

Online Community FAQ

• LAUNCHING OCTOBER 1ST FOR COMMITTEE MEMBERS •

What is the Online Community?

Our Online Community is IIAW's curated platform for virtually connecting our members. You can collaborate with others, read blogs, follow current industry happenings and much, much more within your Groups and on your feed (MyFeed). The Online Community is similar to Facebook and LinkedIn where you can grow your professional network. Through your active participation, you can earn gifts that will support your local communities.

What are Groups and what Groups are available?

With the start of our new platform, Online Community, we will be moving our current committees online, and committees will now be called "Groups". Within a Group, you can connect with other members who have the same interests, post/read blogs, add comments to other posts, ask and answer questions and much more. Join IIAW staff in robust discussions within the Groups. See below for descriptions of each Group:



Agency Operations: This Group will discuss agency procedures, workflows and general day-to-day activities. Agency personnel who have responsibilities to oversee operations are encouraged to join this Group.

Agency Technology: Topics of conversation within this group relate to industry (agency/carrier) technology needs. Members of this group will also receive a free, basic-level subscription with our new technology joint-venture company with Steve Anderson.

Education & Events: This Group will share professional development and continuing education opportunities. Members in this Group will learn about industry educational offerings and events.

Emerging Leaders: Young insurance professionals are encouraged to join this Group; no topic is off-limit. This Group will focus on professional development, networking and community involvement.

Employee Benefits: This Group will share the latest news, information and insights with those who specialize or have interest in life, health, financial services and retirement planning products. Topics can also include questions and feedback on regulatory and legislative employee benefit-related issues.

Government & Regulatory Affairs: Our Government Affairs Group will monitor legislation on state and national levels, they will help direct grassroots lobbying efforts and help establish Association positions. In addition, members will provide direction in fundraising efforts to support legislative activities. Members may be called upon to testify on various insurance issues before the state legislature. Group members will work directly with the IIAW Government Affairs team.

Industry Relations: This Group will consider issues of concern to both companies and agents (such as legislation) and grow relations among industry professionals. This Group will respond to market access questions, carrier news and new and updated industry products.

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What Groups can I join? (Cont.)

Internet of Insurance User Group: This Group will assist users in the utilization and troubleshooting of the IOI. Members can share questions, comments and connect with Thought Leaders within the Internet of Insurance space to make improvements to the customer and user experience. Learn more about the platform and use it to your agency's advantage. Founders and employees of DAIS, the company that created the IOI, will be Thought Leaders within this Group.

Marketing & Communications: This Group will share marketing tips and tricks for users to promote their organizations and employees to their customers and the public they serve. Discover new ways to brand your agency, communicate with clients and find tools to build and support your marketing plan.

Legal: This Group will be a source for news, articles and a place to collaborate and discuss laws and legal implications. No attorney/client relationship will exist between the user and the attorney. Information provided will be general in nature, and the forum will not be used to provide personal or agency-specific legal advice and counsel.

What is a "Thought Leader"?

Former committee members will be called "Thought Leaders". Thought Leaders will be in charge of facilitating engagement throughout their Groups (formerly committees).

What will be required from Thought Leaders?

Thought Leaders will be required to post on their Groups' feed once a month. Thought Leaders should be willing to respond to questions they can answer and engage with other Group members. Thought Leaders should participate in calls (scheduled by Group Chair) once a quarter to set and discuss their posting schedule.

Why should I be a Thought Leader?

You will be known as an industry leader for topics within your Group. Additionally, all participating Thought Leaders who attend virtual Fall Planning will receive a gift card to a local restaurant in their hometown. Ongoing thought leadership will also be recognized with additional gift cards, charitable donations, IIAW prizes and consideration for annual IIAW awards.

I want to join an additional Group. Can I join without being a Thought Leader?

Yes, there is no limit to the number of Groups you can be a member of. In the survey, you can answer which Group you'd like to be a Thought Leader for and which Group you'd like to be a general member of.

Where can I learn more about the Online Community and its Groups?

During this year's virtual Fall Planning on October 15th (meeting invite to follow), we will be providing a walk-through on how the Online Community and its Groups will work.