



Agency Management

Sea Crest Resort

350 Quaker Road North Falmouth, MA 02556

Jun 12-13, 2024

Topics	Date	Time	Speaker
Registration/Check-in	Jun 12, 2024	07:30 AM-08:00 AM	
Strategic Planning	Jun 12, 2024	08:00 AM-12:15 PM	Joseph Karl Sherrill MBA, CIC, CRM
Lunch - on your own	Jun 12, 2024	12:15 PM-01:15 PM	
Agency Talent Management	Jun 12, 2024	01:15 PM-05:15 PM	Joseph Karl Sherrill MBA, CIC, CRM
Exam Briefing	Jun 12, 2024	05:15 PM-05:30 PM	Jerry Kennedy, CIC
Check-in	Jun 13, 2024	07:30 AM-08:00 AM	
Managing Agency Client Retention and Acquisition	Jun 13, 2024	08:00 AM-10:00 AM	Bruce McCreddie CIC, AAI, CPIA
Managing Agency Technology Utilization	Jun 13, 2024	10:00 AM-12:00 PM	Bruce McCreddie CIC, AAI, CPIA
Lunch - on your own	Jun 13, 2024	12:00 PM-01:00 PM	
Managing Agency Technology Utilization (Continued)	Jun 13, 2024	01:00 PM-02:00 PM	Bruce McCreddie CIC, AAI, CPIA
Ethical Responsibility	Jun 13, 2024	02:00 PM-05:00 PM	Bruce McCreddie CIC, AAI, CPIA

Educational Consultant:

Jerry Kennedy, CIC

Online Exam Window:

June 17 - June 20, 2024

All final exams require you to have a proctor, a disinterested third-party, to monitor your exam through its entirety. More testing information and instructions can be found at [scic.com/proctor-monitor-rules](https://www.scic.com/proctor-monitor-rules) (<https://www.scic.com/proctor-monitor-rules/>).