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Professional Insurance Marketing Association (PiMA)
Annual Meeting
Affinity 2020 – The Conversation Continues

January 28 – January 31, 2016
Los Cabos, Mexico

Chicago, IL (September 22, 2015) -- The [Professional Insurance Marketing Association \(PiMA\)](#) will hold its Annual Meeting from January 28 – January 31, 2016 at the Hilton Los Cabos Resort, Mexico.

“Since the release of our *Affinity 2020 Report*, we have already experienced some of the significant market changes addressed. This meeting will delve even deeper into important consumer segments, regulatory challenges, and how technology is impacting the way we do business,” said Mike Mercer, PiMA President.

Opening keynote speaker, **Kelly McDonald**, multicultural marketing and business trends expert, will provide a blueprint to reach the insurance industry’s “sweet spots.” Her presentation on **Boomers and Hispanics: Consumer Segment Imperatives** will also include a session on what it means for a business to be “Hispanic Ready.”

Other highlights include:

- **New Engagement Models in Membership Organizations** – a panel discussion about membership and association engagement strategy;
- **Swiss Re Sigma Report** – New technologies and their impact on the life and health industry;
- **Closing Keynote on Thriving in an Uncertain Future** – Dr. Bill Conerly will discuss how to develop flexible strategic and operational plans and be ready for whatever the future holds;
- Plus, an unparalleled opportunity to meet with decision makers. At PiMA, **Networking Means Business.**

PiMA’s annual event draws dozens of 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 early bird registration discount and housing deadline is **December 10, 2015**. 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>.

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