



Looking for a new way to reach beneficiaries while practicing social distancing? Host a Medicare Basics webinar. Be sure to review our compliance spotlight for the resources you need to stay compliant.

Follow these 4 steps to get started:

1. **Pick a platform to host your event.** Here are a few options:
 - o [Zoom](#) (40 min limit for free version)
 - o [Webex](#) (40 min limit for free version)
 - o [GoToMeeting](#)
 - o [Demio](#)
2. **Advertise your event.** Use compliant marketing materials to advertise your event. CareFree branded versions are available as well as non-branded versions that allow you to use your own agency name and logo.
 - o [Medicare Basics Postcard- CareFree branded](#)
 - o [Medicare Basics Postcard- Non-branded](#)
 - o [Medicare Basics Flyer- CareFree branded](#)
 - o [Medicare Basics Flyer- Non-branded](#)
3. **Practice your presentation.** Download our Medicare Basics presentation and talking points. Talking points are a guide to the information on each slide. You do not need to read these verbatim. Make the presentation your own!
 - o [Medicare Basics Presentation](#)
 - o [Medicare Basics Talking Points](#)
4. **Make the most of your event.** Be sure to send meeting reminder emails to those who have registered- the day before and at least an hour before. Provide your contact information during the event. Send a "Thank You" email with your contact information after the event is complete.

Note: All sales and marketing activities and educational events must be conducted in compliance with all state, CMS and Carrier requirements



Compliance Spotlight

To help everyone stay Compliant when marketing Medicare products, we've produced a new Brainshark presentation called "**Introduction to Compliance**" which provides an overview of Compliance basics and houses important resources all in one place. It includes where to find the full Medicare Communications and Marketing Guidelines (MCMG) and how to locate additional Medicare resources and tools on carefreeagency.com.



Weekly Webinars

CareFree's webinar series is designed to keep you selling year round and grow your business. To register [view our full schedule of events here.](#)

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