

Advisen's 2022 Transaction Insurance Insights Conference @ Home Virtual Series

Sponsorship Summary Report

On January 26-27, 2022, Advisen conducted our 7th annual Transaction Insurance Insights Conference New York as a virtual series

Program goals



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

Metric recap

929 Registrations

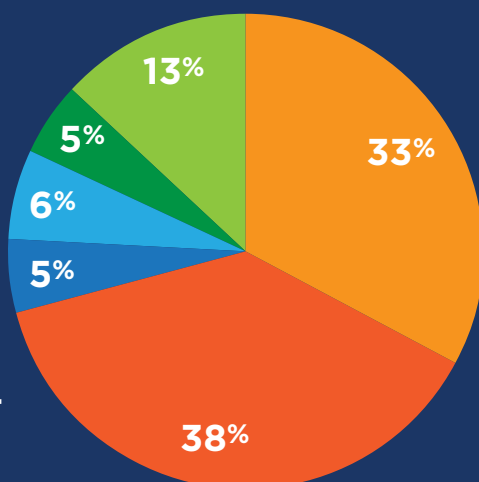
18 Speakers

8 Sponsors

4 Agenda Sessions

Attendee breakdown

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



Promo & branding

Pre-Event

- 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

- Branding throughout the program
- Sponsor mentioned during the program opener
- The ability to Chat with attendees
- Use the chat feature to engage with the panel



Post-event

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



Thanks to our 8 sponsors!

