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**Ellen Carney & Scott Klososky to Keynote at
Professional Insurance Marketing Association (PIMA)
MidYear Meeting & Trade Show**

**July 19-22, 2012
Santa Fe, NM**

Chicago, IL – May 23, 2012 – **Ellen Carney**, Senior Analyst at Forrester Research, and Technology & Leadership Expert **Scott Klososky** will present keynote addresses at the [Professional Insurance Marketing Association](#) (PIMA) MidYear Meeting & Trade Show. The conference will be held July 19-22, 2012 in Santa Fe, New Mexico.

Carney will cover the current state of mobile adoption in insurance, including where mobile goes wrong and keys to launching a successful mobile sales strategy. She will also share recent research about online consumer buying habits in financial services. Klososky, a renowned speaker and thought leader on social technology, will share trends and implications for growing businesses effectively in the information age.

Other sessions will include implications of the Healthcare Ruling and results from PIMA's membership survey on the Affinity Marketplace.

PIMA's conferences draw senior executives from the leading agencies, TPAs, brokerages, underwriters, and related product & distribution entities serving the affinity & direct marketing industry. Register for the meeting *today* at <http://www.pima-assn.org>. The early bird registration and housing deadline is **June 11**.

About PIMA – Where Affinity Business Grows

The Professional Insurance Marketing Association (PIMA) connects & empowers leaders in the affinity benefits industry to thrive in a dynamic marketplace. For more information, visit the PIMA web site at <http://www.pima-assn.org>.

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