

Advisen's 2018 Cyber Risk Insights Conference Sponsorship Summary Report

On Thursday, October 25, 2018 Advisen conducted our 8th annual Cyber Risk Insights Conference in NYC at the Grand Hyatt New York

Program goals



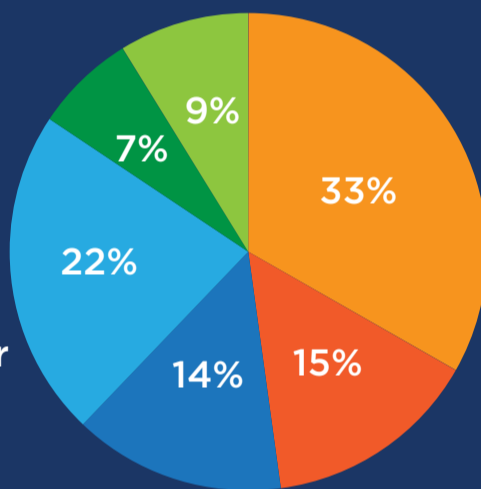
- Establish sponsor as a leader in the current Cyber risk insurance market
- Create greater sponsor awareness by key members of the Cyber risk sector
- Increase the visibility of sponsors among all Cyber Risk insurance professionals
- Provide networking opportunity and lead generation

Metric recap

848 Registrations
64 Speakers
56 Sponsors
19 Agenda Sessions
2 Keynote Addresses

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 56 sponsors!

