



During the upcoming SITA conference we have a new twist on our great ideas sharing session: Success Story Speed Dating! The concept is to have different association leaders share a unique, highly successful activity/campaign that added new value to your organization and members.

So, we are looking for volunteers with success stories in different categories listed below to share and lead a group. Please submit your idea/success story for consideration. Our group is filled with seasoned pros, so please consider whether your story is unique and can be replicated by other states.

Attendees will be broken up into small groups and the group leaders will move around the room and spend eight minutes talking about their great idea to each group. The goal is to have a brief conversation (rather than a presentation) with smaller groups about your activity. You'll repeat it until each group has heard from you. **Please send your great ideas to Carole Walker (carole@rmiia.org) by 8/31/11.**

- **Public relations/media:** Share a unique initiative/release/campaign that got your industry message out on a key issue that others could apply in their state(s). Please demonstrate measurable results (i.e. impressions, web visits, social media, etc.)
- **Legislative/public policy victory on emerging issue:** Share a successful legislative strategy that helped defeat a bill/ballot initiative/repeal regulation.
- **Community relations/coalition campaign:** Share a unique community relations campaign/activity that has resulted in a successful coalition that benefits the insurance industry through increased exposure, credibility and partner relationships.
- **Member relations/recruitment:** Describe how you implemented programs or developed a new strategic plan that improved your organization, added more value to your current members or helped you recruit new members (i.e. overcame membership challenges, overhauled your strategic plan, added new states, changed your mission, developed a new fee structure, etc.)
- **Catastrophe preparedness and response:** Describe your organization's efforts on catastrophe preparedness and response-activity in advance of CAT threat, issues that emerged after the CAT, how you addressed challenges (media, consumer back lash, DOI, community leaders, consumer groups, legislators, etc.) and lessons learned that other organizations can benefit from in a CAT.
- **Legislative/grassroots/PAC campaign:** Share a legislative strategy, grassroots campaign or PAC success story that has demonstrated increased value to your members.
- **Technology/social media:** Describe how you are using technology to improve your communications with media, members, consumers, grassroots networks, etc. (any or all of the above!)