

I.F.C.A.

WHO AND WHY WE ARE

Corporations and organizations everywhere rely on their professional communicators to produce well written and designed publications. Increasingly, insurance and financial services companies also rely on their communicators for their expertise in providing strategic consultation, relevant solutions, and project management services.

Clear and concise communications engage sales forces, clients and prospective clients, employees, the media, stakeholders in local communities, and the marketplace at large. Failures to communicate are missed opportunities.

The skills necessary to reach specific target markets, position products and services, handle sensitive information, and motivate sales forces, are highly specialized and refined over time. Constant economic and regulatory changes – and the explosive growth in communications technology – affect our industry and make it more important than ever for communicators to continually develop their knowledge and skills.

The Insurance and Financial Communicators Association (I.F.C.A.) is dedicated to the professional development of its members and to raising the standard of communication within our industry.

I.F.C.A.

MAKING A DIFFERENCE

The Insurance and Financial Communicators Association (I.F.C.A.) is an international organization of professional insurance and financial communicators, with specializations ranging from advertising and marketing communications to corporate communications and public relations.

Formerly known as the Life Advertisers Association, and the Life Communicators Association, the Association was originally established in 1933.

Our mission is to enhance the professional development of members through meetings, workshops, publications, competition and awards recognition, and invaluable “networking” opportunities.

OBJECTIVES

- To encourage the interchange of experience and ideas.
- To provide information and resources to increase the effectiveness of our work as insurance and financial services communicators.
- To foster business activities that serve the best interests of policyholders, investors and association sponsors.
- To promote a comprehensive understanding of the insurance and financial services industry.
- To uphold the highest ethical and professional standards of practice.

I.F.C.A.: An industry-specific association for insurance and financial communicators involved in:

- Advertising
- Public relations
- Sales promotion
- Marketing communications
- Policyholder/investor relations
- Organizational communications
- Incentive/event/trade show planning

If you wish to join, or if you have questions about your current I.F.C.A. membership, please contact:

I.F.C.A.

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INSURANCE & FINANCIAL COMMUNICATORS ASSOCIATION

Making a difference for
professional communicators
in the financial services industry



insurance and financial communicators association



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I.F.C.A.

FOR ALL STAGES OF YOUR CAREER

The I.F.C.A. can be beneficial to communicators at all stages of professional development:

Entry-level communicators gain a better understanding of their role in their own organizations and in the industry at large. They also have the opportunity to expand their knowledge, refine their skills, and build their base of professional contacts.

Mid-level communicators continue to gather ideas, further their education, and find fresh inspiration from their I.F.C.A. activities and friends.

Senior-level communicators bring their wealth of knowledge and experience to the organization while they recharge their own careers. They also look to the I.F.C.A. to serve the development needs of their own staff members.

OPERATION THROUGH COOPERATION

Since its inception, there has been a strong volunteer tradition within the I.F.C.A. For many members, volunteerism is an attractive benefit in itself – it enables them to gain new learning experiences through participation in the Association's management. New members seeking this kind of involvement will find no shortage of opportunities.

Our members volunteer to do everything – from planning our educational events to contributing to our publications to coordinating the awards competition.

Formal direction comes from a Board of Directors elected by the membership. Standing committees handle the responsibilities involved in education, research, long-range planning, industry relations, press, membership, and finance.

WHAT I.F.C.A. MEMBERSHIP OFFERS

The I.F.C.A. fills an important educational need because few companies have formal training programs for their communicators. Members have a network of peers to call upon for advice, and with whom they can discuss challenges and exchange ideas. Members often realize a significant benefit – that being a member and taking advantage of the opportunities offered enhances their value at their respective organizations.

Networking opportunities

Blog with other members via the I.F.C.A. Web site. Volunteer for a committee that plans and implements our activities. Get to know your peers from other companies by working with them. Find out how much you have in common.

Learning opportunities

Take full advantage of practical workshops and online webinars on timely topics throughout the year. Enjoy the inspirational speakers and informative sessions at the annual conference.

Publications

Keep up with timely tips, techniques and topics featured in e-Communiqué, the I.F.C.A.'s online newsletter.

I.F.C.A. Awards Competition

Each spring, I.F.C.A. members have the opportunity to submit their best work for judging in more than 40 categories. The entries – close to 800 – are evaluated by juries of communications experts who are given the task of scoring and providing constructive feedback on every entry. The winners, as well as fellow members who've demonstrated distinguished service to the I.F.C.A., are recognized at the annual conference.

I.F.C. A. Annual Conference and Awards Recognition

This is the Association's flagship event. It's the setting for our gala awards ceremony and recognition dinner, and a premiere learning opportunity for members.

General sessions – Get a global perspective from keynote speakers and panels. Take your inspiration from industry leaders describing their challenges and successes.

Breakouts and workshops – Attend smaller sessions – often conducted by fellow members – to learn about the specific approaches and strategies that have worked for them. Join the discussion on relevant topics such as *the challenges and opportunities of social media, achieving goals through effective use of words and design, and financial communications in a changing and volatile marketplace.*

Exhibits – See the work of your peers close up. The work of all winners and high-scoring entries is displayed throughout the entire conference.

I.F.C.A.

WHY YOU SHOULD JOIN

The I.F.C.A. offers members something they can't get from any other professional association – a sharp and specific focus on life insurance and financial communications. Members' participation is always time well spent because I.F.C.A. concentrates on exactly what members do in their jobs – effective and timely solutions to the problems and challenges we face today.

ADDING UP THE VALUE

Whether you're a single-discipline specialist supporting a large communications department, or a generalist serving the entire organization, you will find precisely targeted support for job mastery through the I.F.C.A.

In a rapidly changing world, taking steps to enhance your contribution level and value as a professional insurance and financial communicator is, quite simply, vital.