



PRESS RELEASE

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IMCA “Gets Unwired” at 3rd Annual Creative Forum

Top creative minds from Ogilvy Public Relations, Aon, Zurich and others take on marketing and communications topics from storytelling to mobile marketing in Atlanta Feb. 26-27

Atlanta – November 28, 2011 – The Insurance Marketing and Communications Association (IMCA) invites insurance marketing and communications professionals to “get unwired” for the Third Annual IMCA Creative Forum at the Westin Atlanta Airport Hotel in Atlanta, Ga., February 26-27, 2011.

The intense, one-day immersion into creative trends and issues will focus this year on how to combine fundamental principles of storytelling and creativity with the latest marketing and communications strategies, from mobile marketing to social media. The uniquely different, content-rich event experience is designed to stimulate the creative core within all marketing and communications professionals.

Keynote speaker Mike Hatcliffe, managing director of Corporate US Practice at Ogilvy Public Relations, will open the event with “The Art of Storytelling: Media Relations and Building Reputation,” a discussion of how to effectively convey a company’s story through digital communications and social media tactics, with lessons to be learned from those who are winning in this new media world – and those who are losing.

The conference will also feature:

- Gregg Fraley, entrepreneur, author, speaker and innovation consultant, on how the Creative Problem Solving (CPS) method can solve business challenges.
- Jeff Bair, CIC, executive director of IA operations and strategic marketing at Foremost Insurance, on how to take social media to the next level.
- Regis Coccia, director of marketing and communications at Aon, and Bob Evans, Director of Mobile Insurance Solutions, on understanding current trends of mobile marketing.
- Jill Gaynor, assistant vice president of marketing strategy and execution at Zurich, on how digital marketing has affected the use of traditional media.
- Jon C. Bidwell, chief innovation officer at Chubb & Son, on how to digitally manage personal lines.

The conference will close with Jerry Gentemann, president and founder of Mobilize Worldwide, who will share his insights and show numerous examples of how the insurance industry can best use current technology. Gentemann has clients spanning the globe and created the first augmented reality program (the next level of print and digital interaction) for Coca-Cola.

The Creative Forum is sponsored by The Main Street America Group. **Those interested can learn more or register at www.imcanet.com or by calling 206-219-9811.**

About IMCA

The Insurance Marketing and Communications Association (IMCAsm) is an international organization of insurance communications professionals specializing in marketing, communications, advertising, sales promotion, public relations and media relations. The oldest insurance marketing and communications association in North America, it began as the Insurance Advertising Conference (IAC) in 1923 and was renamed in 1984 to better depict the evolving roles of insurance communicators. IMCA's purpose is to promote excellence in insurance marketing and communications, improve the professional skills of members, foster the sharing of ideas and experiences among members and promote a positive image of the insurance industry.

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