

Making Executive Decisions, Bright Ideas and More at AIMS Society's 22nd Annual PRO-to-PRO

The AIMS Society will host their 22nd Annual PRO-to-PRO on February 26 – 28, 2009, at the Doubletree Hotel – Downtown in Nashville, Tennessee. This event is a gathering of agency and company decision-makers from across the country. Insurance agency owners, sales managers, top producers, account executives, company CEOs and marketing managers come together in a relaxed setting to discuss issues that are key to agency success in the current, and future, insurance marketplace. Workshops and panel discussions feature innovative marketing ideas, sales techniques that add to the bottom-line, technical innovations that improve agency productivity, and networking functions where profitable business partnerships are created.

Joining us to share their insights and expertise during the “Forecasting Our Industry’s Future” are:

- Pat Borowski, Sr. VP of the National Association of Professional Insurance Agents
- Paul Kneuer, Sr. VP & Chief Reinsurance Strategist of Holborn Corporation
- Bill Wheeler, President of Consumers Insurance
- Scott McDonough, Regional Vice President from the Atlanta office of The Hartford Insurance Company.

This discussion will assist insurance agency owners and managers to establish direction and maintain profitability during these turbulent economic times.

“We’ve developed a program chock-full of timely topics that will be presented by some of the brightest minds in our industry”, according to Chester Butler, III, CPIA, CIC of The Butler Company, Inc. in Brentwood, TN and Chairman of the event.

PRO-to-PRO Workshops include:

Making Executive Decisions - Keith Savino of Warwick Resource Group in Warwick, NY will lead participants in a detailed discussion of the many “executive” decisions facing agency and carrier management personnel during today’s turbulent times including:

- Creating a Marketing Philosophy to ensure that your message, brand, niches and staff are in sync with your management style, client expectations and carrier mix;
- Implementing specific Personal Lines and Commercial Lines marketing and business development strategies, including new networking and sales presentation ideas;
- Developing a Responsible Budget to include payroll and producer compensation considerations and a formula for investing in “infrastructure”; and
- Realizing profitability through effective use and integration of technology, including a discussion on automation tools vs. toys.

Making Money in Executive Risks – You’ll learn from D&O insurance expert, Jackie LaRock of Crump Insurance, what executive risk coverages should be included in every proposal, and how to make the case and close the sale. In addition, you’ll hear from Award-Winning Agent, Liz Tluchowski, CIO of Couch Braunsdorf Insurance Group, how her agency streamlined the Executive Risk proposal and submission process to drastically increase their agency profitability.

Creating Buzz About Your Business - During this interactive session, PR professional and people enthusiast, Kissy Black, owner of Lotos Nile Marketing, an innovative PR and new media marketing firm, will invite you to evaluate your own marketing and branding strategies by looking at case studies offered by panel attendees. You'll learn to enhance your use of traditional messaging with word-of-mouth networking techniques as well as how to deploy effective promotion via social networking tools. Advertising guru, Henry Chassignac, Managing Partner of Bumpercar Advertising and Design, will join Kissy. Together, they will provide participants with "marketing makeover" ideas.

Common Marketing Mistakes & How To Avoid Them - During this workshop, Steve Anderson will detail some of the top marketing mistakes most agencies are making. You will learn how to make necessary corrections and start leveraging mistakes into opportunities for profit. As an added bonus, participants will receive a copy of Steve's complete guide: "10 Biggest Marketing Mistakes Most Agencies Make and How to Avoid Them" as your gift for attending PRO-to-PRO.

The notorious "Bright Ideas" Luncheon features Cal Durland from ACORD who will share the latest AUGIE initiatives and resources.

During this 22nd Annual PRO-to-PRO, the AIMS Society will present it's 2009 Company Partner of the Year award to a carrier who has provided significant marketing support to agents through innovative products and service; and more than 300 new Certified Professional Insurance Agent designees will be recognized during the 13th Annual CPIA Conferment Ceremony.

For detailed information about the PRO-to-PRO, Awards nominations; membership in the AIMS Society or the CPIA curriculum, contact the AIMS Society at 877/674-CPIA or visit www.aimssociety.com.