

2019 Independent Agent Editorial Calendar

<p>JANUARY (AD CLOSE: NOVEMBER 20) FORECAST 2020</p> <p>Trends independent agents need to watch to be ready for business in the next decade.</p> <p>*Markets: General Liability, Trucking</p> <p>Bonus Distribution: Big "I" Winter Meeting, III P-C Joint Industry Forum</p>	<p>MAY (AD CLOSE: MARCH 21) MASTERING YOUR MARKETING PLAN</p> <p>Creating your agency's marketing budget, strategy and execution.</p> <p>*Markets: Classic Cars, Marine</p> <p>Bonus Distribution: Big "I" Legislative Conference, NetVU</p>	<p>SEPTEMBER (AD CLOSE: JULY 22) AGENCY OPERATIONS</p> <p>Tactics for technology, procedures and training for a more efficient agency.</p> <p>*Markets: Personal Auto, Surety</p> <p>Bonus Distribution: Big "I" Fall Leadership Conference, Applied Net</p>
<p>FEBRUARY (AD CLOSE: DECEMBER 18) BEST PRACTICES REVEALED</p> <p>Using benchmarks to increase agency profitability and efficiency.</p> <p>*Markets: Builders Risk, Restaurants</p>	<p>JUNE (AD CLOSE: APRIL 18) MARKET REPORT: LIFE-HEALTH</p> <p>An in-depth look trends, new products and cross-selling opportunities.</p> <p>*Markets: Aviation, D&O</p> <p>Bonus Distribution: Insurance Marketing & Communication Association Meeting</p>	<p>OCTOBER (AD CLOSE: AUGUST 22) AGENCY PERPETUATION PREP</p> <p>Mapping out a transition strategy for the next generation of agency owners.</p> <p>*Markets: Cyber, Employers Professional Liability</p> <p>Bonus Distribution: CPCU Annual Meeting</p>
<p>MARCH (AD CLOSE: JANUARY 21) HIGH-NET WORTH PLAYBOOK</p> <p>Strategies to grow and retain affluent customers.</p> <p>*Markets: Environmental, Public Entities</p> <p><i>Value Add! Advertiser Study</i></p>	<p>JULY (AD CLOSE: MAY 22) THE NEXT GEN ISSUE</p> <p>Meet millennial and Gen Z producers who are making an impact in independent agencies.</p> <p>*Markets: Liquor liability, Personal Umbrella</p>	<p>NOVEMBER (AD CLOSE: SEPTEMBER 23) MARKET REPORT: PERSONAL LINES</p> <p>A review of the coverage trends and changing landscape of personal lines.</p> <p>*Markets: Commercial Auto, Workers Comp</p> <p><i>Value Add! Advertiser Study</i></p>
<p>APRIL (AD CLOSE: FEBRUARY 21) WHAT ARE YOU WORTH?</p> <p>How to compensate producers, CSRs—and principals.</p> <p>*Markets: Flood, RVs</p> <p>Bonus Distribution: RIMS Annual Conference</p>	<p>AUGUST (AD CLOSE: JUNE 20) MARKET REPORT: COMMERCIAL LINES</p> <p>Which lines will offer the most potential—and pitfalls—in the coming year?</p> <p>*Markets: Hotel/motel, Homeowners</p>	<p>DECEMBER (AD CLOSE: OCTOBER 23) THE INNOVATORS</p> <p>Profiles of agencies charting new territory in technology, marketing, operations and more.</p> <p>*Markets: Product Liability, Professional Liability</p>

(As of 10/19/18)

*Markets topics are featured in that month's print magazine and weekly Markets Pulse eNewsletter.

HAVE A STORY IDEA?

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