

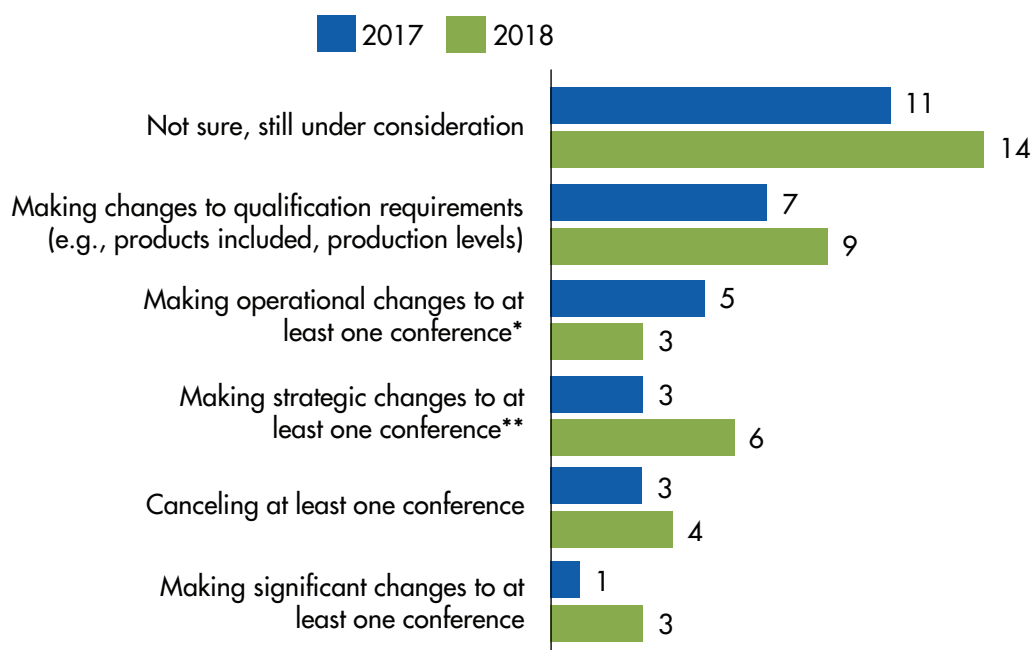
Changes to Advisor/Agent Recognition Conferences



Over the past several years, sales recognition conferences have come under increased scrutiny. Today, recognition conferences are among several business practices that companies may review in light of the DOL fiduciary rule.

- Almost half of the companies surveyed are considering changes to their future incentive conferences.
- Rather than cancel, many companies are reviewing qualification requirements, as well as making strategic and/or operational changes to their meetings. Many are still considering their options.

CHANGES BEING CONSIDERED TO RECOGNITION CONFERENCES (number of companies)



*length of conference, number of attendees, number of guests, etc.

** purpose of conference, types of attendees, etc.

METHODOLOGY

LIMRA surveyed companies in June-July 2016 regarding strategic and operational changes companies have made over the past several years, as well as changes under consideration for their 2017 and 2018 retail advisor/agent recognition conferences. The study findings are based on 53 U.S. companies representing direct sales force (career and multiple-line) and independent/third-party distribution channels/networks. Several companies completed multiple questionnaires for different distribution systems. In this report, "company" refers to distribution channel.