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## **IMCA Announces Speakers for June 2023 Conference**

***Marketing Thought Leaders from Across Insurance Industry  
Will Share Best Practices, Expertise at Nashville 'Ignite' Event***

MINNEAPOLIS (May 16, 2023) — The Insurance Marketing & Communications Association (IMCA) recently announced the agenda and speakers for its annual conference, called “Ignite,” to take place June 19-21 in Nashville. Each expert from the diverse event’s group of speakers was chosen for their ability to inform and inspire.

“The world of insurance is extremely nuanced; however, many of our peers face similar hurdles in insurance marketing — whether you work for a carrier or agency,” says Megan Bell, Director of Marketing at Falvey Insurance Group and IMCA’s board chair. “The IMCA education committee took feedback from our annual census to understand the common challenges our members face and formulated our speaker lineup to address some of the most pressing issues. At the conference, we are excited for these experts to dive into best practices to tackle these challenges head-on. Anyone in a marketing or communications role at an insurance company, broker, program administrator or MGA won’t want to miss it.”

Over the course of two days, IMCA Ignite registrants will have the opportunity to attend breakout presentations and educational sessions designed for insurance marketing and communications professionals. Also, the association’s Showcase Awards will highlight the best-of-the-best work in insurance marketing and communications. In addition, attendees will network and enjoy a “NashBash” with their peers.

The Ignite agenda includes:

### **General Session Presentations**

- **Beth Z.**, CPS, Your Nerdy Best Friend, “Everything You Need to Know about ChatGPT: The Hottest (and Scariest) Technology of 2023” and “ChatGPT Workshop”

- **Kim Clark**, DEI Communications Consultant, “Harnessing Humanity in Marketing and Communications”
- **Cathy Dunford**, Executive, Leadership and Personal Development Coach, “The Power of Authenticity in Communication”
- **Andy Likes**, Senior Director, Crisis Communication and Training, Lambert Global, “Advanced Crisis Communications for Insurance Companies”
- **Adam Constantine**, CEO, Ace Creative, “Unlocking Social Media Success in 2023”
- **Felicia Stanczak**, SVP and Customer Insights, Gallagher, “Risk and Reward: Increasing your visibility and accelerating your role as a trusted advisor”
- **Elana Ashanti Jefferson**, Executive Editor, *NU Property & Casualty*; **William Jones**, Editor-in-Chief, *Independent Agent* magazine, Independent Insurance Agents & Brokers of America Inc.; **Andrea Wells**, Company Owner/Vice President, Content, Wells Media Group Inc., “Meet the Press Panel”
- **Mitch Dunford**, CMO, The National Alliance, “Introduction to Insurance Course Overview”
- **Peter van Aartrijk**, Principal, Aartrijk, and **James Nofziger**, Director, Client Services, Bellomy, “State of Insurance Marketing and Research Results”

#### Breakout Presentations

- **Guy Cornet**, Creative Director, **Lorraine Jeckells**, Managing Partner, and **Greg Phitidis**, Brand Director at Free Partners, “Stick Your Brand in Their Brain: The four things you need to be remembered” and “Unveiling the IMCA’s Bold New Look: A brand fit to shape the future of marketing”
- **Nola Morris**, VP of Strategy, Denim Social, “Social Selling and the Agent: A Deep Dive with Shelter Insurance”
- **Marisa Petriano**, Head of Strategic Initiatives – Americas, Remark, “Bootstrapping Content Creation”
- **Dave Cliche**, President and CEO, The Marketing Department, “Marketing and Communications as a Source of Revenue vs. a Cost Centre”

IMCA Ignite 2023 is sponsored by [Neilson Marketing Services](#), [Denim Social](#), [ClearlyRated](#), [Falvey Insurance Group](#), [Zulu Whiskey](#), [Insurance Business America](#), [Risk & Insurance Group](#), [ALM PropertyCasualty360](#), [Insurance Journal](#), [Aartrijk](#), [Opal](#), [SCOR](#), [Red Marker](#), [Old Republic Surety](#), [UFG Insurance](#) and [HAI Group](#).

For additional information about IMCA Ignite, or to register for the conference, visit [imcanet.com](http://imcanet.com).

#### About the Insurance Marketing & Communications Association

IMCA is the oldest association for insurance marketing and communications professionals in North America with roots tracing back to 1921. Membership includes leading international and domestic multiline insurance companies and brokerage firms, regional and specialty companies, general agencies, and prominent industry suppliers. The organization represents more than 120 companies, including the industry’s top five property-casualty writers. Members include senior level management and professional staff working in the areas of corporate communications,

advertising, public relations, marketing communications, marketing and sales promotion, marketing research and technology.

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