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**Professional Insurance Marketing Association (PiMA)
Annual Meeting
& Insights Conference
January 26-29, 2017
Bonita Springs, FL**

Chicago, IL (October 11, 2016) - The [Professional Insurance Marketing Association](#) (PiMA) will hold its Annual Meeting from January 26 – January 29, 2017 at the Hyatt Regency Coconut Point, Bonita Springs, Florida.

“There is nothing certain about the future – except uncertainty,” said Mark Kelsey, PiMA President. “Consumers, technology and regulation are driving significant changes in the business environment. Succeeding in this environment is the focus of PiMA’s 2017 Annual Meeting.”

In the opening keynote, Simon Bailey, author of *Shift Your Brilliance*, will address critical strategies for leading through uncertainty. Leaders from Google Health, LIMRA and AARP will also share their vision for future success.

Highlights include:

- **Industry Trends and Future Forecast** – Robert Kerzner, President and CEO of LIMRA, LOMA and LL Global Inc.
- **The Customer Acquisition Journey - Converting Data into Insight** – Rich Goldman, CEO, Competiscan
- **AARP’s View on Thriving in the Longevity Economy** – Larry Flanagan, President and CEO, AARP Services, Inc.
- **Google: on the Consumer’s Path to Purchase** – Addie Braun, Head of Industry for Google Health.

At PiMA, **Networking Means Business**. Join dozens of C-suite and senior executives from leading agencies, TPAs, brokerages, underwriting companies – and related product and distribution companies – serving the affinity benefits direct marketing industry.

The early bird registration discount and housing deadline is **December 15, 2016**. Attendance is open to prospective members. For a brochure and registration form, call 817-569-7462 (PIMA) or visit www.joinpima.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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