

Phoenix 1948 Senior Benefits Medicare Seminars 2026

January Medicare Seminars					Total Mailed			RSVP/Mailed	
Date	Location	Time	RSVP	Showed	Qualified Lead Jan-Aug	AEP Lead	Non-Qualified Lead	Marketing Partner	Leads Generated for Marketing Partner
Qualified Leads-Still Working									
TOTAL									
Our Cost of Seminars			Cost/Lead		Applications Generated			Cost/ Enrollment	
Attendance Factors:									
February Medicare Seminars					Total Mailed			RSVP/Mailed	
Date	Location	Time	RSVP	Showed	Qualified Lead Jan-Sept	AEP Lead	Non-Qualified Lead	Marketing Partner	Leads Generated for Marketing Partner
Qualified Leads-Still Working									
Total									
Our Cost of Seminars			Cost/Lead		Applications Generated			Cost/ Enrollment	
Attendance Factors:									

March Medicare Seminars					Total Mailed			RSVP/Mailed	
Date	Location	Time	RSVP	Showed	Qualified Lead Jan-Oct	AEP Lead	Non-Qualified Lead	Marketing Partner	Leads Generated for Marketing Partner
Qualified Leads-Still Working									
Total									
Our Cost of Seminars			Cost/Lead		Applications Generated			Cost/ Enrollment	
Attendance Factors:									
NO SEMINARS IN APRIL-nothing mailed									
May Medicare Seminars					Total Mailed			RSVP/Mailed	
Date	Location	Time	RSVP	Showed	Qualified Lead Feb-Dec	AEP Lead	Non-Qualified Lead	Marketing Partner	Leads Generated for Marketing Partner
Qualified Leads-Still Working									
Total									
Our Cost of Seminars			Cost/Lead		Applications Generated			Cost/ Enrollment	
Attendance Factors:									
Notes:									
June Medicare Seminars					Total Mailed			RSVP/Mailed	

Date	Location	Time	RSVP	Showed	Qualified Lead Mar-Jan 27	AEP Lead	Non-Qualified Lead	Marketing Partner	Leads Generated for Marketing Partner
Qualified Leads-Still Working									
Total									
Our Cost of Seminars			Cost/Lead		Applications Generated			Cost/ Enrollment	
Attendance Factors:									
Notes:									
July Medicare Seminars					Total Mailed			RSVP/Mailed	
Date	Location	Time	RSVP	Showed	Qualified Lead Apr-Feb 27	AEP Lead	Non-Qualified Lead	Marketing Partner	Leads Generated for Marketing Partner
Qualified Leads-Still Working									
Total									
Our Cost of Seminars			Cost/Lead		Applications Generated			Cost/ Enrollment	
Attendance Factors:									
Notes:									
No Seminars in August									

September Medicare Seminars-Mailed									
Date	Location	Time	RSVP	Showed	Qualified Lead June-Apr 27	AEP Lead	Non-Qualified Lead	Marketing Partner	Leads Generated for Marketing Partner
Qualified Leads-Still Working									
Total									
Our Cost of Seminars			Cost/Lead		Applications Generated			Cost/ Enrollment	
Attendance Factors:									
Notes:									
October Medicare Seminars-									

Date	Location	Time	RSVP	Showed	Qualified Lead July-May 27	AEP Lead	Non-Qualified Lead	Marketing Partner	Leads Generated for Marketing Partner
Qualified Leads-Still Working									
Total									
Our Cost of Seminars			Cost/Lead		Applications Generated			Cost/ Enrollment	
Attendance Factors:									
Notes:									
November Medicare Seminars-Mailed									

Date	Location	Time	RSVP	Showed	Qualified Lead Aug-June 27	AEP Lead	Non-Qualified Lead	Marketing Partner	Leads Generated for Marketing Partner
Qualified Leads-Still Working									
Total									
Our Cost of Seminars			Cost/Lead		Applications Generated			Cost/ Enrollment	
Attendance Factors:									
Notes:									
NO SEMINARS IN DECEMBER-nothing mailed									
			RSVP	Showed	Qualified Lead	AEP Lead	Non-Qualified Lead	Marketing Partner	Leads Generated for Marketing Partner

RESULTS FROM ALL SEMINARS IN 2026							Oak St	
							VIPCare	
TOTAL Cost		TOTAL Cost/Lead		TOTAL Applications Generated		TOTAL Cost/ Enrollment		
Qualified Lead=turning 65 in next 8 months - Still Working AEP Lead=Already on Medicare (over 65 or Disability) Non-Qualified Lead=Younger than 63								

Month	Mail Pieces Sent	# of Seminars	Total RSVP	RSVP Rate %	Total Attended	Show/Pieces Sent %	Show Rate (% of RSVP)	Total Applications	Enrollment Rate (% of Attendees)
January									
February									
March									
April									
May									
June									
July									
August									
September									
October									
November									
December									
	TOTAL	TOTAL	TOTAL	Average	TOTAL	Average	Average	TOTAL	Average
TOTAL									

