AGENDA
Small Business Health Options Program Marketing Input Session
Thursday March 17th, 1:30-3:00

Covered California
Yosemite Conference Room
560 J Street, Suite 290
Sacramento, CA 95814

Call in at 877.336.1829
Participant code - 163850

I. Welcome and Introductions
   • Introductions
   • Overview of Agenda

II. Ethnic Media
   • Update and Overview
   • Questions and Discussion
     o Public Comment

III. Coordination of Marketing & Stakeholders
    • Leveraging Grantees and Stakeholders
    • Questions and Discussion
      o Public Comment

IV. Agents & Marketing
    • Agent role in SHOP promotion
    • Questions and Discussion
      o Public Comment

V. Other Marketing Outlets
    • Overview
    • Questions and Discussion
      o Public Comment

VI. Budget
    • Overview
    • Questions and Discussion
      o Public Comment

Send public comments to SHOP@covered.ca.gov