

# FINFIT LIFE — 2026 EVENT CALENDAR

## **Launch Event — Las Vegas (January 9–10)**

A powerful two-day kickoff focused on vision, momentum, leadership development, and the official launch of our 2026 initiatives.

## **Champions Challenge Contest Prize — Hawks vs. Celtics Game (January 28)**

A high-energy reward experience for top performers, celebrating achievement with an unforgettable NBA game night.

## **FinFit Life Accelerated Sales Training — Hawaii (January 29–30)**

Elite-level training for leaders committed to mastering advanced sales, communication, and client-conversion strategies.

## **Vitality Hour of Power — Virtual (February 21)**

A fast-paced virtual session designed to boost motivation, sharpen Vitality integration, and help agents stay consistent.

## **FinFit Life Accelerated Sales Training — Chicago (February 27–28)**

High-intensity, hands-on training focused on strengthening presentations, communication skills, and sales performance.

## **Vitality Hour of Power — Virtual (March 21)**

A monthly recharge session delivering clarity, momentum, and tactical Vitality-driven strategies.

## **John Hancock Longer. Healthier. Better.™ Convention (April 12–14)**

A premier industry event featuring education, recognition, networking, and insights into the future of insurance and wellness.

## **FinFit Life 5K (April 18)**

A community-driven wellness event celebrating movement, healthy living, and the FinFit Life mission.

## **Trustworthy Selling — Santa Clara (May 30)**

A full-day workshop strengthening credibility-based sales skills and client trust-building techniques.

## **Trustworthy Selling — Tampa (June 6)**

A confidence-building training focused on communicating value, overcoming objections, and improving closing skills.

## **Vitality Hour of Power — Virtual (June 20)**

A mid-year motivational reset empowering agents to reignite production and maintain consistency.

## **Inspire 2026 — Las Vegas (July 16–18)**

FinFit Life's largest annual gathering, featuring recognition, announcements, leadership development, and community connection.

## **Vitality Hour of Power — Virtual (August 15)**

A summer session focused on discipline, daily habits, and performance alignment with Vitality strategies.

## **APEX (September 16–20)**

An elite retreat for top performers offering high-level learning, exclusive experiences, and advanced leadership development.

## **FinFit Life Accelerated Sales Training — TBD (October 2–3)**

Advanced production-focused training preparing teams for a strong Q4 and year-end momentum.

## **Vitality Hour of Power — Virtual (October 17)**

A fall reset designed to energize teams for the last quarter and reinforce health-performance alignment.

## **Vitality Hour of Power — Virtual (November 14)**

The final virtual session of the year, designed to reinforce consistency, celebrate achievements, and set the stage for a strong start to 2027.