

Member Gras

Member Challenge 2019

International Society
of Certified Employee Benefit Specialists



Member Gras 2019 Talking Points

Below are some highlights/talking points chapters may want to consider when speaking with prospective Society members

Quick Highlights:

- By joining the Society and chapter now and receiving 14 months for the price of 12, you will be paying less than \$25 per month *(may be less depending on your chapter's dues)*.
- Chapter education programs are unbiased and focus on education – there are no sales pitches.
 - The information is great to take back to your department to train the rest of your team.
 - It's a cost efficient way for your organization to remain current with industry information.
- Many members have been able to grow their business thanks to networking done at local events.
- The Society has thousands of benefits and compensation professionals as members.
- Membership spans the globe, but is primarily concentrated in the U.S. and Canada.

In-depth Points:

- More than 1500 questions have been posted on the ISCEBSLink so far this year and responses saved members both time and money.
 - HR practices and policy language, legal renderings, vendor suggestions and evaluations, and product suggestions have all been shared on the ISCEBSLink.
 - Hundreds of Society members participate in discussions on the Link.
- The Information Center has provided members resources on topics such as benchmarking data, compliance information on 401(k) plans, policy language information and more.
 - According to member feedback, the average information search can save you 4-6 hours of work and about \$500.
 - Society members get unlimited requests per year.

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- Webcasts are offered regularly on topical issues and are a cost-effective way to glean information and train staff at a very affordable price.
 - Society members have unlimited access to live and on demand webcasts.
 - Topics are specific for Canadian topics, U.S. topics and more global trends.
- Society members are able to post their resume for free and search posted jobs in the Members Only/Online Community section.
 - The positions are specifically targeted toward professionals who are familiar with the CEBS program.
 - Companies that search the resumes posted want a CEBS professional and are familiar with the designation.
- The Annual Symposium offers attendees real-time education opportunities on pending legislation, regulation updates, current practices as well as valuable take-aways that help you stay at the top of the industry and do your job better.
 - New CEBS graduates as well as new GBA and RPA designees are honored at the conferment ceremony on Sunday
 - The 2020 Symposium is August 23-26 in San Diego, California, and will be held at the Hilton San Diego Bayfront.
- Continuing Education credit for licensing and other professional certifications is available through many different avenues.
 - The Symposium meets licensing/continuing professional education requirements in many states and several provinces for insurance producers, accountants, attorneys and other professionals.
 - The 2019 Symposium offered up to 16 credits for insurance producers in many states.
 - Canadian credit is available based on request.
- The ISCEBS Fellowship Exam developed by Wharton and Dalhousie is offered annually in the spring and is a great way to achieve continuing education credits and Fellowship in the Society.
 - The 2019 Continuing Education exam offered between 12-22 credits for insurance producers in the U.S. including Ethics credits.
 - ISCEBS recommends 30 credit hours in Alberta, British Columbia, Manitoba, Ontario and Saskatchewan.
 - The Alberta Insurance Council approved the 2019 course for up to 22 credits per track.

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Sample Calling Script

Hello, ____, my name is XXX and I'm calling with the <Chapter Name> Chapter of the International Society of CEBS.

I understand you are a <CEBS grad/GBA/RPA/CMS/CEBS student>. Congratulations! One of the best decisions I made was to pursue my CEBS designation!

<Feel free to engage in small chat about the designation – how long did it take to earn or how long have they been working on the designation>

I'd like to invite you to join the Society and the <Name> Chapter. Society dues are \$295 for the calendar year and the chapter dues are <\$XX>. You should have received some literature in the mail about this, or you can join online at iscebs.org

Our chapter is hosting an upcoming chapter education program. We'll be discussing <topic> on <date, location>. I'd like to invite you to attend at the member rate of <price>.

<Talk about what the chapter does/some of the Society talking points above>