ND
3/20 – Duluth, MN	4/7 – Eau Claire, WI	4/10 – La Crosse, WI
3/24 – Woodbury, MN	4/8 – Wausau, WI	4/10 – Brainerd, MN

Key Learning Objectives:

- Gain insights from LeClair leadership team on industry trends, legislative updates, and strategies to succeed in a competitive market
- Network with LeClair team and local communities to build professional relationships

Who Will Benefit From This Training:

- Insurance agents looking to fulfill their CE requirements with a conveniently located event and complimentary breakfast

\$ Paid Event ✓ CE Credits ● Medicare ● Group Benefits ● Life/DI ● Individuals

above the glass

MARCH 7

LeClair

DRIVEN

March 17 - April 10

Apr.

First Dollar Workshop ●●●●

Date & Location: 4/24 | Woodbury, MN

Key Learning Objectives:

- Best practices for preparing and presenting First Dollar solutions to clients
- Understanding the First Dollar insurance products, various carriers, and how they can enhance your practice and improve client satisfaction

Who Will Benefit From This Training:

- Agents selling Medicare, Group, or Individual insurance

May

Ethics - Minnesota | 3 CE Credits ●●●●●

Date & Location: 5/12 | Eagan, MN

Key Learning Objectives:

- Hear from LeClair CEO, Richard Lett, as he draws on stories from his past careers to highlight the importance of ethics

Who Will Benefit From This Training:

- Agents who need to fulfill their Ethics CE requirements

ACA Workshop ●

Date & Location: 5/22 | Edina, MN

Key Learning Objectives:

- Gain information & resources on Affordable Care Act (ACA) products & carriers
- Learn strategies for initiating conversations with clients on ACA coverage options
- Recent changes to the ACA and future developments in the healthcare industry

Who Will Benefit From This Training:

- New agents seeking to build their knowledge of the ACA market
- Experienced agents currently selling Medicare, Group, or Individual insurance who want to expand their knowledge

Jun.

Medicare Fresh - Minnesota ●

Date & Location: 6/5 | Saint Paul, MN

Key Learning Objectives:

- Understand the foundation of Medicare and all its aspects and components
- Gain insight into the marketing process for boosting Medicare sales
- Learn marketing tips, including taking professional headshots, creating business cards, and starting a successful campaign

Who Will Benefit From This Training:

- New agents seeking to enter the Medicare insurance market
- Experienced agents seeking a refresher course on engaging & retaining new clients

● Paid Event ● CE Credits
● Medicare ● Group Benefits
● Life/DI ● Individuals

Ethics - Wisconsin | 3 CE Credits ✓ ● ● ● ●

Date & Location: 6/10 | Eau Claire, WI

Key Learning Objectives:

- Hear from LeClair CEO, Richard Lett, as he draws on stories from his past careers to highlight the importance of ethics

Who Will Benefit From This Training:

- Agents who need to fulfill their Ethics CE requirements

Employee Benefit Workshop | 1 CE Credit ✓ ●

Date & Location: 6/18 | Minneapolis, MN

Key Learning Objectives:

- Earn 1 CE credit for education on Employee Benefits
- Gain insights from Employee Benefits carriers plus emerging trends and new products and resources
- Network with fellow Group agents and share best practices, experiences, and strategies for success

Who Will Benefit From This Training:

- New agents to Employee Benefits seeking to broaden their services
- Agents currently selling Group insurance and seeking to expand their portfolio of Employee Benefit products

Ethics - Iowa | 3 CE Credits ✓ ● ● ● ●

Date & Location: 6/24 | Cedar Rapids, IA

Key Learning Objectives:

- Hear from LeClair CEO, Richard Lett, as he draws on stories from his past careers to highlight the importance of ethics

Who Will Benefit From This Training:

- Agents who need to fulfill their Ethics CE requirements

Jul.

Medicare Fresh – Wisconsin ●

Date & Location: 7/10 | Eau Claire, WI

Key Learning Objectives:

- Understand the foundation of Medicare and all its aspects and components
- Gain insight into the marketing process for boosting Medicare sales
- Learn marketing tips, including taking professional headshots, creating business cards, and starting a successful campaign

Who Will Benefit From This Training:

- New agents seeking to enter the Medicare insurance market
- Experienced agents seeking a refresher course on engaging & retaining new clients

- Paid Event
- CE Credits
- Medicare
- Group Benefits
- Life/DI
- Individuals

Ethics

with Richard Lett

MN
5/12

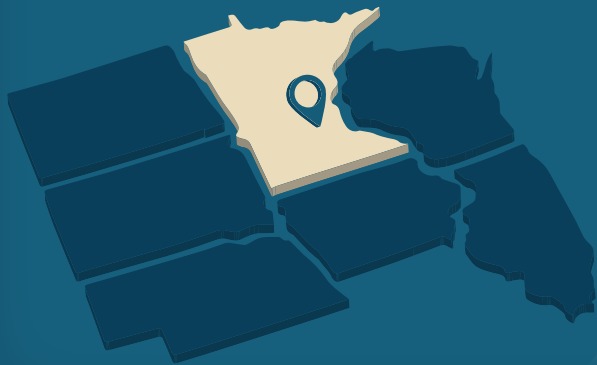
WI
6/10

IA
6/24

HAP25

MIDWEST'S PREMIER HEALTH
& LIFE INSURANCE CONFERENCE

SKY'S
THE
LIMIT



Mystic Lake Center

July 21 & 22

Healthpalooza | 3 CE Credits ✓ \$ ● ● ● ● ●

Dates & Location: 7/21–7/22 | Prior Lake, MN

Key Learning Objectives:

- Discover strategies for success & opportunities for professional growth
- Gain insight & engage in product workshops with experts in the insurance field
- Network with fellow agents, carrier partners, and industry leaders at the largest agent-focused conference in the US

Who Will Benefit From This Training:

- Anyone in the Health & Life Insurance industry, this event is a must-attend for those looking to stay ahead in the field

Sep. ANOC Workshop ●

Date & Location: 9/3 | Minneapolis, MN

Key Learning Objectives:

- Gain insights from local carriers to streamline client outreach during AEP
- Learn best practices for using carrier-specific tools and materials to increase communication for the enrollment process
- Learn strategies for managing time and resources, optimize sales, and engage clients throughout AEP

Who Will Benefit From This Training:

- Agents seeking to learn strategies to maximize their effort and time during AEP
- Professionals who want resources to better serve their clients during AEP

CE Live | up to 3 CE Credits ✓ ● ● ● ● ●

Date & Location: 9/17 | Live Webinar

Key Learning Objectives:

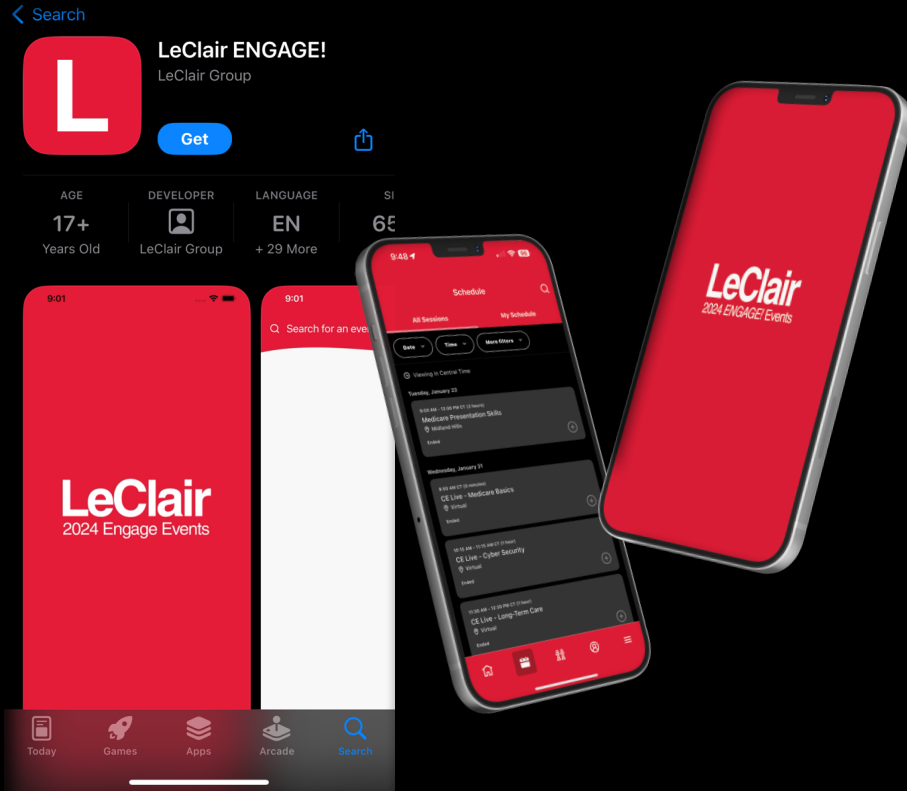
- Earn 3 complimentary Life & Health Continuing Education (CE) credits
- Explore key topics including Medicare, Individual & Group insurance products, cyber security, and more

Who Will Benefit From This Training:

- Licensed Life & Health Insurance Agents in MN, WI, IA, IL, NE, ND & SD

● Paid Event ● CE Credits ● Medicare ● Group Benefits ● Life/DI ● Individuals

LeClair ENGAGE! Events App



DOWNLOAD TODAY

SCAN QR CODE



or visit leclairgroup.com/engage-events-app/



LeClair

651.739.2010
training@leclairgroup.com

6701 Upper Afton Road
Saint Paul, MN 55125

SIGN UP to opt-in
Boost Newsletter



DOWNLOAD
Engage Events App

