

TUESDAY, SEPTEMBER 30, 2025

3:00 PM – 4:00 PM

Crisis Communications

When a crisis strikes, how an organization communicates the situation can make or break its reputation. Is your company ready? This session will dive into real-world crisis response scenarios, analyzing what organizations did, and did not do, correctly and challenging attendees to consider what they would have done in the moment. Attendees will leave armed with a clear understanding of the different types of crises and the actional strategies and tools they need to build their own crisis communications plans.

Rod Hughes

President

Kimball Hughes Public Relations

4:00 PM – 4:10 PM

Networking Break

4:10 PM – 5:00 PM

Say the Right Thing

Picking the right megaphone matters, but you still have to say the right thing to the right people at the right time. Tim and Todd from MPP walk you through techniques, recipes, and live demos of making ad content that works - it doesn't start with Photoshop or Canva - complete with tips and tricks to help you whether you're bootstrapping or have a budget others only dream of.

Tim Woodcox

Vice President, Business Development & Sales

Media Place Partners

Todd Morris

Vice President, Marketing

Media Place Partners

WEDNESDAY, OCTOBER 1, 2025

7:15 AM – 8:15 AM

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.

7:15 AM – 12:00 PM

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.

8:15 AM – 9:15 AM

Generative AI in Marketing and Communications

Artificial intelligence has been around for decades, yet generative AI has taken over tech conversations in every sector of every industry this past year. Speed and efficiency seem to be some of the greatest benefits for generative AI use in the property/casualty insurance industry. But what can generative AI do for marketing and communications professionals in the industry? This session will offer a balanced discussion of practical applications with conceptual insights, present real-world examples, trends, and best practices, and provide tangible takeaways for attendees to try back at their offices.

Nick Johnson-Hill

Vice President, Data Group

Crum & Forster

Hallie Harenski

Senior Vice President, Marketing & Corporate Communications

Crum & Forster

9:30 AM – 11:00 AM

Annual Convention Closing Keynote: Leading Through Change: Strategies Excelling in Times of Adversity

Debra Searle, British gold medal athlete, adventurer, crusader, and businesswoman, will take the stage to share her knowledge and expertise on how to tackle challenges head on, solve problems, embrace uncertainty, and perform under pressure.

WEDNESDAY, OCTOBER 1, 2025 (CONTINUED)

11:15 AM – 12:00 PM

Pick the Right Megaphone

After building a self-serve portal to service 50,000 independent insurance agents, Tim, and Todd from MPP share that project, why each of the channels were chosen, what each is good, and not good at, and simple advertising strategies that anyone can use. Learn the terms, discover the metrics that really matter, and walk away with actionable steps you can take.

Todd Morris

Vice President, Marketing
Media Place Partners

Tim Woodcox

Vice President, Business Development & Sales
Media Place Partners

12:00 PM – 1:00 PM

Attendee Lunch & Ask an Expert

After several insightful and thought-provoking sessions, we know you'll have questions. Grab something to eat and ask the experts some of their most pressing questions about communications and marketing in the insurance industry.

1:00 PM – 2:00 PM

Peer-to-Peer Roundtables

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

2:00 PM – 2:10 PM

Networking Break

2:10 PM – 3:00 PM

Elevating Digital Reach Together: Co-Branded Content Sharing for Carriers and Agencies

Discover how organizations can leverage content distribution to amplify carrier and agency visibility and awareness online. This session will discuss why this matters, what types of content are relevant, and practical steps to implement an effective sharing strategy. Attendees will gain actionable insights to help their agency network engage audiences, boost digital reach, and achieve measurable outcomes.

Bob Whitis

Chief Operating Officer
BrightFire

3:00 PM – 3:10 PM

Networking Break

3:10 PM – 4:00 PM

Social Media with Purpose: Carrier Strategies to Drive Awareness and Engagement

Producing meaningful social media results can be challenging for insurance carriers. This session will cut through the noise to build a strategy focused on impactful outcomes. Attendees will leave with an understanding of how to define their audience, identify relevant topics, manage content creation, and measure success.

Bob Whitis

Chief Operating Officer
BrightFire

6:00 PM – 9:00 PM

Into the Wild: NAMIC's Exclusive Closing Celebration at the San Diego Zoo – Private Reception

Wrap up the convention in unforgettable style with an exclusive evening at the world-renowned San Diego Zoo. Mingle with fellow attendees in an exclusive setting, featuring gourmet food, beverages, and live music. Access to the zoo exhibits is not available during the reception.

Buses will run 2:30-9:00 p.m., providing flexible transportation for those wishing to participate in the full event or just attend the evening reception.

This all-inclusive experience covers zoo admission, round-trip transportation, and an evening of networking, celebration, and discovery.

RSVP Required – This exclusive event is included with your registration, but spaces are limited.