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FOR IMMEDIATE RELEASE

IASA Presents “Boot Camp for Selling & Marketing to Insurance Companies”
Event to Be Held Just Prior to the Association’s Spring Planning Meeting in Orlando

Orlando, Florida – January 26, 2010 – The Insurance Accounting & Systems Association, Inc. (IASA) is pleased to announce a special seminar, “Boot Camp for Selling & Marketing to Insurance Companies,” will be offered for the first time this year just prior to the association’s Spring Planning Meeting, March 11 and 12 at the Orlando World Center Marriott in Orlando, Florida.

The Boot Camp for Selling & Marketing to Insurance Companies will begin at 12:00 PM on Thursday, March 11 with opening remarks by Jim Keal, CFO for Accident Fund Group and current IASA President, followed by sessions on social media for insurance, a CFO/CIO panel, lead generation and the soup to nuts of the sales process and a networking reception for all attendees. Sessions resume on Friday, March 12 at 7:30 AM and will end at 12:00 PM. Topics for Friday’s sessions include a insurance industry press panel, building an effective brand, electronic and web marketing and crafting the perfect message.

By attending this special seminar, insurance industry vendor professionals can take a hands-on approach to developing and presenting a clear, concise and compelling message, as experts in the field of sales and marketing walk step-by-step through the payoffs and pitfalls. Registration for this event is \$250 for individuals from IASA member and associate member companies.

Sales and marketing managers, business development managers and other interested professionals from vendor companies are encouraged to register at www.iasa.org, or contact Mark Roth, mroth@iasa.org or 603.401.1460 for more information about the meeting.

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About IASA

The Insurance Accounting & Systems Association, Inc. (IASA) is a non-profit, education association that strives to enhance the knowledge of insurance industry professionals, and participants from similar organizations closely allied with the insurance industry by facilitating the exchange of ideas and information. IASA is one of the insurance industry’s largest, and most well represented trade associations. IASA membership includes insurance companies of all types (Property & Casualty, Life, Health, Fraternal, HMO and others) as members, as well as companies serving the insurance industry, regulators and also organizations more broadly representative of the financial services industry, including banks and investment brokerage firms. Learn more about the IASA by visiting our website at www.iasa.org or by calling 919.489.0991.