



FOR IMMEDIATE RELEASE

For more information, contact:
Danielle Myers, Project Marketing, Inc.
610-889-2036 or
dmyers@projectmarketinginc.com

Professional Insurance Marketing Association (PiMA)
40th Annual Meeting
Affinity 2020 – A Future Forecast

January 29 – February 1, 2015
Marco Island, FL

Chicago, IL (November 11, 2014) -- The [Professional Insurance Marketing Association](#) (PiMA) will hold its 40th Annual Meeting from January 29 – February 1, 2015 at the Marriot Beach Resort in Marco Island, Florida.

PiMA's annual event draws C-suite and senior executives from leading agencies, TPAs, brokerages, underwriters, and related product and distribution companies serving the affinity benefits and direct marketing industry.

The goal of Affinity 2020 is to “Vision Forward.” A Task Force Report will be released, identifying key trends – and implications –and helping to define future challenges and opportunities that will impact the affinity industry.

“The program will celebrate our members' forty years of leadership in the affinity space while looking forward to what's around the next bend. The program will involve a deep dive into the themes impacting, shaping and possibly disrupting our current business model and help our members set strategy for the future,” says Dan O’Brien, PiMA President.

Opening keynote speaker, **Maria Ferrante-Schepis** – industry consultant and author of *Flirting with the Uninterested* – will present “**Turning the Insurance Industry Inside Out.**” Her session will address innovation and traditional business models, new research, and flipping how challenges and opportunities are viewed.

Other highlights include:

- “**Deep Dives on Technology and the Regulatory environment: Disruptors and Game Changers**”.
- An unparalleled opportunity to meet with decision makers. At PiMA, **Networking Means Business.**

Attendees are guaranteed to walk away from this meeting with a new perspective and the knowledge to strategically plan for the future.

The early bird registration discount and housing deadline is **December 11**. Attendance is open to prospective members. For a brochure and registration form, call 817-569-7462 (PIMA) or visit <http://www.pima-assn.org>.

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>.

###