

Issue, Month, (AD)*, (CD)*, (PD)*	Fairs, Events, Congresses	Trend	Insurance Sector	Sales Practice	INVEST	IT & Organisation
1 January AD 06.12.2011 CD 12.12.2011 PD 30.12.2011	FONDS professional Kongress , Mannheim, Germany (25-26. 01.)	The best broker insurers	Life, non-life, / accident, health	Addressing target groups successfully	Funds and fund policies as old age provision	Outsourcing for agents
2 February AD 02.01.2012 CD 10.01.2012 PD 30.01.2012		Risk protection for SMEs	Residential building / household, life, non-life	Telephone acquisition in spite of unfair competition legislation	Sustainability	Broker software
3 March AD 01.02.2012 CD 08.02.2012 PD 29.02.2012	CeBiT , Hanover, Germany (06-10.03.) Invest , Stuttgart, Germany (27-29.04.)	Assistance: trend barometer	Life, non-life / accident, health	Apps as a sales instrument	Life insurance secondary market	Data security
4 April AD 29.02.2012 CD 07.03.2012 PD 28.03.2012	Pool & Finance , Kongresszentrum Darmstadt, Germany (26.04.) VEMA-Tage , Fulda, Germany (April)	Fees / Broker's Commission / Commission	Transport, life, non-life / accident, health	Women's network in sales	Share funds	Green IT
5 May AD 28.03.2012 CD 04.04.2012 PD 27.04.2012	versicherungsmagazin-Fachtag , Erfurt/Weimar, Germany (03.05.) LVFM-Leipziger Versicherungs-und Fondsmesse , Leipzig, GER (09.05.) MMM Makler- und Mehrfachagenten-Messe , Munich, Germany (May)	Life Insurance	Re-insurance, life, non-life / accident, health	Existing customer support	Open real estate funds	Printing, scanning & co.
6 June AD 27.04.2012 CD 04.05.2012 PD 29.05.2012	KVK Kongress , Kölner Versicherungs- und Fianz Kongress, Colgogne, Germany (June)	Private health insurance	Industrial, life, non-life / accident, health	Unternehmer Ace' Award	Raw material funds	Mobile end-user devices
7 July AD 01.06.2012 CD 08.06.2012 PD 29.06.2012		The best disability insurers	Legal expenses, life, non-life / accident, health	Succession	Renewable energy	VM-Award sales software
8 August AD 02.07.2012 CD 09.07.2012 PD 30.07.2012		Broker pools	Liability, life, non-life / accident, health	Fee advice	Pension funds	Professional organisation of brokering
9 September AD 30.07.2012 CD 06.08.2012 PD 28.08.2012	versicherungsmagazin-Fachkonferenz: Vertrieboffensive Altersvorsorge 2012 , Bonn, Germany (Sept.)	Car insurance	Disability, life, non-life / accident, health	Etiquette for agents	Fund sales	Flexible use of human resources
10 October AD 31.08.2012 CD 07.09.2012 PD 28.09.2012	versicherungsmagazin-Fachtag , Fulda, Germany (09.10.) HSM Hauptstadtmesse , Berlin, Germany (13.10.) DKM , Dortmund, Germany (23-25.10.)	Social media	Re-insurance, life, non-life / accident, health	Cooperation between agents	Participation models	Digital photography
11 November AD 28.09.2012 CD 05.10.2012 PD 26.10.2012	15. Euro Finance Week , Frankfurt/Main, Germany (Nov.)	The best personal liability insurers	Private pension, life, non-life / accident, health	New customer acquisition	Theme funds	Freeware
12 December AD 31.10.2012 CD 07.11.2012 PD 28.11.2012		Sales channels of the future	Life, non-life / accident, health	DKM review	Precious metals	Telefoning: providers, mobile phones, etc.
1 January 2013 AD 26.11.2012 CD 03.12.2012 PD 27.12.2012	FONDS professional Kongress , Mannheim, Germany (Jan.)	Product innovations	Life, non-life / accident, health	Success factors in sales	Liability	Office equipment

Regular columns: INVEST | New products | Product of the month | Teach up career | Job market

*AD = Advertising deadline | CD = Copy deadline | PD = Publication date

This overview of the subjects scheduled for 2012 is intended for your planning. We reserve the right to make changes if necessary. Additional topics can be found four weeks before the actual advertising deadline at www.best-ad-media.de.

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