

MONDAY, AUGUST 7

3:00 – 5:00 p.m.

Registration and Event Information Desk

The Registration and Event Information Desk is the main hub for workshop information and badge pick-up. NAMIC staff are on hand to welcome you and answer any questions you have throughout the workshop.

4:30 – 6:00 p.m.

Optional Activity: Frazier Museum Tour and Bourbon Tasting

Unwind and network with fellow attendees while enjoying Louisville's favorite pastime. Visit the Frazier History Museum to tour the Spirit of Kentucky bourbon exhibition and enjoy a guided tasting of three bourbons. The museum is a 15-minute walk from the hotel, so it's convenient to get to and leave when you are ready. After the tasting, step out onto Whiskey Row to grab a bite to eat or explore more of the Kentucky Bourbon Trail at your leisure.

The cost of this activity includes admission to the Frazier History Museum, a private tour of the Spirit of Kentucky Bourbon Exhibit, and a tasting of three bourbons.

TUESDAY, AUGUST 8

7:00 a.m. – 4:00 p.m.

Registration and Event Information Desk

NAMIC staff are on hand to welcome you and answer any questions you have throughout the workshop.

8:00 a.m. – 3:30 p.m.

Sponsor Showcase

7:30 – 8:30 a.m.

Attendee Breakfast

Join fellow attendees for fellowship and a hot breakfast before sessions kick off for the day. Grab a cup of coffee and get charged up for a full day of educational sessions.

8:30 – 9:30 a.m.

NAMIC Welcome and Opening Session: The Growth Mindset: 3 Things Results-Oriented Leaders Need to Know

This session will introduce attendees to the concept of "mindsets" and draw upon three decades of research by Carol Dweck, Ph.D., and others to illustrate the concept's impact on individual and team performance. The presentation is designed to engage attendees by challenging their assumptions and providing them with compelling evidence-based examples, personal stories, and practical steps for cultivating a growth mindset. Video clips used in the presentation are drawn from 2021 interviews with Marilyn Gist, Ph.D., author of "The Extraordinary Power of Leader Humility," and Stan MacNaughton, CEO of PEMCO Insurance.

Trent Stoker, CPCU, MAOL, PMP

Director, NextGen Strategy and Implementation
PEMCO Mutual Insurance Company

9:30 – 9:45 a.m.

Networking Break

Please join us in the Regency Ballroom Foyer to chat with fellow attendees, grab a bite to eat, and stretch your legs.

9:45 – 10:45 a.m.

EDUCATIONAL SESSIONS

A. How to Leverage Video in the Insurance Industry Quickly and With a Low Budget (or High Budget if You Want)

Video is an engaging medium you can use to educate and persuade internal and external audiences. But when it comes to creating effective video content, the task can be daunting.

During this session, former television producer turned insurance and insurtech content creator will share ways to leverage video content whether you have a limited budget and need to maximize what you can get for it, or you have a large budget but no idea where to begin in the creation process.

Ellen Lichtenstein

Senior Content Specialist
AgentSync

TUESDAY, AUGUST 8 CONTINUED

B. Aligning Marketing Strategy and Company Strategy

With the digital era moving at the speed of light, the role of marketing continues to expand and evolve. What was once solely focused on driving top-line revenue can now impact and drive growth across all facets of the business. That is if the marketing strategy is tightly aligned with the company vision, goals, and strategy.

This session will provide a proven process for building a complete marketing system that strategically aligns with business goals and objectives. When executed effectively, your marketing system will have the power to not only drive new business revenue, it will also support stronger partnerships and customer relationships, enhance talent attraction and retention, and build greater brand affinity and loyalty.

Dani Kimble
Founder and CEO
Azelle Marketing

10:45 – 11:00 a.m.

Networking Break

Please join us in the Regency Ballroom Foyer to chat with fellow attendees, grab a bite to eat, and stretch your legs.

11:00 a.m. – 12:00 p.m.

EDUCATIONAL SESSIONS

A. Market to a Wider Audience Through Content Distribution to Member Agencies in the Age of AI

Artificial intelligence-generated content created with tools such as ChatGPT is a hot topic. This session will share facts about AI-generated content to help you decide whether these tools can benefit your marketing content creation. Then we'll dive into how to leverage your member agencies with content distribution to help their digital marketing efforts while driving your brand awareness and messaging.

Bob Whitis
Director of Operations
BrightFire

B. Best Practices for External Communications During a Crisis

A crisis can arise at any time, and from almost any direction – your “black swan” scenario may be years or only weeks away. It's impossible to anticipate every conceivable scenario, so how do you effectively prepare for the unexpected? A tenured insurance professional and crisis communications specialist will take you through a highly improbable recent real-life scenario, share how good preparation, good partners, and best practices helped to avert disaster, and will share practical tips to help insurance professionals effectively prepare for and respond to the next communications crisis that may be lurking just around the corner.

Todd Boyer
Vice President, Corporate Communications
Ohio Mutual Insurance Group

Dan Williamson
Senior Vice President
Werth

12:00 – 1:15 p.m.

Attendee Lunch

A hot lunch buffet is available for attendees to sit and mingle over the lunch break. Attendees are welcome to come and go at their convenience.

1:15 – 2:15 p.m.

EDUCATIONAL SESSIONS

A. Storytelling in Insurance

Your story is the heartbeat of your brand. When executed effectively, stories can establish a deeper emotional connection between your brand and your customers and stakeholders. While this deeper connection can justify its marketing function, the greater purpose is this: Stories make working for and with your brand more meaningful.

This session will unpack the various ways brands can incorporate stories in their marketing. It will also share various story models and frameworks as starting points to capture, document, build, and publish your stories for the masses.

Dani Kimble
Founder and CEO
Azelle Marketing

TUESDAY, AUGUST 8 CONTINUED

B. Getting to Know You: Discovering Your Audience

If you want to set your business apart from the competition, come and join this discussion. This workshop provides you with the skills and knowledge you need to identify and build your customer base. It's an excellent opportunity to learn or refresh your understanding of customer personas and target audience discovery. Through practical hints and tips, you'll develop the ability to find, attract, and retain your target audience. By understanding how to recognize and retain your audience and customers, you are setting yourself on the right track toward achieving long-term success.

Rachel Z. Fisher
Executive Consultant
Lively Institute

2:15 – 2:30 p.m.

Networking Break

Please join us in the Regency Ballroom Foyer to chat with fellow attendees, grab a bite to eat, and stretch your legs.

2:30 – 3:30 p.m.

EDUCATIONAL SESSIONS

A. Marketing: Small Budget, Big Return

Marketing can be a daunting and overwhelming task especially when you're part of a small team with limited resources. The great news is that you do not need a big budget to make a big impact. Join us for a fast-paced discussion where you'll discover dynamic, low-cost marketing strategies and approaches. Learn about the tools, techniques, and channels that are most effective for small budgets, and you'll leave with a newfound enthusiasm for marketing success. Take advantage of this opportunity to learn how to engage your audience and achieve your marketing goals with limited resources.

Rachel Z. Fisher
Executive Consultant
Lively Institute

B. Answering the Big (and Little) Questions: Managing Qualitative and Quantitative Market Research

Managing research in an organization can be challenging, especially for those without dedicated research departments. This session will cover the nuts and bolts of executing a research project, from generating ideas and leveraging your internal resources to collecting data, keeping stakeholders engaged, and socializing results that drive action.

Kristina Witzling
Executive Vice President
Zeldis Research

4:30 – 5:30 p.m.

Welcome Reception

Make the most of your workshop experience and enjoy some delicious food, drinks, and friendly conversation with fellow attendees.

WEDNESDAY, AUGUST 9

7:00 – 11:30 a.m.

Registration and Event Information Desk

NAMIC staff are on hand to welcome you and answer any questions you have throughout the workshop.

8:00 – 11:00 a.m.

Sponsor Showcase

7:30 – 8:30 a.m.

Attendee Breakfast

Network with fellow attendees over a hot breakfast before the final day of the workshop.

8:30 – 10:00 a.m.

Peer-to-Peer Roundtable Discussions

Join fellow communication + marketing professional in roundtable discussions focused on emerging issues, leadership, and other marketing focused topics.

10:00 – 10:15 a.m.

Networking Break

Please join us in the Regency Ballroom Foyer to chat with fellow attendees, grab a bite to eat, and stretch your legs.



WEDNESDAY, AUGUST 9 CONTINUED

10:15 – 11:00 a.m.

Closing Session: Agent Panel Discussion

The success of the company/agency relationship is an integral part of our industry, so it is important to be tuned into what agents want and need to create successful partnerships. This candid discussion will allow participants to hear directly from a diverse panel of agents about what they look for in carrier partners and how to improve relationships with direct and independent agents.

Brian Willink, CPCU, AU, Moderator

Executive Vice President/Vice President of Marketing
Chautauqua Patrons Insurance Company

Chad A. Bilz, CIC, CRM

Executive Vice President
Houchens Insurance Group

Jay King, CIC

Principal Agent and Owner
John G. King Insurance

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