

## Coffee & Conversation Seminar

Our Coffee & Conversation seminars have moved to a new day! We know the end of the month can be busy – instead, join us mid-month on **Wednesdays** and make some new connections. The Insurance Institute of NS and the Insurance Brokers Association of NS continue to partner in offering the best value for your educational dollar.

---

## Are You Leading a Digital Life?

**Date:** Wednesday, February 14, 2018

**Fee:** \$40.00 & HST

**In Person:** Insurance Institute of Nova Scotia  
Suite 220 – 250 Baker Drive, Dartmouth

**Time:** Registration – 8:45 am

Presentation – 9:00 to 10:30 am Atlantic

**Webinar:** Login details will be emailed

Becky Davison, Marketing Manager with The Halifax Chamber of Commerce will be in conversation with Linda Meldrum, Account Executive, Aon. During this seminar, they will discuss:

- Your brand, your skills and the role that volunteerism plays in creating your personal brand
- Your Digital life – People are watching! What are they thinking about you and why?
- Are you irresistible? Do people find you interesting on Social Media?
- The secrets of social selling to prospect effectively

### Speakers:

Linda Meldrum, CIP – Account Executive, Aon

Linda has over 35 years of insurance industry experience and is currently an Account Executive with Aon in Atlantic Canada. She is a Past President of IINS, served on the Board of Governors with IIC and has instructed 7 of the 10 CIP courses. Linda is currently President of Sackville and Area Rotary, former District Secretary Rotary District 7820 and a former VP with NS Crime Stoppers.

Becky Davison, B.Comm., MBA – Marketing Manager, Halifax Chamber of Commerce

Becky has 16 years' experience in event management, real estate and publication production. She has found her niche helping businesses grow through developing networks in Halifax. She has a Master's of Business Administration from St. Mary's University and a Bachelor of Commerce from Dalhousie and is a lifelong learner.

Our morning seminars include breakfast snacks and refreshment.

---

### Insurance Brokers Association of Nova Scotia

380 Bedford Highway

Halifax, NS B3M 2L4

E-mail: [keri@ibans.com](mailto:keri@ibans.com)

Phone: 902-876-0526, Fax: 902-876-0527

Website: [www.ibans.com](http://www.ibans.com)

### Insurance Institute of Nova Scotia

250 Baker Drive, Suite 220

Dartmouth, NS B2W 6L4

E-mail: [IINSmal@insuranceinstitute.ca](mailto:IINSmal@insuranceinstitute.ca)

Phone: 902-433-0070, Fax: 902-433-0072

Website: [www.insuranceinstitute.ca/NovaScotia](http://www.insuranceinstitute.ca/NovaScotia)

# Are You Leading a Digital Life?

Wednesday, February 14, 2018 | 9:00 - 10:30 am

Register Online at

[www.insuranceinstitute.ca/institutes-and-chapters/Nova-Scotia/Seminars.aspx](http://www.insuranceinstitute.ca/institutes-and-chapters/Nova-Scotia/Seminars.aspx)  
or submit this form to the address below.

I will be attending:

In person

Webinar

Name: \_\_\_\_\_

Company: \_\_\_\_\_ Telephone: \_\_\_\_\_

Address: \_\_\_\_\_

E-mail (for confirmation of registration): \_\_\_\_\_

Fee: \$ 46.00 (\$40 + HST)

Return this form and payment by **February 5, 2018** to:

**Insurance Institute of Nova Scotia**  
220 – 250 Baker Drive, Dartmouth, NS B2W 6L4  
Email to: [IINSmal@insuranceinstitute.ca](mailto:IINSmal@insuranceinstitute.ca)

Make cheques payable to **Insurance Institute of Nova Scotia**

***No cancellations. Substitutions welcome.***

Amount Enclosed: \$ \_\_\_\_\_ Payment: Cheque      VISA      MasterCard      AMEX

Credit Card #: \_\_\_\_\_ Expiry Date: \_\_\_\_\_

Signature: \_\_\_\_\_

## Insurance Brokers Association of Nova Scotia

380 Bedford Highway  
Halifax, NS B3M 2L4  
E-mail: [keri@ibans.com](mailto:keri@ibans.com)  
Phone: 902-876-0526  
Fax: 902-876-0527  
Website: [www.ibans.com](http://www.ibans.com)

## Insurance Institute of Nova Scotia

250 Baker Drive, Suite 220  
Dartmouth, NS B2W 6L4  
E-mail: [IINSmal@insuranceinstitute.ca](mailto:IINSmal@insuranceinstitute.ca)  
Phone: 902-433-0070  
Fax: 902-433-0072  
Website: [www.insuranceinstitute.ca/NovaScotia](http://www.insuranceinstitute.ca/NovaScotia)