



FOR IMMEDIATE RELEASE

IASA SECURES MEDIA PARTNERSHIP WITH INSURANCE JOURNAL

DURHAM, NC (May 18, 2022) – IASA is excited to announce a new media partnership with [Insurance Journal](#) for 2022, including the 2022 annual conference, [IASA Xchange™](#), taking place in Baltimore, Md., from June 5-8. The partnership provides both parties with exclusive benefits and value within client- and prospect-rich educational and media environments.

This partnership gives Insurance Journal, a [Wells Media Group Company](#), access to IASA leaders, members, attendees, and partners through its proprietary IASA Xchange™-branded events with face-to-face networking, visible expertise, and advertising opportunities. Similarly, IASA receives access to Insurance Journal clients and readers through its owned assets across a mix of media channels.

“Partnering with Insurance Journal is a great opportunity for IASA and our members,” stated Kerry Crockett, MBA, CAE, CMP Fellow, DES, CEO for IASA. “Through their targeted audience media platforms, we are able to reach mutual audiences, achieving IASA’s goals and objectives to improve our member experience.”

About IASA Xchange™

IASA’s national, annual signature educational-rich event attracts an estimated 800 members and industry partners each year. The conference is filled with CPE-eligible content, inspiring keynote speakers, workshops, tradeshow, networking, social events, and IASA business and ceremonial meetings. Each December, a smaller version of the event is held virtually as IASA Xchange™ lite, providing engaging professional development opportunities for members reaching them wherever they are. For more information, visit the IASA [website](#).

About IASA

For almost 100 years, IASA -- a non-profit 501(c)(3) -- has served as the trusted source for knowledge and innovation that guides the community of insurance professionals. IASA fosters an environment of selfless engagement, inclusivity, and conviction, advancing careers and personal growth for its members and constituents. It produces the best education and learning opportunities in an open and sharing environment through exceptional leadership that promotes excellence, collaboration, innovation, and community engagement. Its community roots, consisting of thousands of members and insurance constituents, in addition to 22 national chapters, runs deep with a mission to accelerate professional growth to shape, influence, elevate and strengthen the insurance industry. Its vision is to be the definitive source of trusted knowledge, credible collaboration, and common business interests, that drives future industry innovation through the practice and alliance of insurance professionals. To find out more about IASA, visit the website at www.iasa.org.

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