

Advisen's 2017 Casualty Insights Conference Sponsorship Summary Report

On Thursday, April 6, 2017 Advisen conducted our 7th annual Casualty Insights Conference in NYC at the Crowne Plaza Times Square Manhattan

Program goals



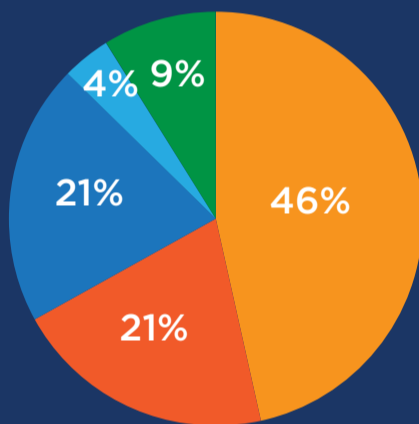
- Establish sponsor as a leader in the current Casualty insurance market
- Create greater sponsor awareness by key members of the Casualty risk sector
- Increase the visibility of sponsors among all P&C insurance professionals
- Provide networking opportunity and lead generation

Metric recap

524 Registrations
64 Speakers
17 Sponsors
15 Agenda Sessions
1 Keynote Address

Attendee breakdown

- Carrier
- Broker
- Risk Manager
- Service Provider
- Other



Promo & branding

- Marketing Channels:
 - Dedicated Conference Webpage
 - Front Page News
 - Social Media
 - Email
 - Target Audience by job description, job title, coverage focus, industry, interest & geography



At the event

- Exhibit Table
- Conference Signage
- Conference Agenda provided to all attendees
- Conference Slide Deck



Post-event

- Photos posted on conference webpage
- Conference webpage archived on advisenltd.com

Thanks to our sponsors

