



GUEST SPEAKER

DANIEL METCALF

CYBERFIN

Daniel Metcalf is a cybersecurity expert, AI evangelist, and serial entrepreneur who's spent the last 15 years helping small and mid-sized businesses stay secure and grow with confidence.

He is also the Co-founder and CEO of CyberFin, delivering Fortune 100-level AI adoption and cybersecurity solutions to Trust Driven Main Street businesses.

Known for his high-energy, no-nonsense style, Daniel makes complex topics like cybersecurity and AI simple, practical, and even fun.

Daniel focuses on making AI accessible, actionable, and relevant to every agency, ensuring that they not only utilize it for efficiency and growth but meet cyber safety and compliance standards.

When he's not helping businesses outsmart cybercriminals or automate with AI, you can probably find him on the curling rink.

GENERAL SESSION

THURSDAY 11AM-12PM
Grand Canyon 1-5

INDEPENDENT INSURANCE
AGENTS AND BROKERS OF ARIZONA



Presentation

THE AI-DRIVEN BUSINESS PLAYBOOK

11AM - 12PM

A practical framework to go from "We know we need AI" to actual implementation that drives revenue and efficiency. Walk away with: Not inspiration — Implementation. A clear understanding of where you're losing time (usually 2-4 hours per person, per day). Real examples of how AI is being used inside agencies today. Simple workflows that can be implemented immediately. In short: Clarity → Confidence → Action.

Session is tailored with a pre-event check for quick alignment on goals + audience pain points.

Live session is interactive, high-energy, with real workflows and Q&A.

Post-event key takeaways and optional tools/resources keep the momentum going.