

Masterclass *Agenda*

DAY 1 | WEDNESDAY, FEBRUARY 25

7:00 p.m. - 10:00 p.m. | Pep Rally Welcome Reception

DAY 2 | THURSDAY, FEBRUARY 26

7:30 a.m. - 8:30 a.m. | Breakfast Club

8:30 a.m. - 9:15 a.m. | Opening Assembly

9:15 a.m. - 9:45 a.m. | Brand Studio: Look Like Someone Worth Listening To

10-MINUTE RECESS

9:55 a.m. - 10:15 a.m. | Skip a Grade: Build Your Book with Seminars

10:15 a.m. - 10:45 a.m. | How to Plan Your Campaigns

10:45 a.m. - 11:45 a.m. | Seminar Strategy 101

11:45 a.m. - 12:05 p.m. | Skip a Grade: Scale Your Success

1-HOUR LUNCH

1:00 p.m. - 1:30 p.m. | The Right Students in the Right Seats

1:30 p.m. - 2:00 p.m. | Strategic Seminars: Meal & Education Events

2:00 p.m. - 2:30 p.m. | The Data Lab: What's Fueling The Fastest Growth Right Now

2:30 p.m. - 2:45 p.m. | How to Setup a Successful Seminar

10-MINUTE RECESS

3:00 p.m. - 4:30 p.m. | Live Seminar + Q&A: Millionaire's Lunch

4:30 p.m. - 5:00 p.m. | Follow-Up Formula: Convert Attendees to Clients

5:00 p.m. - 5:15 p.m. | Housekeeping

6:00 p.m. - 7:00 p.m. | Dinner

7:00 p.m. - 10:00 p.m. | Casino Night & Raffle

DAY 3 | FRIDAY, FEBRUARY 27

7:30 a.m. - 8:30 a.m. | Breakfast Club

8:30 a.m. - 9:00 a.m. | Office Hours with the Marketing Consultants

9:00 a.m. - 9:30 a.m. | Master the First Appointment & the Next 99 Days

9:30 a.m. - 10:00 a.m. | A Tech Stack that Grows with You x AI

10-MINUTE RECESS

10:10 a.m. - 10:30 a.m. | Skip a Grade: Advisor Spotlight

10:30 a.m. - 11:00 a.m. | What's Working & What's Wasting Your Budget

11:00 a.m. - 11:45 a.m. | Maximizing Relationships & Lifetime Value

11:45 a.m. - 12:00 p.m. | Closing Remarks