

ATTENDEE BENEFITS FOR THE 2017 IMCA ANNUAL CONFERENCE & SHOWCASE GALA



GRAND INSPIRATION

2017 IMCA ANNUAL CONFERENCE
Scottsdale ► June 25-27

The 2017 IMCA Annual Conference is your opportunity to connect with high-level insurance marketing and communications professionals. You will be inspired by:

EXPERTISE by industry leaders that will deliver relevant, buzz-worthy content. All our speakers will provide you with great info on industry trends, and you'll leave with actionable insights to drive engagement and revenue.

INSIGHT from two nationally renowned speakers. Hear Jason Keath of Social Fresh present on the future of social media and Jeannette Mcmurtry of e4marketing present on the psychology of choice.

CONNECTING, networking and collaborating! We've built in networking times throughout our agenda so you have ample time to connect with and learn from your peers.

CELEBRATION of your success at the IMCA Annual Showcase Awards Gala! Be recognized at the most fun event in the industry - our prestigious Showcase Gala. Will you win the coveted SAMMY Award? Or be the first ever winner of our new TaDa! Award?

REGISTER TODAY at www.imcanet.com/2017conference.

SENDING THE WHOLE CREW? Take advantage of our "Buy 4 Get 1 More!" promotion!

SEE WHAT PEOPLE HAVE TO SAY:

As a first time attendee ... I had high expectations ... This year's event did not disappoint: the speakers were informative and relevant, the breakout sessions were engaging, and the networking was meaningful. I really appreciated being able to learn with and from the other attendees who were facing the same hurdles as my team.

JANE KIM
Communications Manager
Allstate Business Insurance

The IMCA conference presentations were interesting and relevant, and the setting was friendly and relaxed. I enjoyed seeing the best work of other companies in the Showcase. I look forward to attending future IMCA events.

MARK MCBEATH
Vice President, Marketing,
The Cincinnati Insurance
Companies

It's always a challenge to get out of the office for industry meetings. Everyone is stretched for time. If you're a professional insurance marketer and you can get to just one industry event in 2017, I wouldn't miss the IMCA annual conference.

PETER VAN AARTRIJK
Principal, Financial Services,
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