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**Professional Insurance Marketing Association (PIMA)
Announces 2008 MarkeTTechSM Symposium:
*Is Push Marketing Dying? Consumer-Directed Channels***

Esurance's Kristin Brewe to Present Keynote on Social Media

November 9-11, 2008 * Baltimore, MD

Chicago, IL – August 12, 2008 – The Professional Insurance Marketing Association (PIMA) will hold its annual MarkeTTechSM Symposium from November 9-11, 2008 at the Marriott Baltimore Inner Harbor in Baltimore, MD.

MarkeTTechSM 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/Brokers/TPAs & Insurance Companies. This year's Cooperating Sponsors are AIPAGIA (American Institute of Professional Association Group Insurance Administrators), LIMDA (Life Insurance Direct Marketing Association), and MI2 (Mass Marketing Insurance Institute).

“This year's symposium promises to deliver the value and relevancy the industry has come to expect from PIMA's educational and networking meetings,” explained Paul Latchford, PIMA President.

The opening keynote will be delivered by **Kristin Brewe, Director of Brands & Public Relations, Esurance**, offering an insider's perspective on how the insurer managed to cut through the noise in an over-saturated category and maximize its marketing dollars through social web strategies and tactics.

The closing keynote will be given by **business author, speaker, and consultant, Jones Loflin**, who will talk candidly about ensuring success in times of change and turbulence in his presentation, **“When Success Is Your Only Option.”**

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Other highlights:

- Demystifying Social Media (panelists include Heidi Browning of MySpace)
- Affinity Marketing Challenges and Trends
- Direct Mail Marketing on a Shoestring Budget
- New Postal Regulations Update

Also, 2008 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 outstanding 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: www.pima-assn.org.

For more than 30 years the Professional Insurance Marketing Association (PIMA) provides *the* premier forum for leaders in the insurance direct marketing industry to craft strategic relationships, develop business opportunities, and perfect their expertise.

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