



# Apex is NAIFA's Race to the Top

Phoenix, AZ | September 19-21, 2024 | Arizona Biltmore

## What Makes Apex Different?

Apex and the National Leadership Conference combine NAIFA's signature events focused on providing innovative professional development opportunities to financial service professionals and NAIFA Chapter Leaders who serve individuals, families, and businesses across the United States. The Apex/NLC brand promotes a "race to the top," targeting financial professionals who seek continuous improvement and desire to provide financial security to more Americans. The event will be September 19-21 at the Arizona Biltmore Hotel in Phoenix.

Apex focuses on growing attendees' business and leadership skills while helping each develop a personal brand. It appeals to practitioners in a wide range of financial specialties and guides them to reach their highest levels of success. The event is a game-changer for financial service professionals striving to be the best they can be.

The National Leadership Conference (NLC) is to optimize how NAIFA's volunteer leaders work together to ensure NAIFA continues as the number one association in the United States for financial services professionals. NLC and the associated Belong awards gala inspire and recognize servant leaders who are called to serve a greater purpose and understand that they are working for the success of something bigger than themselves.

## What You Will Get from Attending Apex:

- Powerful keynote sessions, including: The Power of Zero and Inside Elections
- Learn what to do and say (and what not to) when clients go through tough, emotional times
- Examine how being authentic is the ultimate virtue for advisors to connect with their clients and prospects, even if it means showing your hand.
- Explore how AI is not a threat but a tool that enhances our capabilities
- Advanced planning topics, including: Holistic planning, business succession planning, tax reform, and long-term care
- And much more!

## Registration Rates

\$950/members | \$1,150/non-members  
Register at <https://apex.naifa.org/>

## Special Offer for MassMutual

Use promo code  
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off registration