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IMCA Seeks Virtual Judges for the 2020 Showcase Awards Competition

Industry insiders explore the work of the best insurance marketing minds in the country

ORLANDO, FL. January 29, 2020 – The Insurance Marketing & Communications Association (IMCA) is in pursuit of virtual judges to rate and provide feedback on some of the nation's best insurance marketing and communications innovations of 2019. Beginning April 4, 2020, judges will have the opportunity to view the inspiration and imagination behind-the-scenes of the industry's most groundbreaking marketing efforts of the last year - all from the comfort of their own desktop.

The IMCA Showcase Awards is one of the longest running awards competitions for professionals in insurance and financial services. Submissions include works from the Property, Casualty, Life and Health sectors. In 2019, more than 45 judges participated in the virtual judging process of 203 awards entries in 36 categories. Judging criteria included background on why the program or product was created, target audience, objectives (strategy/measurable success criteria) and results.

IMCA invites insurance advertisers, marketers, public relations practitioners and corporate communicators in the United States to apply.

Award winners will be announced at the 2020 IMCA Showcase Awards Gala in Orlando at the Omni Orlando Resort at Championsgate on June 24, 2020. Judges' feedback on each entry is provided to the submitter anonymously.

Become inspired by the innovation of your peers. To be considered for the 2020 IMCA judging panel, follow this link: <https://form.jotform.com/90224385981159>

About the Insurance Marketing & Communications Association (IMCA)

IMCA (www.imcanet.com) is the oldest insurance marketing association in North America dating back to 1921. Membership includes leading international and domestic multi-line insurance companies and brokerage firms, regional and specialty companies, general agencies, and prominent industry suppliers. The organization represents over 150 companies, including the

top five North American 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.