

# CSR DEVELOPMENT CONFERENCE

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**Nov. 6-7, 2025**

Hybrid | Jefferson City or Online

CSRs are vital to the success of any agency. Join us for the 15th annual CSR Development Conference!

This event was developed around the specific needs and unique skill set of CSRs from any sized agency.

## Brandi Anderson

Brandi Anderson is a seasoned sales and business development leader with over 20 years in the insurance industry. As CEO of Tower Trio, she focuses on training future insurance leaders. With expertise in sales strategy, team leadership and client relations, she has generated over \$32 million in annual sales. Brandi is a Certified Professional Insurance Agent (CPIA) and Certified Insurance Counselor (CIC), actively mentoring others. She is involved in her community and has received multiple awards, including the PIA Insurance Woman of the Year and Nationwide's Sales Manager of the Year.



## Schedule

### Thursday, November 6

#### REGISTRATION

**10:30 - 11 a.m.**

#### OPENING NETWORKING SESSION AND LUNCH

(IN-PERSON ONLY)

**11 a.m. - 12 p.m.**

An icebreaker will allow for networking as well as some fun!

#### MASTERING TIME MANAGEMENT AND TECHNOLOGY FOR YOUR AGENCY

(APPROVED FOR 1 GENERAL CE CREDIT IN MO. & KAN.)

**12 - 4 p.m.**

- Impact of time management on agency effectiveness
- Practical techniques for time management
- Utilizing technology and AI

#### BOWLING AT STRIKERS (OPTIONAL, \$30/PERSON)

**6 - 8 p.m.**

Includes soft drinks, pizza and 90 minutes of unlimited bowling.

### Friday, November 7

#### SEEING THROUGH A PAST LENS: SHAPING YOUR FUTURE BASED ON YOUR PAST EXPERIENCE

**8 - 9 a.m.**

This session is designed to help you turn your personal and professional journey into a compass for growth, resilience and success. Turn reflection into action and move forward with purpose.

#### IT'S OKAY TO BE BASIC: ACCOUNT MANAGEMENT IN THE DIGITAL AGE

(APPROVED FOR 3 GENERAL CE CREDITS IN MO. & KAN.)

**9 a.m. - 12 p.m.**

- Importance of ethics in insurance
- Effective leadership & management
- Utilizing technology for efficiency
- Customer relationship management
- Financial management
- Innovation and adaptability
- Building customer loyalty