

# The Marketing Conference

*Where Opportunity Rocks*



2017

**May 31-June 2**

Renaissance Nashville Hotel, Nashville, TN

- ▼ Compete for the consumer — learn how digital innovations are changing marketing
- ▼ Sell more by selling to fewer — lessons in market segmentation
- ▼ Attend the *Creative Connections Award* event — recognizing the best practices in financial services marketing



## WHERE OPPORTUNITY ROCKS

As marketers and market researchers you drive the creation of new and innovative strategies and tools — digital, print, social, and more — to support business objectives. LIMRA's newly evolved Marketing Conference will inspire you to evolve as well — in response to the rapid change in the financial services world.

The content of this year's conference has been broadened and realigned to reflect the evolving customer-centric market. Our tracks include: Digital Initiatives, Consumer Insights, Customer Experience, and Marketing Strategy.

To add to the excitement and buzz, this year LIMRA is proud to present the 2017 Creative Connections Award — recognizing creative excellence, innovation, and achievement in holistic financial services marketing.

Join us in the vibrant city of Nashville and rock the opportunities!

## GENERAL SESSION HIGHLIGHTS

### *The Rise of the Marketeur*



#### **SCOTT CAMPBELL**

*Executive Vice President and Chief Marketing Officer  
Multiple Line  
American National*

Entrepreneurs are flooding the booming InsurTech space because they see a huge opportunity to disrupt a stodgy industry that hasn't fully accepted that its customers are really the ones in control. While this emerging disruption is a threat, our opening speaker believes it's also a once-in-a-career opportunity. Marketing and research professionals can take the lead in reshaping our business and position our industry to stay relevant in this new age of the consumer.

### *Relationship Revolution: Building Better Connections in the Digital Age*



#### **SETH MATTISON**

*Workforce Strategist and Management Trendspotter*

In today's super-wired, highly digital society, humans still crave social interaction and relationships. From Facebook to LinkedIn, Twitter to Instagram, it's important to remember just how powerful it can be to reach beyond the fiber optics and make that physical connection. In business, creating strong relationships is the key to achieving success. What's the secret for cultivating relationships in today's digital age, particularly in financial services? No longer do institutions and authority figures hold the keys. Power and influence are shared between client and advisor creating new challenges and opportunities for an entire industry.

Seth will dissect how the best financial services firms and advisors are meeting the expectations of more sophisticated and demanding clients while demonstrating how an entirely new set of relationship competencies will be required to compete and win business in this new complex and competitive environment.

## Build a Social Enterprise in Financial Services



**AMY MCILWAIN**

*Global Industry Principal  
Hootsuite*

Social media is fundamentally changing how we communicate with customers across every stage of their buying journey. Join Amy McIlwain as she explores the importance of staying relevant and competitive in financial services in the age of digital, and how enterprises can leverage the power of social media to make an impact on their business, while remaining secure and compliant. Use this session to develop a better understanding of an exciting digital transformation happening in the customer buying journey and how your organization can benefit from connecting with them at every stage.

## Achieving the Impossible



**BRUCE BOGUSKI**

*President  
The Winner's Edge*

Drawing from the personal experience of breaking his neck and being told he would never walk again, Bruce passionately delivers a dynamic presentation about the four crucial action steps that must be taken to achieve any goal or dream. Attendees will develop and implement confidence-building techniques that really work, and learn to change their belief system to achieve amazing success. They will discover the advantages of a positive mental attitude and how to change frustration and negativity into a "can-do" environment. Bruce will demonstrate the power of setting goals, visualizing them, and following through.

## Financial Services and the Music Industry: Evolution and Opportunity



**ALISON SALKA, PH.D.**

*Senior Vice President and  
Director of Research  
LIMRA*

What do the music industry and financial services have in common? Both exist in changing environments — pressures on profitability, new sources of competition, changing regulation, and evolving customer preferences. This creates a need for innovative products, distribution, and marketing. This brief presentation will cover the most important trends affecting business in the next five years. It will also include insights on how marketers and researchers can use these trends to identify opportunities and improve their business strategies.

## All That Jazz: Winning New Clients with Science



**JOHN SISSON**

*President  
Wilde Agency*

Like an aging rock band, marketing has some tunes that live on, but we must also adapt to the audience that's listening to new alternatives. With new channels, and new distractions, how can we as marketers engage and move our audience to act? Engaging the next generation, and even some of the older generation, requires a new song.

This presentation will focus on the key elements of science, from data to behavioral, in marketing and how to connect with consumers who now control their own journey. John's deep experience in helping financial and insurance clients cut through the clutter and win new business through leveraging data and behavioral science will inspire you to think differently about a new future of connecting with your audience. He'll share his insights and real life examples of how the application of these powerful ideas can change the dynamics for growth.

# 2017

## Schedule at a Glance

		Digital Initiatives	Customer Experience	Marketing Strategy	Consumer Insights
<b>WEDNESDAY</b>					
4:00 to 5:00 p.m.	1. How to Create Thumb-Stopping Moments in the Digital World	◆			
	2. Pay Attention, Please — This Is Important!		◆	◆	◆
	3. The Power of the Purse — Insights Into What Motivates Women		◆	◆	◆
	4. What's the Buzz? Marketing Insurance in an Image-Driven Culture	◆	◆	◆	◆
<b>THURSDAY</b>					
9:30 to 10:30 a.m.	5. Does One Size Fit All? What's Your Segmentation Strategy?		◆	◆	◆
	6. Are You (Customer) Experienced? An Experience-Based Approach to Gathering New Insights		◆		
	7. Building a Social Selling Culture Like a Rock Star!	◆	◆	◆	
	8. Which Consumers are Most Interested in Buying Online?	◆		◆	◆
10:45 to 11:45 a.m.	9. Attitudes, Behaviors, and Results — How to Use Journey Mapping to Deliver on Your Brand Promise		◆		
	10. The Power of Segmentation — Activation into Culture, Commerce, and Communication				◆
	11. Keeping Your Team in Tune For Digital Success	◆		◆	
	12. Success Reaching Consumers — Today and Tomorrow			◆	◆
1:15 to 2:15 p.m.	13. Finding Stories: Building a PR Research Platform that Quadruples Earned Media			◆	◆
	14. Money on the Move — Building a New Brand for the Retirement Income Market			◆	◆
	15. Mobile Apps — A Fireside Chat with American National and Prudential	◆		◆	
	16. Big Data Impact on Marketing	◆	◆	◆	◆
2:30 to 3:30 p.m.	17. Using Data to Create Great Email Experiences in 2017	◆			
	18. The Value of Sponsorships — Where Best to Put Your Precious Marketing Dollars?	◆	◆	◆	◆
	19. Generational Marketing: Insights, Best Practices, and Marketing That Will Shape the Future of Financial Services		◆	◆	◆
	20. Incentives and Gaming: Increasing Your Customer's Engagement		◆		
<b>FRIDAY</b>					
10:15 to 11:15 a.m.	21. The Emergence of Targetable Segmentation				◆
	22. Tune in to Digital Marketing Trends	◆		◆	



## WEDNESDAY, MAY 31

**MEET AND GREET** — 2:00 to 2:30 p.m.

Join us to meet and greet peers while you share ideas and common experiences as the conference begins.

**GENERAL SESSION** — 2:30 to 3:30 p.m.

### *The Rise of the Marketeur*

**SCOTT CAMPBELL**

Executive Vice President and Chief Marketing Officer,  
Multiple Line  
American National

**REFRESHMENT BREAK** — 3:30 to 4:00 p.m.

**CONCURRENT WORKSHOPS** — 4:00 to 5:00 p.m.

**FIRST-TIMERS RECEPTION** — 5:00 to 5:30 p.m.

**LIMRA RECEPTION** — 5:30 to 7:00 p.m.

Sponsored by Life.io

## THURSDAY, JUNE 1

**BREAKFAST** — 7:00 to 8:00 a.m.

**GENERAL SESSION** — 8:00 to 9:00 a.m.

### *Relationship Revolution: Building Better Connections in the Digital Age*

**SETH MATTISON**

Workforce Strategist and Management Trendspotter

**BREAK** — 9:00 to 9:30 a.m.

**CONCURRENT WORKSHOPS** — 9:30 to 10:30 a.m.

**BREAK** — 10:30 to 10:45 a.m.

**CONCURRENT WORKSHOPS** — 10:45 to 11:45 a.m.

**LUNCHEON & GUEST SPEAKER** — 11:45 a.m. to 1:00 p.m.

### *Build a Social Enterprise in Financial Services*

**AMY MCILWAIN**

Global Industry Principal  
Hootsuite

Sponsored by Hootsuite

**BREAK** — 1:00 to 1:15 p.m.

**CONCURRENT WORKSHOPS** — 1:15 to 2:15 p.m.

**REFRESHMENT BREAK** — 2:15 to 2:30 p.m.

**CONCURRENT WORKSHOPS** — 2:30 to 3:30 p.m.

**REFRESHMENT BREAK** — 3:30 to 4:00 p.m.

**GENERAL SESSION** — 4:00 to 5:00 p.m.

### *Achieving the Impossible*

**BRUCE BOGUSKI**

President  
The Winner's Edge

## FRIDAY, JUNE 2

**BREAKFAST** — 7:00 to 8:00 a.m.

**GENERAL SESSION** — 8:00 to 9:45 a.m.

### *Financial Services and the Music Industry: Evolution and Opportunity*

**ALISON SALKA, Ph.D.**

Senior Vice President and Director of Research  
LIMRA

### *All That Jazz: Winning New Clients with Science*

**JOHN SISSON**

President  
Wilde Agency

### *Creative Connections Award*

**BREAK AND EXHIBITOR RAFFLE** — 9:45 to 10:15 a.m.

**CONCURRENT WORKSHOPS** — 10:15 to 11:15 a.m.

**ADJOURNMENT** — 11:15 a.m.

## ◀ WEDNESDAY, MAY 31 ▶

4:00 – 5:00 p.m.

## 1. How to Create Thumb-Stopping Moments in the Digital World

How can marketers set their content apart, make their messages stand out and get customers to pay attention and interact with their brand on the web? Today's audiences expect to be entertained and educated at the same time. That means marketers need to offer useful, engaging information, visuals, and content in order to get their message across! Join this session to learn how to create "thumb stopping" moments in the digital world and turn your current materials and content into marketing that people want to engage with and use. Plus, take a look at a sample case study from the financial services world.

**KATIE BARTLING**, Associate Vice President, Sammons Financial Group Member Companies; **AUDREY ROSS**, Director of Customer Engagement, Ion Interactive; *Moderator*: **JANET HOLTON**, Marketing Associate, Modern Woodmen of America

## 2. Pay Attention, Please — This Is Important!

Are you struggling to rally colleagues around research findings and push for change? Are you facing a mountain of data as you try to figure out what to do next? Learn how to significantly improve the organizational value of market research through engagement of key stakeholders within your organization, along with communication techniques that compel your colleagues to (really!) pay attention and act on research findings.

**JESSICA KANE**, Director, Consumer and Customer Experience Research, Unum, **JIM KRAUS**, CLU, Principal, KS&R; *Moderator*: **NATALIE BARENTHIN**, GBDS, Senior Marketing Research Analyst, Anthem Life and Disability

## 3. The Power of the Purse — Insights Into What Motivates Women

Economic power held by women is on the rise. Understanding the needs of women as working professionals, full-time caregivers, small business owners, and financial decision makers presents an opportunity for financial professionals to provide solutions. In this workshop you will learn the latest research that companies depend on to develop marketing strategies geared toward women, and ways to help your advisors craft their approach. You will also hear from a company who has applied creative techniques and messaging based on what they have learned.

**NILUFER AHMED**, Ph.D., Senior Research Director, Insurance Research-Markets, LIMRA; **CHRISTINE TUCKER**, Vice President, Retirement Solutions Division, Pacific Life Insurance Company; *Co-Moderators*: **ANGELA MEEHAN**, CLU, ChFC, RFC, Vice President, Variable Product Marketing, Ohio National Financial Services; **GARRY VOITH**, CLU, LLIF, Vice President, Corporate Marketing and Communications, The Baltimore Life Companies

## 4. What's the Buzz? Marketing Insurance in an Image-Driven Culture

Seemingly unrelated pop cultural fads give marketers a glimpse into the lives of consumers. What makes them engage with these trends? What draws them in? How can insurance companies capitalize on these movements? What have insurance brands already done or what can they do to embrace these trends?

**ANDREW DAVIDSON**, Chief Insights Officer and SVP, Mintel Comperemedia; *Moderator*: **STACEY FABRICANT**, Assistant Vice President, Business Insights, Penn Mutual

## ◀ THURSDAY, JUNE 1 ▶

9:30 to 10:30 a.m.

### 5. Does One Size Fit All? What's Your Segmentation Strategy?

What is segmentation and how are other companies using it to positively impact their business? Learn about the pros and cons of the most commonly used segmentation strategies. One size does not fit all, but there's a right size for everyone! Learn how to evaluate which one may be right for you based on your business objectives and the data you have available. Our experts will discuss a variety of methodologies including demographic, attitudinal, behavioral, and life stage segmentation, as well as share case studies based on real life examples from inside and outside our industry.

**STACEY FABRICANT**, Assistant Vice President, Business Insights, Penn Mutual; **DAN RUBIN**, Vice President, Analytics and Insights, Harte Hanks; *Moderator:* **CAROLINE BEHUNIAK**, CFA, Research Director, Voya Financial

### 6. Are You (Customer) Experienced? An Experience-Based Approach to Gathering New Insights

Obtaining a fresh, actionable and complete understanding of customer experience has evolved as the "gold standard" of market research today. To achieve this objective, industry leader Unum developed an intensive process to follow their customers over time and understand the "why" behind their experiences. Working with CSR as their research partner, Unum will give an overview of the program they developed and its applications, while CSR will give the insights on the methodology and management of this study.

**JULIE BROWN**, President, The Center for Strategy Research, Inc. (CSR); **JESSICA KANE**, Director, Consumer and Customer Experience Research, Unum; *Moderator:* **NATALIE BARENTHIN**, GBDS, Senior Marketing Research Analyst, Anthem Life

### 7. Building a Social Selling Culture Like a Rock Star!

Social selling is no longer a nice to have but a must have for financial professionals. In an industry built on this is the way it's been done, social selling is changing the way financial professionals run their practices. Learn how to create a culture of social selling within your local agencies starting from the top down by holding financial professionals accountable to using LinkedIn daily.

**CRAIG CANTON**, Senior Enterprise Relationship Manager, Financial Services, LinkedIn; **NATHANIEL ISAACSON**, Director, Social Media, Guardian Life; *Moderator:* **SHAWN C. SMITH**, Head of Protection Product Marketing, Guardian Life

### 8. Which Consumers Are Most Interested in Buying Online?

Companies have struggled to access and engage consumers in working and middle class markets via traditional face-to-face distribution. Recent regulatory changes have accelerated interest in serving these markets through online capabilities. But which consumer groups are most receptive to buying life insurance online? Are there specific strategies that might motivate more people to consider an online purchase? This session will explore the reality around consumer preferences for the online experience.

**JENNIFER DOUGLAS**, Director, Developmental Research, LIMRA; **PATRICK LEARY**, LLIF, Corporate Vice President, Distribution Research, LIMRA; *Moderator:* **NATALIE HUGINS**, Market Insights Manager, Pacific Life

# 2017

## Marketing Workshops

10:45 to 11:45 a.m.

### 9. Attitudes, Behaviors and Results — How to Use Journey Mapping to Deliver on Your Brand Promise

With increased global pricing pressure and rapid commoditization of products and services, customer experience (CX) has been called the last remaining sustainable differentiator. Therefore, it is key for organizations to be able to operationalize internal processes that put the customer at the heart of decision making and enable experiences that connect on an emotional level. This session introduces the key concepts and approach of Customer Experience Journey Mapping as a methodology to analyze and address organizational needs by providing insights and actions necessary to drive customer delight and unlock business value.

**DEWAYNE GIMPEL**, Customer Experience Strategist, Oracle; *Co-moderators*: **MICHELLE FISCHBACH**, Assistant Vice President, Voya Financial; **KRISTA STEVENS**, Sales Development Strategist, Ameritas

### 10. The Power of Segmentation — Activation Into Culture, Commerce, and Communication

The power of segmentation comes in being able to use it consistently across the business. Too often highly valuable strategic segmentation research is under-utilized because of a failure to create the right context for a company's culture, easy ways to work with the segmentation scheme, or clearly communicated benefits of using it in all areas of the business, including sales, product, operations, and the C-suite.

- Discover some of the common challenges to implementing segmentation and how to overcome them
- Understand how to bring employees along the journey of segmentation activation, from awareness to understanding, engagement, and to action.

**KENIA COLLINS**, Research Director, MetLife; **JESSICA HORKAN**, Senior Vice President, ORC International; **SCOTT LAING**, Senior Vice President, Markets and Products, ORC International; *Moderator*: **VIJAY DANDAMUDI**, Senior Marketing Research Analyst, Illinois Mutual

### 11. Keeping Your Team in Tune for Digital Success

In today's business climate, digital marketing changes at a rapid rate...as does our need to evolve and align our marketing efforts in a digital world. During this interactive panel discussion:

- Hear from a panel of speakers on how their companies advance their digital marketing by discussing three key areas: strategy, team structure and alignment, and technologies.
- Discuss successes and challenges we face as we continuously strive to evolve and measure our digital marketing efforts.

**BIRDIA CHAMBERS**, Head of Social and Digital Strategy, Prudential; **ERIN MEIJER**, Director, Thought Leadership and Content Strategy, Guardian; **PHYLLIS TOZZI**, Corporate Vice President, Agency Marketing, New York Life Insurance Company; *Co-Moderators*: **JANET HOLTON**, Marketing Associate, Modern Woodmen of America, **ANGELA MEEHAN**, CLU, ChFC, RFC, Vice President, Corporate Marketing, Ohio National Financial Services

### 12. Success Reaching Consumers — Today and Tomorrow

Learn what it takes to be successful with your consumers. Hear from leading industry insurance analysts on what you should be aware of to prepare for the consumer of the future. What do they want? How do they want it delivered? The insurance shopping world is changing, are you?

**KAREN IMBROGNO**, Industry Insurance Analyst, Axiom; **AMY REY**, Vice President, Zeldis Research; *Co-Moderators*: **JIM DELUCA**, LLIF, Vice President, Marketing and Client Experience, Western & Southern Life; **ANGELA DISSER**, Senior Director Marketing Services, CNO Financial



1:15 to 2:15 p.m.

## 13. Finding Stories: Building a PR Research Platform that Quadruples Earned Media

This session isn't about finding stories in research. It's about designing surveys that ensure compelling storylines regardless of how the data falls out. Like many researchers, you want market research to generate leading-edge insights, the kind that capture intense audience interest. This story-building methodology will get you there, from conceptualizing the research and constructing stories from data to reporting in the form of headlines, each substantiated with a sequence of data. We'll show examples from large financial and health care companies, including a national survey of 875 LGBT Americans, that made this methodology work. We will include a multi-media presentation with videos some of which might make you cry.

**JOE HOPPER**, Ph.D., President, Versta Research;  
*Moderator:* **SARAH EHLINGER**, Ph.D., Senior Research Manager, Principal Financial Group

## 14. Money on the Move — Building a New Brand for the Retirement Income Market

This workshop will use a case approach for the launch of the HelloLife brand. We will follow the path to development from research to mass market launch. We will provide insights on the best tools to pick in an omnichannel world. This workshop will also address how to reach the advisor distribution audience and will showcase the development of a new planning tool.

**JAY DONNELLY**, Vice President, Marketing Delivery, Great-West Life/London Life/Canada Life; *Moderator:* **RITA LEPORE**, Senior Client Analytics Specialist, Great-West Life/London Life/Canada Life

## 15. Mobile Apps — A Fireside Chat with American National and Prudential

Technology is constantly evolving, and apps are no exception. What was once groundbreaking is now common place. It's safe to say the phrase "there's an app for that" effectively represents the mentality of the modern consumer. Join us to hear from two thought leaders in the industry as they discuss the future of mobile apps in a casual, fireside chat setting. Topics will include how mobile apps should fit into your marketing strategy, what data should you be capturing and why, the benefits of building versus buying an app, how apps can lead to changing talent needs, and more. Audience participation will be strongly encouraged, as speakers will field questions, provide insight, and help you brainstorm effective strategies and tactics for introducing and using mobile apps.

**SCOTT CAMPBELL**, EVP and Chief Marketing Officer, Multiple Line, American National; **ERIC PHILP**, Vice President, Digital Marketing, Prudential; *Co-Moderators:* **AZIZA ALEXANDER**, Director, Industry & Competitive Intelligence, Prudential; **KATIE PIRETTI**, Director — Digital Marketing, American National

## 16. Big Data Impact on Marketing

From historic to batch to streaming, where is your firm on the data continuum? There is an abundance of real-time data that can be used to anticipate consumer needs and engage them with more meaningful, relevant, and helpful experiences. What steps can you take to accelerate your firm's data and analytics maturity? This session will highlight how organizations can fully leverage the abundant data assets available and showcase examples of what this can look like.

**DAVID EDINGTON**, Senior Vice President, Industry Strategist, Epsilon; **MATT MIKULCIK**, Vice President, Product Marketing, CNO Financial Group

# 2017

## Marketing Workshops

2:30 to 3:30 p.m.

### 17. Using Data to Create Great Email Experiences in 2017

Today, an email marketer's world revolves around creating unique experiences for interested subscribers and supporting the wider brand experiences that your organization is delivering. However, this isn't always easy to do and customer expectations are soaring more than ever before. In this session, we'll explore how to leverage more than two years' worth of email marketing research, as well as how you can better connect the experiences (conversions) you create to all of your audiences, from loyal customers to new and prospective ones.

**MICHAEL SCIANO**, Manager, Campaign Account Management, Adobe; **Moderator: KATIE BARTLING**, Associate Vice President, Sammons Financial Group Member Companies

### 18. The Value of Sponsorships — Where Best to Put Your Precious Marketing Dollars?

Listen to representatives from three sides of the Sponsorship world discuss how this form of communication support can provide a vital part of your marketing mix. Moderated by industry veterans, we will look at ways to make sure that your ROI justifies what can be a very expensive ticket.

**RIC CLARSON**, Senior Vice President, Marketing Development, PGA Tour; **DAVID CORELLI**, Chief Strategy Officer, SportBox Group; **DAN PINKUS**, Assistant Vice President, Sponsorships and Promotions, MetLife; **Co-Moderators: ANN CLIFFORD**, Director, Group Benefits, Segment Marketing, MetLife; **JAY DONNELLY**, Vice President, Marketing Delivery, Great-West Life/London Life/Canada Life

### 19. Generational Marketing: Insights, Best Practices, and Marketing That Will Shape the Future of Financial Services

Each generation has unique expectations, experiences, and values that influence their buying behavior. This session will provide insight into the characteristics, behaviors, and preferences of younger markets: Millennials and Gen Z.

- Learn about new research into the needs of these markets
- Discuss effectiveness of specific marketing strategies and campaigns.

**EMILY HOLBROOK**, Director, Personal Markets, Northwestern Mutual; **BRETT MYERS**, Next Door Program Director, State Farm; **PATRICK OHLIN**, Vice President, Head of Brand, Lincoln Financial Group; **Moderator: LEANNE DRIVES**, FLMI, ACS, Senior Market Research Project Manager, Northwestern Mutual

### 20. Incentives and Gaming: Increasing Your Customers' Engagement

A new gaming interface has made a fun and easy way to manage customer's health and lifestyle. The friendly, easy-to-use platform is helping improve diets and fitness, allowing customers to shop for health benefits, and find the best doctor for their needs. It provides all the resources the customer needs to make smarter, more informed choices. In this session, we will learn how using goal setting, motivation tactics, and game mechanics paired with a great user interface can increase your customers' engagement. We will also discuss how you can adapt to any business.

**BRIAN OSS**, Director, Digital Health Consulting, Optum; **Moderator: KRISTA STEVENS**, Sales Development Strategist, Ameritas

## ◀ FRIDAY, JUNE 2 ▶

**CONCURRENT SESSIONS** — 10:15 to 11:15 a.m.

### 21. The Emergence of Targetable Segmentation

Traditionally, marketers have collected information to segment their customers/prospects into groups for improved messaging to fuel sales growth and profits. What's new is the advent of 'big data' and the wealth of information available to the marketer today. The challenge is how to harvest data from databases and make it actionable. Build upon earlier segmentation sessions and discover the emerging process of targetable segmentation. We will reveal secrets to overcoming the shortcomings of traditional segmentation. And, we'll review a case study to help jump start your marketing ROI.

**MICHAEL PATTERSON**, Director of Research Analytics, Radius Global Market Research; **GLENN STAADA**, Senior Vice President, Radius Global Market Research; **Moderator: STEVE WENDORF**, Director of Marketing, Catholic United Financial

### 22. Tune In to Digital Marketing Trends

Do you wonder if you're investing your digital marketing dollars in the right places? Does your business leverage interactive marketing channels and technologies to drive sales and deepen customer relationships? This session can help you learn about trends driving spend in different digital media and how your strategy compares. You will learn what is driving growth, how you can inform your budgets, and what's next.

**AMANDA OCHOA**, Digital Marketing Specialist, National Support, American National; **Moderator: KATIE PIRETTI**, Director, Digital Marketing, American National; **BRYAN REYNOLDS**, Social Media Strategist, Voya Financial

## Thank You to Our Conference Sponsors and Exhibitors

**Elite Strategic Partner and Presenting Sponsor**



**Elite Strategic Sponsor**



**Elite Digital Strategic Sponsor**



**Sponsors**



**Exhibitors**

Acxiom  
Adrea Rubin Marketing  
Center for Strategy Research  
Claritas  
Competiscan

Corporate Insight  
CSG Actuarial  
Distribion  
Greenwald & Associates  
Mintel

PMX Agency  
Taylor  
Vital Findings  
Zeldis Research

# 2017

## Conference Details

### TO REGISTER

Register Online: [www.limra.com/marketingconf/](http://www.limra.com/marketingconf/)

#### REGISTRATION FEES:

##### **Early-Bird Rates: Before May 5, 2017**

LIMRA Member: \$1,225

LOMA Member (but not LIMRA): \$1,840

Nonmember: \$2,450

##### **Standard Rates: After May 5, 2017**

LIMRA Member: \$1,425

LOMA Member (but not LIMRA): \$2,140

Nonmember: \$2,850

**LIMRA requires prepayment of registration fees prior to all conferences and meetings.** Please make checks payable to LIMRA in U.S. dollars drawn on a bank in the United States. For vendor registration fees, call Events Registration at 800.235.4672 (U.S. and Canada) or 860.285.7789.

**SPOUSES/GUESTS:** A registration fee of \$100 is available to spouses and guests of registered attendees. Individuals in an industry-related position, co-workers, or associates do not qualify. We invite spouses/guests to participate in the event's food and social functions and ask that they wear their badge to these events. Participation in the general sessions and workshops is limited to those who have paid the full registration fee to attend the conference.

**MEETING ATTIRE:** The attire for this conference is business casual.

### CONTINUING EDUCATION CREDITS

LIMRA, in conjunction with the Society of Financial Service Professionals, is pleased to inform you that attendance at any of the workshop sessions will qualify interested individuals for one **Professional Recertification Program (Formerly PACE) Credits**: A form will be available for your records to qualify for **CLU and ChFC continuing education requirements only**. If you have any questions or need more information about the **PRP program**, please visit: <http://www.theamericancollege.edu/ce-continuing-education/pace> or call The American college of Financial Services (888) 263-7265.

### HOTEL INFORMATION



#### Renaissance Nashville Hotel

611 Commerce Street

Nashville, Tennessee

Phone/Reservations: 615.255.8400

Make your reservations by **May 5, 2017** and mention the LIMRA Marketing Conference in order to receive the group rate of \$232 single/double (plus applicable sales and resort taxes). Requests after May 5, 2017 will be accepted on space availability. The group guest room rate will be offered three days prior and three days after the meeting dates and subject to availability of rooms at the time of your reservation and must be booked by calling the hotel. Reservations must be guaranteed with a major credit card.

**CHECK-IN TIME** is 4:00 p.m./check out time is 12:00 p.m.