

2017 IMCA Annual Conference and Showcase Gala

Schedule At-A-Glance

Sunday, June 25

2:00 p.m. – 6:00 p.m. Registration, SAMMY/TaDa! Voting and Exhibits Open Grand Coronado

6:00 p.m. - 8:00 p.m. Opening Reception Pueblo Main
Sponsored by LexisNexis Risk Solutions

Monday, June 26

6:00 a.m. – 5:00 p.m. Registration, SAMMY/TaDa! Voting and Exhibits Open Grand Coronado

7:15 a.m. Hot Buffett Breakfast Arizona Room I

8:00 a.m. Welcome Grand Coronado
Anna Hargis, IMCA Board Chair

Announcements
Taylor Moore, Day Chair

General Session Grand Coronado

Boost Your Bottom Line with an Accessible Website

Keith Bundy, Digital Accessibility Consultant and Trainer, Siteimprove

Keynote Address Grand Coronado

The Future of Social Media: Where to Spend Your Time and Money for the Best Return

Jason Keath, Founder & CEO, Social Fresh

Sponsored by Xpressdocs

10:30 a.m. Networking Break, SAMMY/TaDa! Voting and Exhibits Open Grand Coronado
Sponsored by the Co-operators

11:00 a.m. General Session Grand Coronado
Not Just Wishful Thinking: Building Your Brand through Strategic Philanthropy
David Williams, President and CEO, Make-A-Wish America

12:00 p.m. IMCA Innovation Torchbearer Award Ceremony & Luncheon Pueblo Main
Sponsored by A.M. Best

1:00 p.m. Breakout Sessions
Crisis Communications: The Role of the Marketing and Communications Pro in Building Effective Strategies

Gary Kimball, President, Kimball Communications Board Room

10 Human Behavior Hacks That Will Change the Way You Create Emails

Nancy Harhut, Creative Senior Executive Pima Room

Build a Social Enterprise in Insurance Services

Reid Robinson, Social Solutions Consultant, Hootsuite Arizona Room II

Five Really Smart Marketing Behaviors That Can Actually Tank Your Results

Felicia Stanczak, COO/Managing Partner, Magnani Continuum Marketing Arizona Room III

2:00 p.m.	Transition	
2:15 p.m.	Breakout Sessions	
	Fasten Your Seatbelts: Insurtech's Impact on Insurance Branding	
	Peter van Aartrijk, Co-founder & Principal, Chromium	Board Room
	10 Human Behavior Hacks That Will Change the Way You Create Emails	
	Nancy Harhut, Creative Senior Executive	Pima Room
	Build a Social Enterprise in Insurance Services	
	Reid Robinson, Social Solutions Consultant, Hootsuite	Arizona Room II
	Five Really Smart Marketing Behaviors That Can Actually Tank Your Results	
	Felicia Stanczak, COO/Managing Partner, Magnani Continuum Marketing	Arizona Room III
3:15 p.m.	Networking Break, SAMMY/TaDa! Voting and Exhibits Open <i>Sponsored by Business Insurance</i>	Grand Coronado
3:45 p.m.	Announcements and prizes - Must be present to win!	Grand Coronado
6:00 p.m.	Dine Around Scottsdale	

Tuesday, June 27

7:00 a.m. to 4:00 p.m.	Registration Open	Grand Coronado
7:00 a.m.	SAMMY/TaDa! Voting and Exhibits Open	Grand Coronado
7:15 a.m.	Hot Buffet Breakfast <i>Sponsored by Shelter Insurance</i>	Arizona I
8:00 a.m.	State of the Association Anna Hargis, IMCA Board Chair	Grand Coronado
	Announcements Dave Evans, Day Chair	
	General Session	Grand Coronado
	Beyond Buzzwords of Social Media, Content Mojo and Marketing Automation: 7 Strategies to Start Proving ROI For Your Brand	
	Jim Flynn, President and Certified Brand Strategist, Hult Marketing	
	Keynote Address	Grand Coronado
	The Psychology of Choice: Understanding the Science of Why We Do What We Do and Buy What We Buy	
	Jeanette McMurtry, Chief Marketing Officer, Elateral <i>Sponsored by SG360</i>	
10:30 a.m.	Networking Break, SAMMY/TaDa! Voting and Exhibits Open	Grand Coronado
11:00 a.m.	General Session Why 'Disrupters' Are the Key to Survival, Not the Enemy Seth Birnbaum, CEO & Co-founder, EverQuote	Grand Coronado

12:00 p.m.	Networking Lunch <i>Sponsored by Chromium</i>	Pueblo Main
1:00 p.m.	SAMMY/TaDa! Voting and Exhibits Close	
1:00 p.m. - 1:15 p.m.	TaDa! Display Removal and Exhibitors Begin Tear Down	
1:15 p.m.	Breakout Sessions	
	Building a Strategy to Generate More Leads and Promote Your Brand with Inbound Marketing	
	Jim Flynn, President/CEO, Hult Marketing	Board Room
	Karen Korsgard, Director of Client Services, Hult Marketing	
	Triggering the Unconscious Mind for Unthinkable ROI: Using Psychology to Drive Loyalty, Devotion and Evangelism	
	Jeanette McMurtry, Chief Marketing Officer, Elateral	Pima Room
	Finding the Gaps in Your Customer Experience	
	Elizabeth Mertz, Director of Client Services, Catalyst	Arizona Room II
	Confessions of a Scrum Master	
	Chris Nance, Chief Communications Officer, California Earthquake Authority	Arizona Room III
	Danica Wallin, Strategic Communications Program Manager, California Earthquake Authority	
	Rachel Cannon, Business Technology Manager, California Earthquake Authority	
2:15 p.m.	Transition	
2:30 p.m.	Breakout Sessions	
	Putting Your Inbound Marketing Strategy to Work, Fine-Tuning the Basics	
	Jim Flynn, President/CEO, Hult Marketing	Board Room
	Karen Korsgard, Director of Client Services, Hult Marketing	
	Designing Your Digital Marketing Plan As a Revenue Driver	
	Larry Neilson, CEO, Neilson Marketing Services	Pima Room
	Finding the Gaps in Your Customer Experience	
	Elizabeth Mertz, Director of Client Services, Catalyst	Arizona Room II
	What Can You Do? Driving Company-wide Transformation as a Marketer	
	Emily Hathcoat, Vice President, Corporate Marketing & Advertising, CNA	Arizona Room III
3:30 p.m.	Networking Break and Prize Drawing – Must be present to win!	Arizona I
6:00 p.m.	Showcase Awards Reception <i>Sponsored by Siteimprove</i>	Grand Coronado
7:00 p.m.	Showcase Awards Gala <i>Sponsored by The Main Street America Group</i>	Grand Coronado
9:30 p.m.	Gala After Party	Grand Coronado

PLEASE NOTE: The conference schedule and event rooms are subject to change. Any changes will be announced from the main state during our general sessions and updated on the conference app.