Wednesday, April 19, 2017

+ 12:00–6:30 p.m.  Registration Open

+ 12:00–1:30 p.m.  Pre-Conference Lunch Roundtable – NEW THIS YEAR!
Leveraging the PIAA DSP: Using Claims Data in Sales/Marketing
Note: Space is limited to the first 15 attendees who respond. Please send an e-mail to PIAAMeetings@piaa.us to reserve your spot in this luncheon.

During this informal roundtable discussion, you’ll learn first-hand how using medical professional liability claims data in your marketing materials and sales presentations can boost closing ratios and enhance your company’s overall brand. You’ll gain a better understanding of the full range of information available through the PIAA Data Sharing Project and discover how that information can be used in conjunction with your own company’s specific data to corroborate your organization’s in-house knowledge and expertise for reducing risk and improving patient safety.

+ 1:30 – 1:45 p.m.  Welcome and Introductory Remarks
David Kinard, PCM, Chair, PIAA Marketing Section

+ 1:45–3:15 p.m.  Building a Direct-Response Campaign
Matthew Knuth, Director, Business Development, HackerAgency
Ryan Kuhn, Art Director, HackerAgency

Marketing has been criticized of late for becoming watered down and passive. If this allegation is true, our ability to influence and drive behavior has clearly become diminished. In this hands-on session, we’ll peel away the jargon and get to the core of what’s needed for a functional, effective, and data-driven direct-marketing campaign. We’ll focus on the elements that are essential, versus those that are mere fluff, and tell you the basics of what you need to do to get your prospects to say YES. You’ll walk away with new insights on how to plan targeted response-driven campaigns that yield measurable results.

+ 3:15–3:30 p.m.  Refreshment Break

+ 3:30–5:00 p.m.  Color Outside the Lines: Constructing a Branding Campaign
Matthew Knuth, Director, Business Development, HackerAgency
Ryan Kuhn, Art Director, HackerAgency

The game in marketing has changed, and direct marketing in particular must adapt in tandem. Beyond traditional direct-response TV, print, direct mail and e-mail, we now have digital, mobile, search engine marketing, the Internet of Things, and more. And every one of these channels needs to be integrated and seamless. Also, content-based marketing has become widely prevalent. However, now more than ever, brand must be the common thread linking all of these communications venues. In this session, you’ll learn how to make your brand’s personality and promise unify every communication you make, in every medium.
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<td>5:00–6:30 p.m.</td>
<td>Networking Reception</td>
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<td>Thursday, April 20, 2017</td>
<td>8:00–9:00 a.m.</td>
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<td>9:00–10:15 a.m.</td>
<td>Healthcare Hold ‘Em: Winning the Game of Trust</td>
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<td>Kriste Goad, President, Fuoco Consulting</td>
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<td>Joint Session with the PIAA Dental Workshop</td>
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<td>10:15–10:45 a.m.</td>
<td>Refreshment Break</td>
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<td>10:45 a.m.–Noon</td>
<td>Measuring Metrics and Communicating Data: How to Grow your Marketing Success and Budget</td>
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<td>Knight Stivender, Director of Business Development and Client Loyalty, Alcott Marketing Science</td>
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<td>Noon–1:00 p.m.</td>
<td>Lunch Roundtable Discussions – NEW THIS YEAR!</td>
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Over lunch, explore key issues and challenges facing today’s marketing, sales, and communications specialists! In lieu of formal presentations, this flexible format enables you to sit at the table that is focusing on a topic you want to discuss or learn more about. A PIAA Marketing Section member will guide the conversation in this collegial setting. This year’s topics include: earned media strategies, social media engagement practices, and crisis communication planning and procedures. These informal, peer-guided conversations are designed for sharing ideas and lessons learned on the topics of greatest relevance to you. If you’d prefer not to participate, simply join another table to network with your peers.

+ 1:00–2:15 p.m. The Key Ingredients for Creating a Customer-Centric Focus in Your Organization
   Brian Jung, Consulting Services Director, MSS Technologies

A customer-centric technology solution is essential for delivering efficient and timely service to your insureds. But what do you need for implementing this kind of system in your organization? What solutions are currently available and how do you evaluate them? In this session, you’ll discover the key drivers for a successful adoption of such a solution and the steps necessary to selecting the best people, process, and technology suited to your company.

+ 2:15–2:30 p.m. Refreshment Break

+ 2:30–3:30 p.m. New Realities in MPL/HPL Insurance Distribution
   Erik A. Burt, Area President, Arthur J. Gallagher & Company
   John M. DeWeese, President, Professionals’ Insurance Agency, Inc.
   David R. Goss, Vice President, Sales, ProAssurance Corporation
   Fred Seilkop, Vice President, Healthcare Professional Services, Inc.

This session will consist of a panel discussion featuring various sales distribution representatives in the MPL/HPL industry. The presenters will center on the wide range of realities and conflicts that PIAA companies need to deal with in managing the various methods of distribution. The discussion will consider both the carrier’s perspective and those of their respective strategic partners.

+ Friday, April 21, 2017

+ 8:00–9:00 a.m. Continental Breakfast

+ 9:00–10:00 a.m. Learning from the NHL: Building Experiential Value
   Danny Shaklan, Vice President, Marketing, Nashville Predators

In today’s competitive environment, developing your brand is critical to retain and build lifelong customers. Experiential marketing creates a closer bond between the consumer and brand by immersing them jointly in a brand experience. The Nashville Predators are ranked first in stadium experience and sixth overall in ESPN’s Ultimate Standings among 122 major professional sports franchises across North America. In this session, you will learn how the Predators have created a unique fan experience and thereby built a loyal customer base for life while competing with many other organizations in the entertainment industry.

+ 10:00–10:15 a.m. Refreshment Break
Leveraging the Core Functions of Your Organization for Marketing Success
James L. Holmes, Jr., CPA, Managing Partner, Sentinel Risk Advisors, LLC
Michael J. Seling, CPCU, CIC, CAWC, Vice President, Business Development/Regional Operations, Accident Fund Insurance Company of America

There are many lessons to be learned from insurance organizations that have successfully integrated core functions/departments of the company in the development and execution of their strategic marketing plans. In this session, the speakers will share with you ways to create department-generated value components, consistent messaging across all departmental functions, and participation of the various departments in driving development and enhancing client retention.

Adjourn