

Advisen's 2018 Big Nasty Claims Conference Sponsorship Summary Report

On Thursday, September 20, 2018 Advisen conducted our 1st half-day Big Nasty Claims Conference in New York at the New York Law School

Program goals



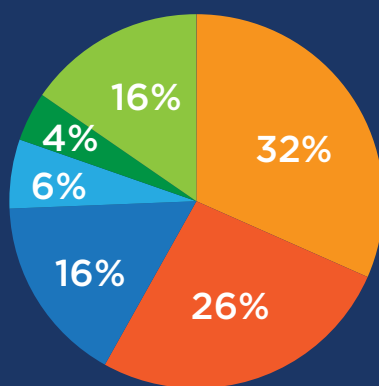
- Position sponsor as a thought leader in the Excess Casualty insurance market
- Create greater sponsor awareness by key members of the Claims/Legal community
- Increase the visibility of sponsors among Risk Management professionals
- Provide networking opportunity and lead generation

Metric recap

117 Registrations
 17 Speakers
 3 Sponsors
 5 Agenda Sessions
 1 Keynote Address

Attendee breakdown

- Carrier
- Broker
- Risk Manager
- Lawyer
- 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

- 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

