

PRESIDENT

Financial & Insurance Conference Professionals (FICP) | Chicago, IL





FICP

The Premier Association for F&I Meetings Professionals

Financial & Insurance Conference Professionals (FICP) is a highly curated, relationship-driven membership association serving meeting and event leaders within the financial services and insurance industries. With a 60+ year history, FICP has built a strong reputation as a trusted community focused on professional development, thought leadership, and meaningful industry connections.

FICP operates as a 501(c)(6) nonprofit and is intentionally differentiated within the broader meetings and events landscape. There is no exhibit hall or transactional environment; value is created through relationships, access, and shared experiences among senior-level professionals.

The organization serves approximately 750–800 participants across its ecosystem, including corporate meeting planners and hospitality partners. This dual-audience model is central to FICP's success, creating a balanced, engaged, and high-value community.

FICP is well-positioned for its next phase, with a strong financial foundation, consistent engagement, and a clear opportunity to continue elevating its role and influence within the industry.

Membership Model

FICP operates a dual-audience structure:

- Meetings Professionals (Planners): Corporate event leaders within financial and insurance organizations.
- Hospitality Partners: Hotels, destinations, and suppliers (engage through sponsorship; non-voting).

Key dynamics:

- ~235 meeting professionals and ~480 hospitality partners
- ~2:1 partner-to-planner ratio (intentional and maintained)
- No transactional access—relationships drive engagement
- Partners play a critical role in both experience delivery and revenue generation

This model creates a high-trust environment where access is earned, engagement is meaningful, and long-term relationships are prioritized.

Meetings & Events Platform

FICP's platform is built around a focused portfolio of high-impact, relationship-driven experiences.

Key characteristics:

- No exhibit hall or trade show floor
- Sponsorship = access
- Curated attendance and consistent partner-to-planner balance
- High-touch, content-driven experiences

Core Events:

- Annual Conference – Flagship event and primary community gathering
- Education Forum – Content-driven, focused on professional development
- Fuel Forward Exchange – Targeted experience for emerging leaders
- Strategic Leaders Event – Invite-only for senior executives
- Regional Events (“In...” Series) – Small, market-based engagements throughout the year

These programs are the foundation of FICP's value proposition, driving engagement, retention, and revenue.

Business Model & Financial Profile

FICP operates a stable, events-driven financial model supported by sponsorship and membership.

Financial Snapshot:

- ~\$5M annual revenue
- ~\$670K annual surplus
- ~\$6M in reserves
- ~\$7M overall financial profile

Revenue Drivers:

- Meetings and events (primary)
- Sponsorships and partner engagement
- Membership dues



The organization has maintained consistent financial performance and is positioned to invest in future growth while preserving its core model.

Governance Structure

FICP is governed by a Board of Directors representing its membership base:

- 7–12 voting directors
- 3-year terms
- Leadership progression: Chair-Elect → Chair → Immediate Past Chair

The Hospitality Partner Advisory Committee (HPAC) provides additional alignment with the partner community and plays an important role in supporting the sponsorship-driven model.

The President & CEO reports directly to the Board of Directors and works closely with both the Board and HPAC to align priorities, execution, and long-term direction.

POSITION SUMMARY

FICP is a highly curated, relationship-driven community of senior-level corporate planners and hospitality partners, widely respected for the quality of its engagement and influence within the meetings and events industry.

With a strong financial foundation, steady membership growth, and an engaged Board, the organization is well-positioned for its next phase. The opportunity is to build on that momentum and elevate the value FICP delivers to both members and partners.

The next President will play a visible leadership role, shaping strategy, strengthening relationships, and advancing FICP's position within the broader industry. This includes:

- **Driving meaningful member engagement and value**
- **Evolving partner and sponsorship relationships**
- **Turning strategy into clear, executable priorities**
- **Elevating FICP's voice and relevance**

FICP's model is intentionally different, no exhibit floor, no transactional environment. Value is created through connection, creating a more strategic platform and a higher bar for leadership.

The President reports directly to the Board of Directors and operates in a fully remote environment, engaging regularly with members, partners, and stakeholders across the country.

This is an opportunity to lead a respected organization with momentum and shape what's next for a highly engaged, high-value community.

Operating Model

FICP operates in partnership with Smithbucklin, a leading global association management firm. This model provides the organization with scaled infrastructure, specialized expertise, and operational depth across events, finance, marketing, and membership. The President is able to focus on strategy, stakeholder engagement, and value creation, while leveraging a dedicated team to execute.

Success in this role requires the ability to lead through influence, align priorities, and fully leverage a sophisticated operating model to deliver results.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Strategic Leadership & Organizational Evolution

- Partner with the Board to define and evolve FICP's strategic direction.
- Translate strategy into clear priorities, initiatives, and measurable outcomes.
- Balance preservation of what makes FICP unique with thoughtful evolution.
- Continuously assess industry trends and position the organization for long-term relevance.

Membership & Community Value creation

- Strengthen and evolve the member value proposition, ensuring it remains exclusive, relevant, and differentiated.
- Drive engagement, retention, and targeted growth across all member segments.
- Bridge generational gaps and deepen participation across the community.
- Create meaningful pathways for connection, learning, and long-term value.

Hospitality Partner & Sponsorship Strategy

- Enhance the value proposition for hospitality partners, ensuring a strong return on engagement.
- Align closely with the Hospitality Partner Advisory Committee (HPAC).
- Evolve the sponsorship model to drive both revenue and experience quality.
- Identify new partnership opportunities that strengthen the ecosystem.

ESSENTIAL DUTIES AND RESPONSIBILITIES (CONT.)

Meetings & Experience Strategy

- Provide strategic oversight across FICP's full portfolio of meetings and events.
- Ensure experiences remain high-quality, intentional, and relationship-driven.
- Continuously evaluate format, content, and delivery to align with member and partner expectations.
- Balance flagship experiences with smaller, targeted engagement opportunities.

Industry Positioning & External Relations

- Elevate FICP's visibility, influence, and voice within the broader meetings and events industry.
- Build and maintain relationships with key industry organizations and stakeholders.
- Position FICP as a thought leader and connector within its sector.

Board & Stakeholder Engagement

- Serve as a trusted advisor and partner to the Board of Directors.
- Ensure alignment on priorities, expectations, and success metrics.
- Navigate diverse perspectives while building consensus and forward momentum.
- Engage key stakeholders across membership and partner groups.

Operational Leadership & Execution

- Lead through the association management model to ensure strong execution.
- Align resources and priorities with strategic objectives.
- Maintain financial discipline and operational effectiveness.
- Identify opportunities to modernize systems, tools, and communication.

Financial Leadership

- Provide oversight of FICP's financial performance, including revenue, expenses, and reserves.
- Partner with finance (via Smithbucklin) to ensure strong budgeting, forecasting, and reporting.
- Maintain financial discipline while aligning investments to strategic priorities.
- Identify opportunities to enhance revenue through membership, sponsorship, and events.

EXPERIENCE & QUALIFICATIONS

- Experience within a membership-based organization, association, or community-driven environment OR corporate event leader with meaningful association involvement.
- **Candidate should bring:**
 - Strong understanding of membership engagement and value creation.
 - Experience working within sponsorship or partner-driven ecosystems.
 - Demonstrated ability to lead or influence meetings and events, strategy, and execution.
 - Financial acumen and experience managing budgets and performance.
 - Experience working with Boards, committees, or governance structures.
- **Preferred:**
 - Hybrid experience across corporate events and association environments.
 - Exposure to both planner and hospitality/supplier perspectives.

KEY CHARACTERISTICS

- High emotional intelligence; diplomatic and thoughtful in approach.
- Strong communicator with the ability to influence at all levels.
- Forward-facing leader with credibility and executive presence.
- Strategic thinker who is equally comfortable executing.
- Growth-oriented, adaptable, and open to new ideas.
- A connector who builds relationships across diverse stakeholders.
- Innovative yet pragmatic, able to evolve without overcomplicating.
- Entrepreneurial mindset with a bias toward action.
- Collaborative, consensus-driven, and solutions-oriented.

FIRST-YEAR PRIORITIES

- Align with the Board
 - Establish clarity on strategy, priorities, and future direction.
 - Balance history with forward momentum.
- Elevate Industry Presence
 - Increase visibility and influence across the broader ecosystem.
 - Strengthen engagement with organizations such as EIC and U.S. Travel.
- Strengthen Membership Value
 - Enhance engagement and exclusivity.
 - Bridge generational gaps.
 - Improve retention and participation.
- Optimize Sponsorship Model
 - Evaluate and evolve partner value proposition.
 - Deepen engagement with HPAC.
 - Identify additional revenue opportunities.
- Expand Strategic Partnerships
 - Build relationships with organizations such as ELX and planner communities.
 - Extend reach while maintaining brand integrity.
- Modernize the Organization
 - Evaluate current technology and explore AI-driven opportunities.
 - Improve communication, efficiency, and member experience.
 - Sunset legacy offerings that no longer add value.
- Lead Through Smithbucklin
 - Maximize the value of the AMC model.
 - Align resources with strategic priorities.
 - Ensure execution and accountability.
- Conduct a Listening Tour
 - Engage members, partners, and stakeholders early.
 - Build trust and gather insights to inform strategy.



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If interested in learning more about this great opportunity, please send your resume to our SearchWide Global Executive, Mark Gnatovic.

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