

Advisen's 2017 Cyber Risk Insights Conference Sponsorship Summary Report

On Tuesday, 7 March 2017 Advisen conducted our 6th annual Cyber Risk Insights Conference in London at the etc. venues - 155 Bishopsgate

Program goals



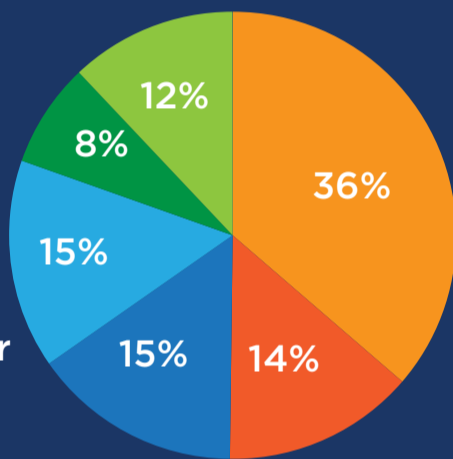
- Establish sponsor as a leader in the current Cyber risk insurance market
- Create greater sponsor awareness by key members of the Cyber risk sector
- Increase the visibility of sponsors among all cyber insurance professionals
- Provide networking opportunity and lead generation

Metric recap

490 Registrations
46 Speakers
25 Sponsors
11 Agenda Sessions
1 Keynote Address

Attendee breakdown

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

