



Thank you for your interest in the 2010 Professional Insurance Communicators of America, Inc. Workshop. We hope you'll enjoy learning, communicating, sharing ideas, networking and having fun with us. As always, we've got big plans for you - here is our agenda for May 23 - 26, 2010.

Sunday, May 23

6:30 p.m. **Reception hosted by The Flamingo**
Enjoy cocktails and hors d'oeuvres with your fellow PICA members, courtesy of The Flamingo Hotel.

Monday, May 24

8:00 a.m. Breakfast
8:30 - 9:30 a.m. **Industry update with the Nevada Department of Insurance.**
9:30 - 9:45 a.m. Break
9:45 - 11:45 a.m. **Michael Wilder**, Learning Technologies Specialist, University of Las Vegas.
Social Media & Business - A Primer.
12:00 - 1:00 p.m. Catered Lunch
1:00 - 4:00 p.m. **Steve Crescenzo**, Crescenzo Communications
Advanced Writing & Editing.

Tuesday, May 25

8:00 a.m. Breakfast
8:30 - 9:45 a.m. **Sharon Exarhos**, Realty Executives of Nevada
Communicating Green in the Workplace.
9:45 - 10:00 a.m. Break
10:00 - 11:00 a.m. **Janet Wright & Carol Watson**, PICA, Inc.
Top Tips and Pitfalls of Event Planning.
11:00 - 12:30 p.m. Lunch on your own
12:45 - 2:45 p.m. **Marko Sakren**, President, Red Rock Media Group, Inc.
Think Outside the Box...Without Missing the Target.

Wednesday, May 26

8:00 - 11:00 a.m. Continental Breakfast
Open Forum, PICA Business, Departures.



Don't gamble with your communications...

PICA's 2010 Workshop is a sure bet!