

# COVERED CALIFORNIA ADVISORY COMMITTEE MARKETING, OUTREACH, AND ENROLLMENT ASSISTANCE

Wednesday, January 14, 2015

1:00 – 3:05 pm

## WEBINAR CONFERENCE

In-person location: Covered California Headquarters  
1601 Exposition Blvd., Sacramento, CA 95815

### AGENDA

- I. **Chair's Welcome (Anthony Wright) (5 mins)**
- II. **Introductions and Update (Peter V. Lee) (10mins)**
- III. **Marketing, Outreach and Communications Update (1H5MIN TOTAL)**
  - a. Immigration FAQ and New Landing Pages – 10 mins
  - b. Agent Update – 10 mins
  - c. Lagrant Communications – 10 mins
  - d. Dakota Communications – 10 mins
  - e. Dan Chavez – 5 mins
  - f. Bill Wong – 5 mins
  - g. Questions – 15 mins
- IV. **Areas for Input (50 MIN TOTAL)**
  - a. Re-bidding of Marketing and Public Relations Contracts – 15 mins
  - b. Individual Mandate – 10 mins
  - c. Reconciliation and 1095A – 10 mins
  - d. Questions and Final Q&A – 15 mins