

November 3, 2011

As generations of people turn to their smart phones as their most frequent way to check the web, how will you get your message in front customers and prospects in the future? How are your competitors doing it today?

The 2011 **SIR Webinar Series** continues **November 15th** with a look at these questions by two acknowledged experts who will reprise their highly-rated presentation from the Society's recent 41st Annual Conference.

SIR Members & recent SIR conference attendees can register at no charge.

To register for this free one-hour webinar, which will begin at **2:00 Eastern / 11:00 Pacific**, simply email the SIR Vice President – Events, [Richard Skyba](mailto:Richard.Skyba@sirnet.org). (If your email security has disabled the link, email Richard at [rskyba@comcast.net](mailto:rskyba@comcast.net) and make the subject line of your email "Registration for 11/15 webinar".)

### **About the November 15th webinar:**

Industry journals report that by December, 2011, 50% of consumers will have a smart phone. Mobile web advertising and applications are the new frontier in connecting buyers and sellers of all types of products - including auto, home, life and health insurance. Already, with over 90 million smartphone device users checking the web almost as frequently via mobile as they are via desktop PCs, mobile web advertising activity is exploding. This session will explore the growth rate of smartphone device usage and the who, what, & why of mobile web advertising, and which carriers have already started incorporating the techniques in their marketing mix. To benchmark for competitive intelligence and especially if your sales organization is growing weary of more traditional online advertising methods for driving sales opportunities, join us for this session to learn more about how the rapidly evolving mobile web channel can be leveraged to not only strengthen your brand but also produce incremental sales growth.

### **About the speakers:**

**Jaimie Pickles** is President of Canal Partner LLC, a venture that operates and invests in online insurance marketing companies. Prior to forming Canal Partner, Jaimie was President and COO of InsWeb Corporation, an online insurance marketplace for individual consumers. Before joining InsWeb, Jaimie was Managing Consultant at Tillinghast-Towers Perrin.

Jaimie holds the CPCU and ARM designations. He has an MBA from the University of Chicago and a B.S. from the University of Tennessee. Jaimie's direct dial is (302) 766-1125; email is [jpickles@canalpartner.com](mailto:jpickles@canalpartner.com). More information on Canal Partner is available at [www.canalpartner.com](http://www.canalpartner.com)

**Candace Thornton** is a target market research professional skilled in driving the best customers to clients. She is Director, Analytics and Business Development at Competiscan, LLC.

Ms. Thornton brings with her over 15 years of experience designing solutions to help the nation's leading insurance and banking firms optimize acquisition and cross-sell efforts, manage risk, and identify growth markets. Recent practice and product management accomplishments include: helping companies tap successful offline models in the online channel; transforming and co-managing the largest, biennial life, health, and P&C insurance consumer behavioral survey in the nation; and co-creating with LIMRA the only life insurance consortium in the nation.

Ms. Thornton is most recently published by Best's Review, a frequent speaker at industry

events, and a long time Board member and currently Immediate Past President of the Society of Insurance Research.

Prior positions include SVP, Individual Protection and P&C for IXI, an Equifax company; VP, Segmentation at Nielsen Claritas; project management for California Federal Bank and Aetna Healthcare. Ms. Thornton holds her BSBA of marketing and anthropology from the University of Florida and holds her MBA in Strategic Marketing.

***If you have any questions*** about your SIR membership, your access to Members-Only resources, or any of the Society's activities, please contact [Ed Budd](#) at 317-398-3684.

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