



FOR IMMEDIATE RELEASE

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**BENEFITS SELLING EXPO ANNOUNCES CONTENT LINE-UP  
FOCUSED ON TOOLS, TECHNIQUES AND TRENDS OF THE  
BENEFITS INDUSTRY**

*Centennial, Co. (February 1, 2007)* – Benefits Selling Expo 2007, hosted by Wiesner Financial Media, announced its content lineup focused on three tracks: tools, techniques and trends.

Benefits Selling Expo, in its third year, features three days of presentations that provide sales and marketing information for employee benefits brokers. Benefits Selling Expo will be March 21-23, 2007 at the Fairmont Dallas at 1717 N. Akard St, Dallas.

“We developed these three tracks in response to feedback we’ve received from past attendees and readers alike,” said Denis Storey, Editor of *Benefits Selling*. “Each track contains up to four different sessions geared to help employee benefits brokers expand their business and create higher customer satisfaction.”

Highlighted session speakers include Sharon Alt, with Alt Benefits Consultants, Jim Christenson with Emerson, Reid & Co., Gil Lowerre with Eastbridge Consultants, Dave Parker with CBSA PERFORMAX and Paul Crow and William Allison with Crow Allison and Associates.

“Each speaker is an industry expert in their areas of specialty,” Storey added. “Most are working in the benefits industry and have hands-on experience as brokers. The peer-to-peer approach tends to create learning environments people remember when they get back to their desks.”

For more information or to register to attend the conference, visit [www.BenefitsSellingExpo.com](http://www.BenefitsSellingExpo.com) or call 888-880-8218.

Benefits Selling Expo is sponsored by *Benefits Selling* magazine, a monthly publication that provides marketing and sales resources for the industry’s top benefits brokers.

**ABOUT WIESNER FINANCIAL MEDIA**

Wiesner Financial Media is the leading, independent source for information on sales, marketing and best practice techniques for insurance, financial and benefits advisors. Wiesner Financial Media publishes three magazines: *Benefits Selling*, *Senior Market Advisor*, and *Boomer Market Advisor*. ProducersWEB.com, the leading industry web



portal, and Advisors Data Source, a data-services division, are also included in the division. In addition, Wiesner Financial Media annually produces two leading industry events: Benefits Selling Expo and Senior Market Advisor Expo.

For more information, go to [www.wiesnerpublishing.com](http://www.wiesnerpublishing.com).

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