

# Advisen's 2018 Casualty Insights Conference Sponsorship Summary Report

On Thursday, March 29th, Advisen conducted our 8th annual Casualty Insights Conference in NYC at the Crowne Plaza Times Square Manhattan

## Program goals



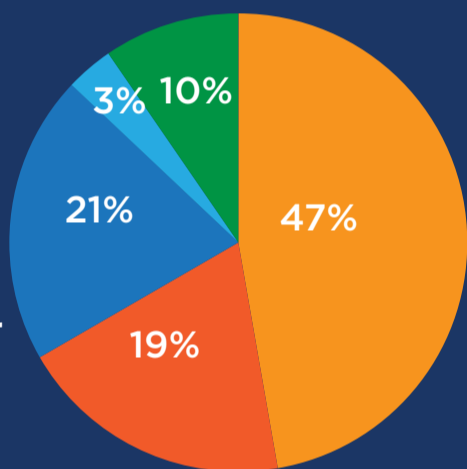
- Establish sponsor as a leader in the current Casualty insurance market
- Create greater sponsor awareness by key members of the Casualty risk sector
- Increase the visibility of sponsors among all P&C insurance professionals
- Provide networking opportunity and lead generation

## Metric recap

413 Registrations  
36 Speakers  
15 Sponsors  
10 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](http://advisenltd.com)

## Thanks to our sponsors

