Ignite 2027 Call for Programs

Ignite the Next Wave

La Jolla, California

The future isn't something we wait for—it's something we create.

As the insurance industry continues to evolve, marketing and communications professionals are leading the charge, shaping customer experiences, embracing emerging technologies, and driving meaningful change. At **IMCA Ignite 2027: Ignite the Next Wave**, we'll gather in beautiful La Jolla, California, to explore the ideas, innovations, and insights that are creating momentum for what's next.

IMCA is seeking dynamic speakers, thought leaders, innovators, and practitioners to share actionable strategies, fresh perspectives, and real-world case studies that will inspire attendees to lead the next wave of transformation within their organizations.

What We're Looking For

We invite proposals that challenge conventional thinking, spark meaningful conversations, and provide practical takeaways. Whether you're sharing a breakthrough campaign, lessons learned from a transformation initiative, or insights into emerging trends, we want sessions that help attendees navigate change and create impact.

Suggested Topic Areas

🌊 The Next Wave of AI & Technology

- Leveraging AI in marketing and communications
- Automation and personalization
- Digital transformation strategies
- Emerging technologies shaping the customer experience

🚀 The Next Wave of Customer Experience

- Building trust in a digital world
- Customer journey optimization
- Behavioral science and customer engagement
- Enhancing the policyholder experience

✨ The Next Wave of Creativity

- Innovative campaigns and storytelling
- Content strategies that drive engagement
- Visual communications and branding
- Creative approaches to audience connection

📊 The Next Wave of Data & Insights

- Marketing analytics and measurement
- Data-driven decision making
- Research and customer intelligence
- Demonstrating marketing ROI

🤝 The Next Wave of Leadership & Culture

- Leading through change
- Team development and talent retention
- Building high-performing cultures
- Navigating multi-generational workplaces

🔥 The Next Wave of Industry Impact

- Case studies and success stories
- Cross-functional collaboration
- Member/customer engagement innovations
- Strategies for future growth

Session Formats

We welcome a variety of presentation styles, including:

- Educational presentations
- Case studies
- Interactive workshops
- Panel discussions
- Peer-to-peer learning sessions
- Fireside chats

Preference will be given to sessions that are highly interactive and provide practical, actionable takeaways attendees can implement immediately.

Proposal Evaluation Criteria

Submissions will be evaluated on:

- Relevance to IMCA members and attendees
- Alignment with the conference theme, **Ignite the Next Wave**

- Originality and innovation
- Practical application and actionable insights
- Speaker expertise and presentation experience
- Audience engagement opportunities

Speaker Expectations

Selected speakers will:

- Deliver educational, non-commercial content
- Share practical tools, resources, and takeaways
- Participate in speaker preparation activities
- Inspire attendees to think differently about the future of marketing and communications

Why Present at IMCA Ignite?

Presenting at IMCA Ignite provides an opportunity to:

- Share your expertise with industry peers
- Elevate your professional brand
- Contribute to the advancement of the profession
- Build meaningful connections with fellow leaders and innovators
- Help shape the future of insurance marketing and communications

Timeline

- Submissions open – October 1
- Submissions close – October 31
- Review Period – November 2 – November 22
- Notifications – week of December 7

Join Us in Creating the Next Wave

Every breakthrough begins as a ripple. Every transformation starts with an idea. Whether you're pioneering new approaches, redefining customer engagement, leveraging emerging technologies, or inspiring change within your organization, we invite you to share your story with the IMCA community.

Help us create an unforgettable experience as we gather in La Jolla to **Ignite the Next Wave**.

Submit your proposal today and be part of the future of insurance marketing and communications.