

**FOR IMMEDIATE RELEASE** Contact: Melissa Maichle

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**The New England Employee Benefits Council Presents “Strategic Planning for Success in the Employee Benefits Industry”**

**WALTHAM, MA – Tuesday, March 25, 2014—**The New England Employee Benefits Council (NEEBC) presents “Strategic Planning for Success in the Employee Benefits Industry” a *Next Generation Series* even*t* on April 30. Led by Todd Granger, Executive Vice President, and Erin Lenox, Vice President, at Willis, the program will provide a strategic approach to designing a career path for success, with an emphasis on agility and scalability. The presentation will include:

* How to stay on top of ever-evolving industry information (organizations, industry publications, and regulatory changes)
* Understanding the various lines of business in the benefits industry, their purpose, and how they interrelate (corporate benefits, actuarial, consultants, and brokers)
* Understanding the importance of credentialing and continuing education as it relates to growth potential
* Positioning and aligning day-to-day work as a benefits professional within the greater context of an employer's organizational goals
* Optimizing networking opportunities among key stakeholders in the employee benefits industry

The April 30 program will be held from 3:45 to 5:00 pm, with a social hour following the program, at Ropes & Gray, 48th Floor Prudential Tower, 800 Boylston Street, Boston. More information about NEEBC is available at [www.neebc.org](http://www.neebc.org). For complete details about the event, click [here](http://www.neebc.org/index.php?option=com_mc&view=mc&mcid=72&eventId=424206&orgId=neebc&recurringId=0). Register for the event [here](https://neebc.memberclicks.net/index.php?option=com_mc&view=formlogin&form=162033&return=L2luZGV4LnBocD9vcHRpb249Y29tX21jJnZpZXc9bWMmbWNpZD1mb3JtXzE2MjAzMz9zZXJ2SWQ9NDA1OCZvcHRpb249Y29tX21jJnZpZXc9bWMmbWNpZD1mb3JtXzE2MjAzMw==), by calling 781-684-8700 or contacting sue@neebc.org.

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About NEEBC

NEEBC ([www.neebc.org](http://www.neebc.org)) is a Waltham, Massachusetts nonprofit that advances knowledge and education in employee benefits. NEEBC’s 1,250 members manage benefits for an estimated 2.5 million employees. Members include employers and providers of benefits consulting and services throughout New England. NEEBC’s monthly educational programs feature presentations by guest speakers on topics of interest to the benefits community. Members have the opportunity to discuss ideas, become informed about new developments in the field and network with peers. Follow NEEBC on Facebook at <https://www.facebook.com/Neebc>, on LinkedIn at [http://www.linkedin.com/groups/NEEBC-1605507/about](%20http%3A/www.linkedin.com/groups/NEEBC-1605507/about) and on [Twitter](https://twitter.com/neebc) at @NEEBC.