

For Immediate Release

**Proactive Worldwide's President to Present
at the 2016 SIR Conference**

CHICAGO, IL – October 17, 2016 – David Kalinowski, President of Proactive Worldwide, Inc., and Jeffrey Jablonski, CPCU, Market Intelligence Leader of Erie Insurance, will present jointly at the 2016 Society of Insurance Research (SIR) Annual Conference in Scottsdale, AZ on Tuesday, October 18, 2016. Their session is entitled, “Delivering Strategic Insight through Analysis.”

Proactive has been a sponsor of SIR for many years, and this is Kalinowski's fifth year speaking at a SIR event. “I'm excited to be co-facilitating this session with Jeffrey from Erie,” says Kalinowski. “It's not enough to provide leadership with data; we as intelligence professionals need to help executives understand the ‘so what’ and the ‘now what’ associated with the research findings. Those who attend this training module will walk away with practical takeaways they can apply immediately. No matter what your level of experience is, we can help you add more value to your organization – something we're all asked to do on a regular basis.”

This engaging session will present practical ways to demonstrate how intelligence can have high impact on an organization, and show how to convert information into intelligence with appropriate analytical frameworks. To learn more about this session and to register for the 2016 SIR Conference, visit <http://www.sirnet.org/>.

About SIR

For more than 45 years, the Society of Insurance Research (SIR) has been providing Members a unique forum to be forward thinking, to network with other insurance professionals, and to learn and share cutting edge developments in research and insurance.

About Proactive Worldwide, Inc.

Proactive Worldwide, Inc. is a global research and consulting firm that provides evidence-based strategic intelligence anchored by primary source research. For 21 years, Proactive's multilingual professionals have assisted mostly *Fortune 500* clients by providing competitive alerts and custom studies for benchmarking, market entry and defense, and by leading war gaming / scenario planning events to pressure test business strategies. To learn more about Proactive, call 1-888-925-9125 and visit www.proactiveworldwide.com. ###

Media Contact: Kelley Loiacono, 847.483.7311