



FOR IMMEDIATE RELEASE:

Don't Gamble With Your Communications – PICA's 2010 Workshop is a Sure Bet!

Indianapolis, IN/ October 15, 2009 – As your company continues to look for ways to increase your professional development while remaining cost-conscious, the 2010 PICA Workshop for Insurance Communicators once again offers an outstanding value.

Join PICA in **Las Vegas, NV, May 23 – 26, 2010** for the 56th Annual PICA Workshop headquartered at The Flamingo Hotel. Share ideas, learn about current industry trends, acquire tips on writing and experience a variety of speakers who will sharpen your skills, while taking in the lights, sights and sounds of the Las Vegas Strip.

This year's workshop begins with a look at issues and trends affecting the insurance industry from **The Nevada Department of Insurance**.

How does social media fit in to your company's online presence? Do social networking sites generate sales or lend credibility? Is this a temporary fixation or a true business trend? Listen to **Michael Wilder**, a Learning Technologies Specialist from the University of Las Vegas to find out more about **Social Media & Business**.

Check the pulse of your print and online publications! Don't miss this chance to work with **Steve Crescenzo**, CEO of Crescenzo Communications. Attendees may submit publications for feedback during the workshop. Examine and tone up your business communications with this **Advanced Writing & Editing** session.

"Going Green" is good for the planet with the added bonus of showing your communities and business contacts that your business is ethical and forward-thinking. **Communicating Green in the Workplace** with **Sharon Exharos** of Realty Executives in Las Vegas will help you share your environmentally conscientious strategies.

Explore the creative process, feel more spontaneous, and interact and think more freely after working with **Marko Sakren**, President of Red Rock Media Group, who will lead us through **Thinking Outside the Box...Without Missing the Target**.

Have you ever planned a special event or workshop and wondered what went wrong? Do you struggle for ways to make the ordinary meeting extraordinary? PICA's very own **Janet Wright** and **Carol Watson** have learned from experience! Hear them share their **Top Tips (and Unfortunate Pitfalls) of Event Planning**.

More information is available at www.pro-ins-coa.org or at PICA-Connect! www.pica-connect.blogspot.com, our interactive blog. With Early Bird registration fees of just \$400 for members and \$550 for non-members, PICA's workshop is the smart choice. PICA will also host several optional activities for attendees to get you into the spirit of this energizing city.

About PICA, Inc.

Professional Insurance Communicators of America – PICA, Inc. – is a unique organization of insurance industry communicators dedicated to the continuing education and professional development of its members and the positive promotion of the insurance industry to its many audiences. PICA is also dedicated to providing educational tools to insurance communicators to help increase professionalism and sharpen skills.

PICA was founded in 1954 by a group of insurance company editors meeting at the annual convention of the National Association of Mutual Insurance Companies to provide educational and networking resource specifically targeted to property/casualty insurance communicators. In 2007, PICA, Inc. was incorporated to continue the tradition of learning from each other and providing ways for communicators of all levels of expertise to enhance their professional skills.

For more information about PICA, please contact Kirsten Amspaugh, kirsten_amspaugh@cinfin.com or call 513-870-2188.