



The 6 Hidden Benefits of a PIMA Membership

PIMA®, the Professional Insurance Marketing Association®, is a member-driven trade association focused on the sponsored benefits market. Join PIMA and have exclusive access to connect with thought leaders, cultivate relationships, and create business growth. While those advantages are clear, PIMA provides other not-so-obvious benefits to its members. Here are six hidden benefits of a PIMA membership:

1. Train Employees

If you're looking to revamp your employee onboarding program, PIMA offers tools that can help. Its conference presentation library, research reports, articles, and other online resources are great tools for teaching new employees about the insurance and financial industries — including new legislative and regulatory changes.

Example: One executive member designed an insurance onboarding program using PIMA's online resources.

3. Collaborate With Competition

PIMA is unique in that its members are collaborators who also compete. By regularly attending meetings, you'll get a great idea of how your competition is innovating. You can then use those lessons to improve your services.

Example: A CEO member learned about a new strategic planning process in an advisory forum, then executed it in their organization within a few weeks.

5. Connect With Other Members

Many PIMA members find themselves facing opportunities, but they need a new partner with which to do business. Use PIMA's online member directory, which allows you to search for products and services to find a PIMA member that best fits your needs.

Example: A member found a new call center partner through the online member directory.

2. Develop New Skills

From its conferences and peer advisory forums to its articles and publications, PIMA has many ways to support professional development. You can also learn about new industry marketing techniques by participating in webinars or by reading blog articles from your fellow PIMA members.

Example: One executive member invited their team members to join a webinar; they took what they learned to grow the business.

4. Think Creatively

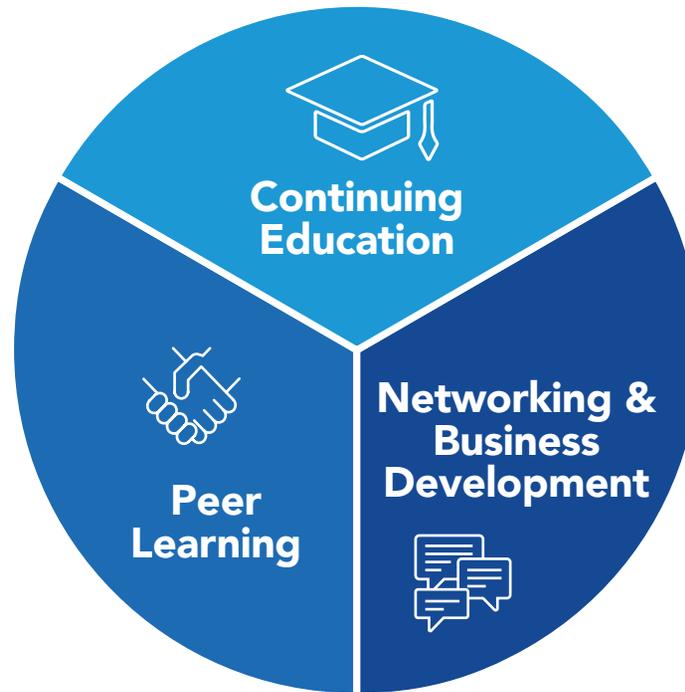
PIMA has membership meetups, interest groups, and advisory forums that allow you to get out of your routine. They provide a space where you can think creatively, helping you lead your team through changes.

Example: One CEO member brought rising stars with them as part of their development and succession plan. There, they bounced creative ideas off people they met.

6. Save Time and Money

Instead of flying across the country to meet with clients, prospects, and business partners, meet them at a PIMA conference. Conferences are not the only means for networking and business development, though — you can also use PIMA's online community.

Example: An executive member saved time and expenses by encouraging partners to join them at a PIMA conference.



Become a PIMA member today to experience these benefits — and so many more.