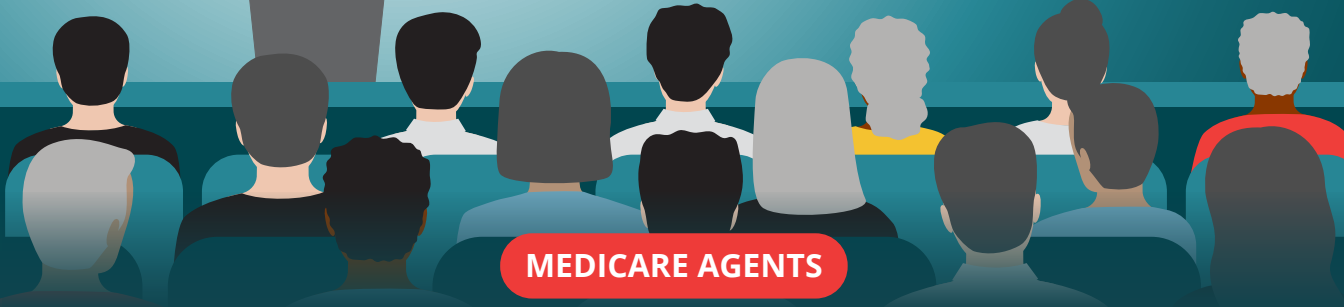




2024



MEDICARE AGENTS

Virtual And Live Event Marketing Guide & Calendar

If you're ready to grow your Medicare business, LeadingResponse is prepared to help get you there. Now is the time to plan for 2024 and find solutions that turn motivated Medicare eligibles into quality clients for your business.



Better Results.
Better Technology. Better Service.

The key to incredible growth is partnering with the industry leader in Medicare seminar marketing. And no one has more experience or expertise than LeadingResponse.

JANUARY

Dates: New Year's Day 1/1, Dr. Martin Luther King, Jr., Day 1/15

Medicare seminars are proven to be successful. Face-to-face interactions. Building relationships. In-person educational events have proven successful for decades. Get in front of the right audience, at the right time, with the right message. Most agents are still "resting" after annual enrollment. This is a great time of year to host events with little competition.

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✘ No Events
✔ Good Event Dates
! Caution Call Us

When reviewing dates, be aware of major sporting events






SCAN ME

FEBRUARY

Dates: Valentine's Day 2/14, Presidents Day 2/19, Ash Wednesday 2/14

We are the experts in consumer engagement. Our team has almost 30 years of connecting the right consumer with the right company – and we can do the same for you. You can host successful Medicare 101 events throughout the Open Enrollment Period. This gives you a wider audience than the traditional Turning 65 audience.

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MARCH

Dates: St. Patrick's Day 3/17, Good Friday 3/29, Easter 3/31

Get the data you need to grow your business at your fingertips. Plan and monitor campaigns, dig deep into performance analytics in real-time, and get access to more data in less time with our newly enhanced client portal, Hub. Featuring simplified navigation, ease of use, and a personalized and secure experience, you can start analyzing your results and growing your business.

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SCAN ME

Q2



Creating Connections, Forged by Data and Insight.

Our multichannel solutions have generated over \$117 billion in revenue for our clients, and we have the highest response rate in the industry.

APRIL

Dates: Passover 4/22-4/30, Tax Day 4/15

Personalization is a game changer. Customizing your messaging to target your ideal prospect directly has been proven by our team to increase response rates by 64%. And the best part? It comes standard when you partner with LeadingResponse.

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MAY

Dates: Mother's Day 5/12, Memorial Day 5/27

The consumer journey is our playground. Our multichannel marketing solutions, featuring both traditional and digital marketing strategies, put you in front of highly qualified Medicare eligibles at exactly the point in the journey you want to target.

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JUNE

Dates: Father's Day 6/16, Juneteenth 6/19

Save time, money, and energy. Why speak to a single individual when you can speak with 30 or more who are right about to turn 65? Aging In events are successful throughout the year.

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SCAN ME



Driven by Data. Guided by Experts.

Our exclusive Consumer Database Platform allows us to target your ideal prospects and help you turn them into revenue-generating clients.

JULY

Dates: Independence Day 7/4

Get better results with our best practices. We've cracked the code to generating high-quality, motivated Medicare eligibles – consistently. Our expert marketing team can outline data-based recommendations that will maximize your conversions.

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AUGUST

Plan now for Pre-AEP. It's right around the corner. Now is a powerful time to hold Turning 65 and Medicare 101 educational events. Don't forget about this very impactful period right before all the competing noise starts around you.

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SEPTEMBER

Dates: Labor Day 9/2

Medicare seminars result in unparalleled conversions. Our dinner seminar solution offers the ability to utilize a multichannel approach and target Medicare eligibles with pinpoint accuracy. With decades of experience, you can count on us to fill your live event with qualified consumers that fit your "perfect client" profile.

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SCAN ME

Q4



Now is the Time to Activate Growth for Your Medicare Business.

Dynamic marketing solutions put you in front of highly qualified, motivated Medicare eligibles at every event. Partner with LeadingResponse to grow your Medicare business fast.

OCTOBER

Dates: Rosh Hashanah 10/2-10/4, Columbus Day & Indigenous People's Day 10/14, Yom Kippur 10/11-10/12, Halloween 10/31

Connect with more qualified Medicare prospects. We leverage technology and expertise to target highly qualified Medicare eligibles for our clients. During Annual Enrollment LeadingResponse can help support both sales events and educational events. Talk to your consultant about what is right for you.

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NOVEMBER

Dates: All Saints Day 11/1, Veterans Day 11/11, Thanksgiving Day 11/28

What Medicare agent doesn't want breakthrough results? Listen to the LeadingResponse podcast, Breakthrough Results, for the tools and inspiration to take your marketing events to the next level.

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DECEMBER

Dates: Hanukkah 12/25-1/2/25, Christmas Day 12/25, Kwanzaa 12/26-1/1, New Year's Eve 12/31

Congratulations on completely a successful AEP! Plan your marketing strategy now to realize new levels of success in the coming year. Reach a broader audience with LeadingResponse at your side.

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Medicare Seminars and Virtual Events Calendar At-A-Glance

JANUARY

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FEBRUARY

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MARCH

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APRIL

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JUNE

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JULY

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AUGUST

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SEPTEMBER

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OCTOBER

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NOVEMBER

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DECEMBER

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Ready to start scheduling your events now?
Sign up for your free consultation, and let's get started.

medicareexperts@leadingresponse.com | (855) 978-0701



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