



26th Annual Health Benefits Conference & Expo

Jan 30-Feb 1, 2017 | Clearwater Beach, FL

Targeted Messaging for Success: A Year-Round Employee Benefits Communication Strategy



Anne Sperling, CSA, LPRT
President & CEO

This interactive workshop will provide hands-on skill training on the important topic of employee benefits communication. Try out old and new methods of communication in an intimate and comfortable environment and receive feedback from both Ms. Sperling and peers for a better understanding of what will work in the real world.

About Ms. Sperling

Ms. Sperling is the President & CEO of Vanguard Resources, Inc. ***“Bringing Clarity to Employee Benefits”*** is her tag line and mission and she does this through teaching, coaching and consulting on employee benefits communication. She has over 30 years of employee benefit consultation experience and was the national chair of the Professional Development Committee for the National Association of Health Underwriters for 5 years. Ms. Sperling has received numerous awards for her distinguished service to her profession and to her community. She has a bachelor of science degree in business administration with a concentration in human resources management and compensation administration from the University of Vermont.

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