



GAMA International

A Critical Step in Advancing Your Career



Building the Leaders Who Build
the Financial Services Industry



About GAMA International

GAMA International is the premier association for field leaders in the insurance and financial services industry.

We are committed to providing you with cutting-edge, skill-building professional development resources and experiences that will broaden your depth of knowledge, enhance your effectiveness and help you succeed to your fullest potential.

Our Mission

Building the Leaders Who Build the Financial Services Industry



Market Sectors

GAMA International serves field leaders in many sectors of the financial services industry.

- Traditional Life
- Middle Market
- Multiline/Property and Casualty
- Financial planning
- Fraternal
- Equity Investments



You Know How to Manage ... Let GAMA Show You How to Lead

GAMA International membership connects you to a dynamic community of traditional and multiline peers who face the same challenges and opportunities as you.

Join GAMA. Build a professional network of successful field leaders while you increase your effectiveness through GAMA's innovative tools and resources.



10 Reasons to Join GAMA

1. **Save time.** Advance your leadership skills and those of your team by taking advantage of GAMA's ever-growing professional development resources. Don't reinvent the wheel.
2. **Learn.** Participate in the Best Practices Teleconferences, each featuring the best in the business discussing hot industry topics and practical solutions.
3. **Stay current.** Take an in-depth look at the pressing challenges and latest solutions affecting the industry through GAMA's award-winning GAMA International Journal.
4. **Gain professional recognition.** GAMA's global Distribution Management Award Program sets the benchmarks for excellence in field leadership.
5. **Build connections.** Cultivate lasting relationships by networking with industry leaders locally, nationally and internationally at LAMP, GAMA's annual meeting, and other GAMA forums.



10 Reasons to Join GAMA

6. **Gain instant access.** GAMA Source offers 24/7 connection to *members-only* online resources for practical strategies and solutions from multiline and traditional industry leaders.
7. **Enjoy significant savings.** GAMA members benefit from reduced rates on LAMP and other GAMA resources and programs.
8. **Access industry intelligence.** GAMA Foundation research and tools bring the best practices from the best minds in the industry right to your fingertips.
9. **Know yourself, know your team.** Get the critical management information you need from confidential and easy-to-use online assessment tools.
10. **Grow as a leader.** Build your skills, visibility and professional network and be recognized for your contributions to our industry's body of knowledge.



Team-Oriented Benefits ... To Grow Your Business Exponentially

Use GAMA's wealth of resources to create a sustainable and successful organization, from the nuts-and-bolts of developing world-class recruiting and training programs to the essential task of developing a shared mission, vision and values.

- **The Essentials of Leadership and Management:** This week-long course has become the standard for energizing leadership in the financial services industry. A compelling course for an individual, participating in *The Essentials* as a team can be a truly transformative experience.
- **Best Practices Teleconferences:** GAMA provides informative one-hour presentations six times per year on critical business topics. Learn from the convenience of your office or home, and take the opportunity to learn, discuss and grow as a team.
- **Systems for Success:** The *Systems for Success* series reveals how top performers outshine the rest in the key activities of finding, building, keeping and reaching the right people. A fifth title, *Building High-Performance Adviser Teams*, has become a GAMA bestseller.



Team-Oriented Benefits ... To Grow Your Business Exponentially

- **Field Leadership Series:** These interactive workshops bring proprietary field leadership research results to life. Offered annually in many cities across the country, your management team can take advantage of the one-day programs to zero in on critical areas of business performance.
- **Leadership Team 360° Survey:** GAMA's online 360° survey tool provides you with an accurate, confidential assessment of your team members' leadership skills. Debrief together using the assessment only or in conjunction with the *Systems for Success* research to build stronger processes and team ownership of results.
- **LAMP:** GAMA's annual meeting is the premier industry event, providing you and your team with a ready-made platform for building leadership development into your annual schedule. Attend LAMP and take advantage of the rich programming and networking opportunities.
- **LoTT:** A special program for frontline leaders who are 40 years of age and younger or have fewer than five years of field management experience, the Leaders of Today and Tomorrow program (LoTT) offers resources and networking opportunities designed to teach, challenge and develop those who are newer to field leadership.



Who Are GAMA Members?

- **Firm or Agency First-Line Leader:** Any individual responsible for the strategic leadership and operational management of a financial services firm or agency in any market sector
- **Firm or Agency Frontline Leader:** Any individual responsible for recruiting, selecting, training, supervising or coaching financial services advisors or agents
- **Firm or Agency Functional Specialist:** Any noncommissioned specialist who plays an important role in today's field leadership teams, such as recruiters, marketing directors, or trainers
- **Corporate Executive:** Any individual responsible for providing key supervision or support to the corporation's field leaders or sales force
- **Associate Member:** Any individual not eligible for one of the above member groups who is interested in promoting the objectives of GAMA International



3 Ways to Join GAMA

Download the application form and join GAMA today:

- **Fax** application and credit card information to 703-770-8182
- **Mail** application and payment to GAMA International, P.O. Box 758953, Baltimore, MD 21275-8953
- **Call** 888-275-0091 and join over the phone

Access proven solutions for your most pressing challenges.



Do More ... Smarter, More Efficiently, With GAMA

For more than 50 years, GAMA has been building leaders in the financial services industry.

Let us partner with you on your journey to success.

If you have any questions, please contact our Member Service team at 1-888-275-0091 or e-mail us at membership@gamaweb.com.



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