



**BerniePortal**

2817 West End Ave. Suite 126-281  
Nashville, TN 37203

Hi

I am writing to request your approval to attend BerniePortal's Virtual Conference, Weekdays with Bernie, May 20 - May 22, 2020.

This event will convene hundreds of benefits leaders from around the country for best-in-class learning opportunities, networking and agency development. The conference is dedicated to providing valuable business advice, industry information and cutting-edge sales and customer service strategies to BerniePortal licensees, like us.

Featuring a keynote from customer service expert John DiJulius, and a lineup of great benefits industry, sales and leadership experts, Weekdays with Bernie will specifically focus on:

1. How to use unforgettable customer service as a competitive differentiator
2. How brokers and employers can keep healthcare from bankrupting their businesses
3. What advisors need to know as companies like Amazon enter the industry
4. How to adopt higher-level goal-setting and meta-planning skills
5. How to shape the product roadmap for BerniePortal's future

I believe attending Weekdays with Bernie will benefit my career and our agency. I'll have the opportunity to work directly with the BerniePortal team and focus on tangible skills I can implement for agency growth, and to become as successful as possible in the increasingly tech-oriented benefits industry.

I have set these goals for attendance:

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Registration fees to attend the conference start at only \$99. Given the conference is quickly approaching, your timely consideration is appreciated.

Best,