



Digital Marketing Summit
November 8 – 10, 2017
The Vinoy Renaissance St. Petersburg Resort & Golf Club
St. Petersburg, FL
Insurancemarketinginstitute.com

Updated: Tuesday, September 5

Wednesday, November 8

2:00 – 4:00 pm **Registration** **Vinoy Grand Ballroom Foyer**

We're so glad you're here! Stop by the registration table and meet the team. Don't forget to pick up your name tag, an updated agenda, last minute details and conference swag bags.

5:00 – 6:30 pm **Welcome, Cocktail Reception** **Mezzanine / Terrace**

Networking is one of the most valuable opportunities at any conference. Don't miss the Insurance Marketing Institute Digital Marketing Summit welcome reception. We will open the evening with brief introductions and enjoy appetizers and beverages while you get to know your fellow conference attendees. This is a great time to re-connect with old friends, meet new faces and get your conference off to a relaxed and comfortable start.

Thursday, November 9

7:00 – 8:30 am **Registration** **Vinoy Grand Ballroom Foyer**

7:00 – 8:30 am **Breakfast** **Vinoy Grand Ballroom**

8:30 – 8:45 am **Welcome** **Vinoy Grand Ballroom**

Randa Zalman, Insurance Marketing Institute President

8:45 – 10:00 am **Keynote** **Vinoy Grand Ballroom**

Social Media Case Study
Med Plus Advantage, Global Health Challenge
Finalizing Details

10:15 – 10:30 am **Vendor Break, Networking** **Vinoy Grand Ballroom Foyer**

**Please note speakers and topics are subject to change. Please check the conference website www.insurancemarketinginstitute.com for any updates.

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10:30 – 11:30 am Breakout – Session No. 1 Plaza A, B and C

Marketing	General Education	Legal / Compliance
<p>Social Media Engagement</p> <p>The power of social media engagement cannot be understated as a means of strengthening relationships and trust in your brand. It can also help increase your brand reach when budget for paid placement is not available.</p> <p>During this session, we'll cover: An overview of what engagement means in social media, the cycle of engagement and why it is important to audiences, engagement best practices, and tactical examples and recommendations for enhanced social media engagement.</p>	<p>PURLs</p> <p>A personalized URL (PURL) is a unique and personalized landing page created especially for each recipient of your direct marketing campaign. They are typically used in conjunction with direct mail or email marketing efforts. Attendees will learn how PURLs can help increase response rates, track responses in real time, collect valuable data from prospects, and engage customers at a deeper level, making your campaigns more effective and more relevant.</p>	<p>Social Media Writing</p> <p>The importance of social media writing is gaining momentum in the insurance industry. It's not as simple as just typing a post in 140 characters or less. Learn how effective and compliant social media writing can boost your company's overall performance. We'll share tips and tricks to help you become a better social media writer.</p>

11:30 – 11:45 am Vendor Break, Networking Vinoy Grand Ballroom Foyer

11:45 – 1:15 pm Keynote, Lunch Vinoy Grand Ballroom

State of the Insurance Industry and Digital Media
Centro – Global Leader in Digital Advertising Placement and Buying
Finalizing Details

1:15 – 1:30 pm Vendor Break, Networking Vinoy Grand Ballroom Foyer

1:30 – 2:15 pm Breakout – Session No. 2 Plaza A, B and C

Marketing	General Education	Legal / Compliance
<p>Facebook Paid Placement</p> <p>If you're not already using Facebook's advertising, you should be. Social media is a tremendous way to increase exposure and traffic for your organization, create loyal customers, and generate leads and sales. It's never been more affordable to build your brand.</p> <p>During this session, we'll show you how to set up Facebook advertising to get results. Attendees will see how to access the</p>	<p>Email Marketing</p> <p>Become a master of email marketing campaigns. Email marketing is an inexpensive way to reach segmented, customized audiences on a frequent basis to keep them informed. During our session, we will review best practices and identify ways to help make your company emails stand out against your competitors.</p>	<p>Digital Marketing, Legal Notes</p> <p>The Internet offers incredible opportunities for insurance marketing, but it can also present tremendous legal and compliance challenges. In this timely session, we will explore recent precedent in the area of online insurance compliance and give you food for thought on safely making the most of this marketing channel.</p>

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Facebook Ad Manager platform, serve a promotional ad, boost a post, set up a Like Campaign and review analytics to know if your advertising is working.		
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2:20 – 3:10 pm Breakout – Session No. 3 Plaza A, B and C

Marketing	General Education	Legal / Compliance
<p>DIY Search Engine Optimization</p> <p>The first purpose of search engine optimization is to be positioned in the places where your customer is. The second purpose is to be positioned better than your competitors in these places. In the world of search engines, better means higher, and higher means a much greater probability that an individual will click on your link. This session will offer specific and immediate tactics you can apply to your website and web strategy to help improve your search engine ranking.</p>	<p>Podcasts</p> <p>Podcasts are one of the best ways to grow your knowledge, learn skills and understand the world better. Getting ahead at work and becoming more productive matters and you need every advantage. We'll discuss how podcasts serve as a resource to inspire, instruct and motivate you to work on your professional goals.</p>	<p>Social Media Policies</p> <p>We understand that social media can be a fun way to share your life with family and friends around the world. However, use of social media also presents certain risks and responsibilities for your organization. To assist your company in making responsible decisions about employee use of social media, we have rounded up best practices and suggestions to include in your company's social media policy.</p>

3:15 – 4:05 pm Breakout – Session No. 4 Plaza A, B and C

Marketing	General Education	Legal / Compliance
<p>Online & Peer Reviews</p> <p>90% of consumers read online reviews before visiting a business. And 88% of consumers trust online reviews as much as personal recommendations. Does your organization have a plan for monitoring and engaging with review platforms? We'll take a deep dive into best practice considerations.</p>	<p>Upcoming Social Media Trends</p> <p>Social media isn't static. It's one of the most rapidly changing fields of technology ever. We'll share with you which trends are in flux and which trends can help you stay ahead of the field.</p>	<p>Reviewing Social Media Advertising</p> <p>Social media advertising has become a key part of insurance marketing campaigns. During this session, we'll review real social media advertisements and offer detailed recommendations to help you get results while avoiding compliance problems.</p>

6:00 pm Group Dinners (Optional)

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Friday, November 10

7:00 – 8:30 am **Breakfast** **Vinoy Grand Ballroom**

8:30 – 9:45 am **General Session** **Vinoy Grand Ballroom**

Social Media Case Study
Royal Neighbors of America
Finalizing Details

9:45 – 10:00 am **Vendor Break, Networking** **Vinoy Grand Ballroom Foyer**

10:00 – 11:15 am **General Session** **Vinoy Grand Ballroom**

Cyber Security Case Study
Finalizing Details

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