

2024 BenefitsPRO Digital Editorial Calendar

(January – April)

	Special Feature	Description of Special Feature
JANUARY	2024 Industry Outlook	A look at the year ahead in the benefits industry, and what it means to brokers and other benefits professionals
	Sales & Marketing Tips	Our annual list of tips and strategies to grow advisors' books of business, make enrollment smoother, and reach clients more effectively
	Dry January & Employee Wellness	How can employers support their employees during this time and make them feel included, especially in industries focused heavily on social drinking?
	Financial Wellness Month	A look at employer programs that improve employee financial literacy, ease financial stress and impact retirement savings
	Student Debt Support	Starting in 2024, employers can link employees' student debt payments to retirement plans. What do you need to know?
FEBRUARY	Health Care Costs	How are benefits advisors and their partners and clients helping to bend the cost curve?
	Diversity in the Benefits Industry	For years, the benefits industry has touted the importance of increased diversity. Is it making any difference?
	DEI in HR and the C-Suite	How can HR and the C-suite improve DEI&B in real and tangible ways?
	Emergency Savings Plans	Exploring this new way for plan sponsors to offer emergency savings accounts inside 401(K) plans, with a SECURE 2.0 provision
	Starter 401(k) Plans	Analysis of a new, simplified version of 401(k) and 403(b) plans, available in 2024 to employers with a new SECURE 2.0 provision
MARCH	Transparency in Health Care/Benefits	From new laws to the evolution of tools and strategies, the latest trends and strategies in the industry's moves toward greater transparency
	Benefits for Non-Traditional Employees	Solutions and strategies for gig and remote workers, part-time employees and others who don't fit traditional descriptions.
	BenefitsPRO Broker Expo Preview	A look at what's on tap for the 2024 BenefitsPRO Broker Expo
	National Fiduciary Day (March 23)	What does it mean to be a fiduciary? How can they ensure the safety of employer-sponsored retirement plans?
	Women's History Month (Retirement)	A look into how employers and advisors can help empower women to close the gender retirement gap with robust financial counseling, programs
Women's History Month (HR & Benefits)	How have women impacted HR? How do we create an inclusive and empowering environment for women in HR and benefits?	
APRIL	Broker of the Year Finalists	A closer look at each of our five Broker of the Year finalists
	BenefitsPRO Broker Expo Preview	A look at what's on tap for the 2024 BenefitsPRO Broker Expo
	Equity Compensation	During tax season, drive home the value of this most valuable benefit for top talent to build wealth and secure their financial future
	Embrace Earth Day (April 22)	Navigating the latest trends - and advising plan sponsors - in environmental, social and governance investing
	Neurodiversity Month	How can employers best support neurodiverse employees?

THIS CALENDAR IS SUBJECT TO CHANGE AND IS FOR PLANNING PURPOSES ONLY

Continued on next page ►

2024 BenefitsPRO Digital Editorial Calendar

(May – August)

	Special Feature	Description of Special Feature
MAY	Mental Health	A look at the year ahead in the benefits industry, and what it means to brokers and other benefits professionals
	Voluntary Survey	Our annual list of tips and strategies to grow advisors' books of business, make enrollment smoother, and reach clients more effectively
	Broker of the Year	How can employers support their employees during this time and make them feel included, especially in industries focused heavily on social drinking?
	Expo Recap	A look at employer programs that improve employee financial literacy, ease financial stress and impact retirement savings
	HSA, HDHP Employee Contr. Limits	Starting in 2024, employers can link employees' student debt payments to retirement plans. What do you need to know?
	Small Business Month	Small businesses now have a range of retirement options - SIMPLE IRA, Solo 401(k) and Roth IRA - and a great retention tool
	Mental Health Awareness Month	Which mental health benefits make an impact with employees? Are employers and employees finally on the same page?
JUNE	Technology	Tech continues to shape the benefits industry in a number of ways - how AI, data analytics and other tools impacting benefits advisors and their clients?
	Life/Career of a Benefits Advisor	Advice, strategies and insights from peers on the different stage of their careers
	LGBTQ+ & Family Building Benefits	How have these benefits involved? Who is included?
	National Annuity Awareness Month	More employees are interested in guaranteed lifetime income solutions like annuities, particularly multi-year annuities
	Benefits for Part-Timers	Long-term part-time employees can now be rewarded with retirement benefits in 2024 with the passage of SECURE 2.0
JULY	Health Care Survey	Our annual health care survey allows benefits advisors to share their thoughts about the industry
	Benefits Communication	The latest strategies and trends in the communication space
	Disability Insurance & Employee Support	Tips and strategies on staying compliant with disability laws. How are HR departments reacting to requested accommodations?
	How America Saves	Coverage of Vanguard's 23rd annual "How America Saves" report, which has served as a baseline for retirement plan progress over the past 2 decades
	Lessons from Litigation	A look at ERISA lawsuits - and how to advise plan sponsors to fend off excessive fees suits and breaches of fiduciary duties
AUGUST	C-Suite	Benefits advisors are increasingly working with the C-Suite. What are the best strategies? What does the C-Suite wish advisors knew?
	Self-Funding	A growing number of advisors and employers are looking to self-funding for more control, transparency and creativity
	Artificial Intelligence/Data Analytics	How far has AI advanced in the industry? How can it be integrated into HR and benefits? How does it impact compliance?
	Nat'l Financial Awareness Day (Aug. 14)	Helping workers with budgeting, saving and investing is vital to being financially successful
	Best in Class 401(k) Plans	An inside look at the best-performing 401(k) plans, compiled from the annual Judy Diamond 401(k) Benchmark Report

THIS CALENDAR IS SUBJECT TO CHANGE AND IS FOR PLANNING PURPOSES ONLY

Continued on next page ►

2024 BenefitsPRO Digital Editorial Calendar

(September – December)

	Special Feature	Description of Special Feature
SEPTEMBER	Industry Consolidation	How mergers/consolidation are reshaping the industry
	Compliance Concerns	From ERISA to ACA to fiduciary and beyond, compliance is one of the most important considerations for brokers today
	Health Care Literacy	How are HR and benefits professionals making benefits approachable? How can employers and advisors help employees better understand and utilize their benefits?
	401(k) Day (Sept. 8)	A look at how employers can take steps to raise awareness for the importance of financial literacy to build retirement security
	Generational Wealth-Building Behaviors	Tailoring retirement plan messaging to millennials, baby boomers, Gen X, Gen Z has a substantial impact on individual retirement savers
	LUMINARIES	Recognizing individuals and organizations who are leading the way and impacting the benefits industry where it matters most.
OCTOBER	Power Of Partnerships	Benefits advisors are increasingly working closely with the C-Suite. What are the best strategies and biggest pitfalls?
	Open Enrollment (Benefits Advisors)	The latest strategies, trends and advice from industry experts
	HR's Role In Enrollment	Are you successfully communicating open enrollment choices? What communications strategies were most effective?
	401(k) Plan Contribution Limits	IRS announcement of the 2025 contribution limits for 401(k) plans (and preparing for big SECURE 2.0 catch-up rule changes for big-income earners)
	Social Security COLA Announcement	The 2025 cost-of-living adjustment is announced for Americans collecting Social Security
NOVEMBER	Power of Partnerships	Partnerships are more important than ever - tips and strategies on finding the right fit (clients, coaches, partners, TPAs)
	Health Care Reform: What's Next?	The latest on health care reform
	Diabetes Awareness Month	How can employers work with brokers and providers to help lower costs? What impacts are preventive care, wellness and other strategies having?
	Portable Retirement Plans	Unlike a 401(k), a portable retirement plan gives employees the freedom and flexibility to save in a low-cost, easy-to-use, tax-deferred savings plan
	Closing The Wealth Gap	Examining efforts in corporate America to advance equity practices in the financial services industry and improve retirement savings
DECEMBER	2024 Wrap Up	A look back at the year in benefits, HR and retirement
	2025 Benefits Industry Preview	What will the year ahead hold for benefits professionals?
	2025 Predictions In The HR Industry	What's next in the HR space?
	Retirement Plan Personalization	As employees turn to their employers as the epicenter for all things financial, the right programs, platforms and tools are key to securing their financial future
	Retirement Regulations & Compliance	Refresher for plan sponsors on SECURE 2.0 regulations, as well as ERISA and IRS compliance

THIS CALENDAR IS SUBJECT TO CHANGE AND IS FOR PLANNING PURPOSES ONLY