

# 2025 LIC PRENEED FORUM

## Succeeding in Preneed



### 2025 LIC PRENEED FORUM

Hosted by Pekin Insurance  
2505 Court Street, Pekin, IL 61558-0001  
November 5 – 6, 2025

## AGENDA

### Wednesday, November 5, 2025

- 7:30 a.m.      **Registration Opens**
- 8:30 a.m.      **Continental Breakfast Hosted by Pekin Insurance**
- 9:00 a.m.      **Welcome**  
John Campbell, AVP - Preneed Sales, Pekin Insurance  
Dean Lambert, Executive Director, LIC
- 9:15 a.m.      **Keynote Presentation: Peter Shankman**  
Peter Shankman is a top keynote speaker in marketing, social media, customer service, and neurodiversity in the workplace. The *New York Times* has called Peter “a rock star who knows everything about social media and then some.” He is a best-selling author, entrepreneur, and corporate speaker recognized worldwide for radically new ways of thinking about the customer experience, social media, PR, marketing, advertising, and the new Neurodiverse Economy.
- 10:15 a.m.      **Networking Break**
- 10:45 a.m.      **Attendee Round Robin: Current Initiatives, Challenges, and Opportunities**
- 12:00 p.m.      **Networking Luncheon Hosted by Pekin Insurance**
- 1:00 p.m.      **Preneed and Funeral Home Market Update**  
Danielle Burmeister, Vice President - Marketing & Communications, Homesteaders Life Company
- 1:40 p.m.      **Networking Break**
- 2:00 p.m.      **Obitdata: An Untapped Business Intelligence Source**  
John Heald, Chief Growth Officer, Legacy.com  
  
Obitdata’s compiled data is used by companies for environmental scans ahead of strategy planning, forecast opportunities and challenges presented by population shifts, and staying ahead of compliance demands related to unclaimed property. Mr. Heald heads Legacy.com’s growth programs such as Obitdata, MarketIQ, and Genealogy partnerships, among others.

Wednesday, November 5, 2025, continued

- 2:40 p.m.      **Networking Break**
- 3:00 p.m.      **Case Study: Pekin Insurance**  
John Campbell, AVP - Preneed Sales, Pekin Insurance
- 4:00 p.m.      **Sessions Adjourn for the Day**
- 6:00 p.m.      **Hosted Networking Dinner**

Thursday, November 6, 2025

- 8:00 a.m.      **Continental Breakfast Hosted by Pekin Insurance**
- 8:30 a.m.      **Preneed Survey Review**  
John Campbell, AVP-Preneed Sales, Pekin Insurance  
  
John will lead a panel of members of the 2025 LIMRA/LIC Preneed Survey Task Force, providing a review and discussion of highlights from the latest preneed sales data.
- 10:00 a.m.      **Networking Break**
- 10:30 a.m.      **Preneed Motivators: A Policyowner View of the Preneed Customer Journey**  
Danielle Burmeister, Vice President - Marketing & Communications, Homesteaders Life Company
- 11:15 a.m.      **Preneed Hot Topics: Facilitated Discussion**  
A discussion of topics requested by attendees, including any remaining questions or insights from our presenters.
- 12:00 p.m.      **Departures**

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