

The 6 Hidden Benefits of a PIMA Membership

PiMA[®] is a trade association focused on the sponsored benefits market, giving members exclusive access to connect with thought leaders, cultivate relationships, and create business growth. PiMA also provides six hidden benefits to members:

1. Train Employees

PiMA offers tools — conference presentations, research reports, articles — that revamp employee onboarding programs and keep your team abreast of changes in the industry.

One executive member designed an insurance onboarding program using PiMA's online resources.

3. Collaborate With Competition

PiMA members are collaborators who also compete, so you can see how your competition is innovating — and use those insights to improve your services.

A CEO member discovered a new strategic planning process in a PiMA advisory forum, then executed it in their organization.

5. Connect With Other Members

If you need a new partner with which to do business, PiMA's online member directory lets you search for products and services to find a member that best fits your needs.

A member found a new call center partner with the online member directory.

2. Develop New Skills

From conferences, peer advisory forums, and webinars to articles and publications, PiMA has many ways to support professional development and learn new marketing techniques.

An executive invites their team to join a PiMA webinar, using what they learned to grow the business.

4. Think Creatively

PiMA's meetups, interest groups, and advisory forums break you out of your routine, providing spaces where you can think creatively and lead your team through change.

One CEO brings rising stars to PiMA events as part of their development and succession plan.

6. Save Time and Money

Instead of separate trips to meet clients, prospects, and business partners, meet them at a PiMA conference or use PiMA's online community for business development.

An executive saved travel time and expense by encouraging partners to join them at a PiMA conference.

