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**Professional Insurance Marketing Association (PIMA)  
Announces 2009 MarkeTTech<sup>SM</sup> Symposium:  
*Innovate. Optimize. Drive ROI.***

November 15-17, 2009  
Philadelphia, PA

Chicago, IL – September 9, 2009 – The Professional Insurance Marketing Association (<http://www.pima-assn.org>) will hold its annual MarkeTTech<sup>SM</sup> Symposium & Tradeshow from November 15-17, 2009 at the Loews Hotel in Philadelphia, PA.

The opening keynote will be delivered by **Lenny Laskowski**, author of the book, “**Success via the Internet – Secrets of Growing Your Business Online.**” Laskowski will discuss the strategies and tactics needed to successfully convert web site visitors into customers, exploring consumer decision-making processes along with the reason why most web sites don’t generate traffic or business.

The closing keynote will be given by popular direct marketing expert, **Arthur Middleton Hughes, Vice President of The Database Marketing Institute, Ltd.**, who will present a fresh look at retention programs.

Other program highlights:

- Glenn Forde of **TPG Direct, Inc.**; Susan Fox Ruggiero of **NEA Member Benefits**; and Stephanie Johns-Chin of **New York Life Insurance Company** will discuss **Multi-channel Marketing**
- Tony Baldus of **Marsh**; Scott Hilchey of **SourceLink**; Leigh Smith of **The Hartford**; and Angela Williams of **AEGON Direct Marketing Services, Inc.**, will offer **Segmentation & Cross-Sell** best practices
- **Redstone’s** Randa Zalman will cover **Advertising Compliance & Social Media**
- Fred Hron of **Forrest T. Jones & Fidelity Security Life**; Jim Ouimet of **Marketing Software Solutions**; and Simon Tomlinson of **Blue Sun, Inc.** will offer a talk focused on **Online Strategies that Pay Off**
- **KnowledgeBase Marketing’s** Richard Tooker will reveal **Strategies for Reaching the Next Wave of Customers**

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## **PIMA MARKETTECH SYMPOSIUM – 2/2**

MarkeTTech<sup>SM</sup> draws insurance direct marketers in the affinity/association/worksites niche – as well as exhibitors – for education, information exchange, business development networking, and the showcasing of services and best marketing campaigns. Attendees represent dozens of Agent/Broker/TPAs and Insurance Companies and their suppliers.

“This year’s meeting will focus on ways to optimize current strategies and resources with innovative enhancements that produce results,” said Frank J. Fimmano, PIMA President.

Also, 2009 winners of **PIMA’s Marketing Methods Competition** will be announced, including the “Best of PIMA” award recipient. These awards are bestowed upon those insurance marketing efforts that display strategy delivering measurable results. More than 50 member campaigns will be on display for review.

Attendance, exhibitor opportunities, and sponsorships are open to non-PIMA members. For information about MarkeTTech or PIMA, call 817-569-7462 (PIMA) or visit the PIMA web site: <http://www.pima-assn.org>.

### **About PIMA**

For more than 30 years the Professional Insurance Marketing Association (PIMA) has provided *the* premier forum for leaders in the insurance direct marketing industry to craft strategic relationships, develop business opportunities, and perfect their expertise. For more information, visit the PIMA web site at <http://www.pima-assn.org>.

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