



PRESS RELEASE

Amy Florian Joins Distinguished Line-up of Speakers at 2017 AFA National Adviser Conference

Hoffman Estates, IL, Sept.20, 2017 -- Amy Florian, CEO and founder of the professional training firm Corgenius, is part of a select group of speakers at the upcoming Association of Financial Advisers (AFA) 2017 National Adviser Conference in Gold Coast, Australia on October 11-13, 2017. Florian's keynote session focuses on how to build strong relationships with clients through all the losses and transitions of life.

This annual event attracts innovators, professionals and mentors from around the globe and hosts a broad agenda delivered through a variety of formats from main plenary sessions to focused workshops. AFA conferences are designed to maximize the community experience and facilitate peer engagement and learning.

"Ms. Florian's practical, insightful, and inspirational training is crucial in helping advisers do the right thing for clients, retain business across generations, and attract new business," said Michael Nowak, AFA Conference Chair. "This presentation provides a unique opportunity for advisers to develop their skills in this integral, increasingly critical area."

"When clients are affected by tragedy, illness or everyday transitions, you know how to handle the money. But clients want more," said Florian. "They want an advisor with the depth, knowledge, and skill to support them in non-financial ways as well. My work builds on the skills advisers develop throughout their careers and helps leverage them to support clients experiencing death, widowhood, divorce, a serious diagnosis, aging, empty nest, retirement, and all the other major life transitions."

More info on the AFA National Advisers Conferences conference program and registration are available at www.afaconference.com.au

About Amy Florian

Amy Florian, a visionary CEO, author, and teacher, has over three decades of experience helping others cope with life transitions. She is the founder and CEO of Corgenius, the first professional training organization to focus on teaching advisers and consultants how to support grieving clients. She has authored 100s articles and is also the author of "Compassionate Communication: Desktop Reference for Times of Transition." Amy holds a Master's Degree and is a Fellow in Thanatology (the highest level of certification in the field of grief studies).

About Corgenius

Since 2008, professional training firm Corgenius has been redefining how the Financial and Insurance Industries serve their clients in times of grief and transition. Corgenius offers training sessions that fit any event, conference, or workshop; a two-day intensive class; video training; and a variety of customized educational solutions. Visit Corgenius at <http://www.corgenius.com/>.

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