



2026

ZENITH RISK STRATEGIES

# BUCA VS BLUEBONNETS



DALLAS COST CONTAINMENT SUMMIT

[ZENITHRISKSTRATEGY.COM](https://ZENITHRISKSTRATEGY.COM)

# SPEAKER BRIEF



# EVENT OVERVIEW & THEME

*The Zenith Risk Strategies Cost Containment Summit is a curated, discussion-driven experience designed for benefits professionals who are serious about building better plans not just talking about them.*

*This year's theme, Bluebonnets vs BUCA: Order Before Growth, frames the central tension of modern healthcare strategy: the pull toward large, familiar networks versus the discipline required to build something that actually works for employers and their people.*

*Unlike large industry conferences, this summit is intentionally small, high-level, and interactive. Every session is built around real strategy, peer dialogue, and practical takeaways brokers can implement immediately.*

ZENITH RISK STRATEGIES

APOLLO HEALTH

MODERN HEALTH PLANS THAT  
SAVE EMPLOYERS 30%

By Zenith Risk  
Strategies



APOLLO  
HEALTH PLANS

Ask us how Apollo cuts costs  
—not coverage.



# AUDIENCE PROFILE

The room is kept deliberately small — 35 to 50 attendees to ensure meaningful conversation and genuine connection.

## ATTENDEES INCLUDE:

- Regional and national benefits brokers
- Third-party administrators (TPAs)
- Employer CFOs and HR leaders
- Benefits advisors managing employer groups of 50–500 lives

**This is a high-trust, high-caliber room. Attendees come ready to engage, not just observe.**





# SPEAKER ROLE & FORMAT

*Each session is designed to deliver real insight in a format that respects everyone's time.*

**SESSION LENGTH: 20–30 MINUTES, DISCUSSION OR PANEL FORMAT:**

***What We Ask of Every Speaker:***

- Lead with practical strategy, not a product pitch
- Ground your session in real examples and implementation experience
- Build in space for audience questions and dialogue
- Keep slides minimal and educational — or skip them entirely

The goal is a room that leaves energized and equipped, not pitched to.



# LOGISTICS

**DATE:** APRIL 23, 2026

**VENUE:** THE STATLER · DOWNTOWN DALLAS, TX

**AUDIENCE SIZE:** 35-50 ATTENDEES

**AV PROVIDED:** PROJECTOR, MICROPHONE, PRESENTATION CLICKER

**SPEAKER ARRIVAL:** 30-45 MINUTES BEFORE YOUR SESSION



**D E A D L I N E :**  
two weeks prior to april 23

SHORT BIO (2-3 SENTENCES)

HIGH-RESOLUTION HEADSHOT

SLIDE DECK (OPTIONAL)

**WHAT  
WE  
NEED  
FROM  
YOU:**

COMPANY LOGO

SESSION TITLE

COMAPNY LOGO





# YOUR NEXT STEP

## **WE'D LOVE TO CONNECT BEFORE THE EVENT.**

Thomas Wagner and Gwen Diede are scheduling short 15–20 minute intro calls with each speaker to align on session topic, agenda placement, panel format, and any logistics questions.

## **REACH OUT TO GET ON THE CALENDAR:**

**Gwen Diede Executive of Sales & Marketing · Zenith Risk Strategies**

**[gwen@zenithriskstrategies.com](mailto:gwen@zenithriskstrategies.com)**

