



FOR IMMEDIATE RELEASE:

2011 PICA WORKSHOP: GETTING AGENTS, COMPANIES AND INDUSTRY ON SAME PAGE

INDIANAPOLIS, INDIANA/February 9, 2011 – Professional Insurance Communicators of America, Inc. works to get agents, companies and the insurance industry to speak with a unified voice and offers insight on how to use social media in a meaningful way as part of a total communication plan. Please join PICA, Inc. in New Orleans this coming May 15–18 for the 57th Annual PICA Workshop. A volunteer project with Habitat for Humanity is also part of the event, which takes place at the Chateau Bourbon Hotel.

James Donelon, Louisiana's Commissioner of Insurance, sharpens the insurance focus with an update on insurance issues and challenges for insurance industry communicators.

The one constant in insurance communication is effective writing. **Professor Ashley Nelson of Tulane University** aims the writing tool in a new direction: social media.

Cindy Crescenzo, president of Crescenzo Communications, presents *Putting Social Media to Work for You*. Explore the importance of social media and learn how to improve customer relations, choose the appropriate social media vehicle, create better messages, manage crisis communications and use social media tools to strengthen marketing and communications plans.

Kay Wilkins, CEO, Southeast Louisiana Chapter, American Red Cross, is an expert in her subject, *Disaster Preparedness and Response*, focusing on the importance of the communication aspect in any plan. Kay will use real life situations to illustrate the magnitude of helpful messaging.

Veteran Louisiana independent agents Robert Page, Richie Clements and John Faucheux engage in a dialogue about the real-world challenges involved in forging communications in the face of natural catastrophes, like Hurricane Katrina. Panel moderator is **Ted Besesparis**, senior vice president of communications, National Association of Professional Insurance Agents, Alexandria, VA.

Angelyn Treutel, Treutel Insurance Agency, feels that "speaking to the good" of the insurance industry is something that insurance communicators should do more frequently. In her presentation, *Insurance Revival: Opportunities to Speak to the Good of Our Industry*, Treutel offers ways to target and promote stories of our industry's contributions.

Workshop participants will also take part in an open forum discussion of the issues challenging them, ways to deal with those challenges, their use of resources like social media, and more. The PICA Workshop is noted for not only being a unique educational experience, but also as a networking opportunity to learn from others who do similar jobs in the same industry.

Visit PICA online at www.pro-ins-coa.org to learn more workshop details and to register today. For more information, contact Patrick Faherty, fahertyp@grangeinsurance.com or Janet Wright, pica.jan@att.net.