

2018 | BROKER BRIEFCASE CAMPAIGN CATALOGUE

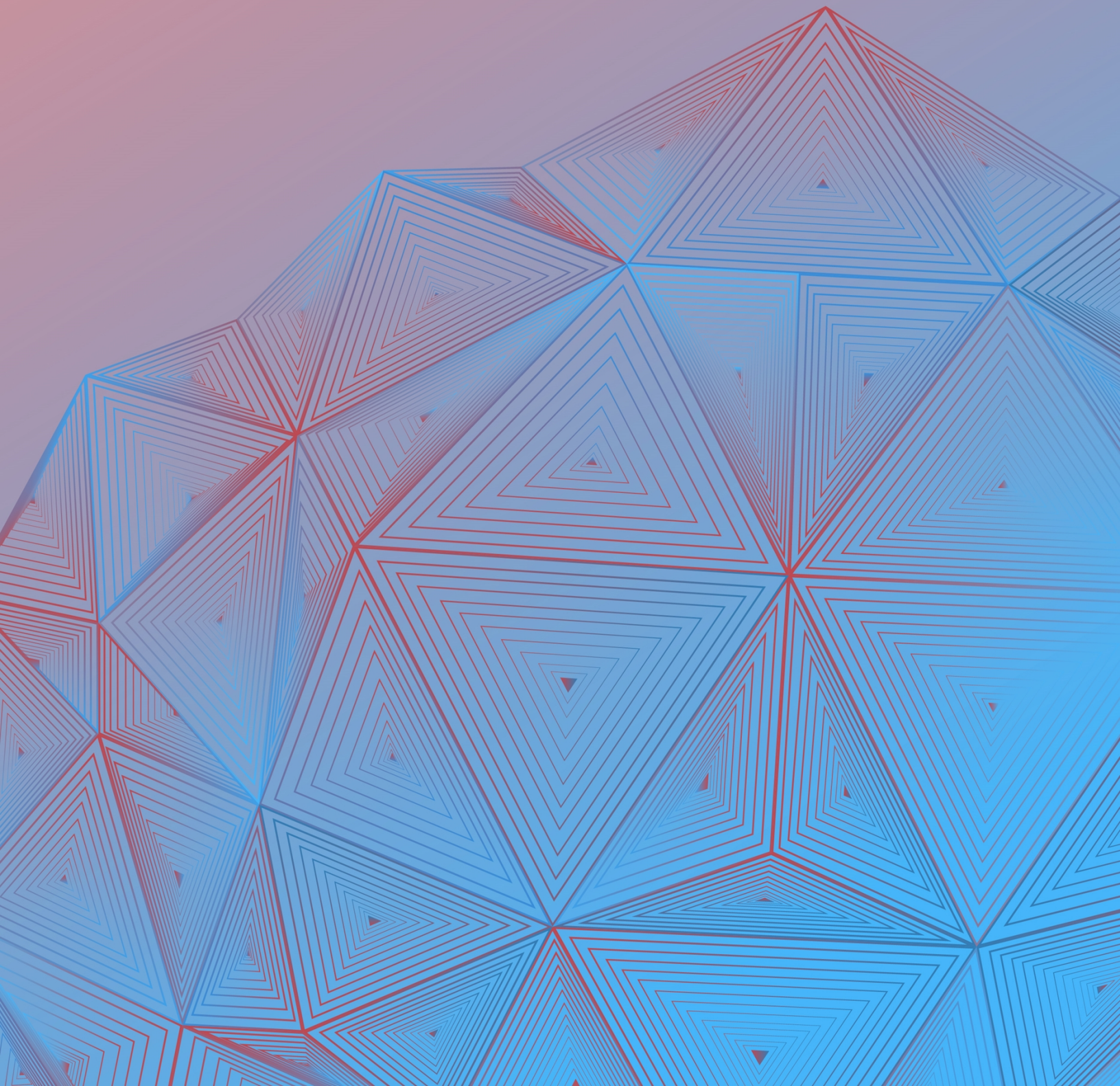


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Newsletter Campaigns

Our team of experts has updated the names of the general industry and industry-specific newsletters for 2018 in order to better highlight your role as a trusted advisor. The Commercial Insurance Profile Newsletter has been renamed the Commercial Risk Advisor Newsletter, and the industry-specific newsletters will follow suit with names such as the Construction Risk Advisor Newsletter. These name changes will have no impact on the content of the newsletters, and our team will continue to work to ensure that they all include the timely, industry-leading news that your clients have come to expect.

2018 Agriculture Risk Advisor Newsletter Campaign

Formerly known as the Agriculture Commercial Insurance Profile, the Agriculture Risk Advisor newsletter features articles related to news, safety and insurance in the agriculture industry.

Audience: Employers

Distribution: Quarterly (January, April, July and October)

2018 Broker Brief Newsletter Campaign

This campaign contains all the 2018 issues of the Broker Brief series, a monthly newsletter designed specifically for you, the broker. Each month, the Broker Brief will highlight new content and timely, up-to-date resources found in Broker Briefcase. As a reminder, do not send this broker-facing newsletter to your clients, since it contains valuable sales advice.

Audience: Brokers

Distribution: Bimonthly (February, April, June, August, October and December)

2018 Commercial Risk Advisor Newsletter Campaign

Formerly known as the Commercial Insurance Profile, the Commercial Risk Advisor newsletter features news, safety- and insurance-related articles that are used to provide information on the importance of risk management efforts.

Audience: Employers

Distribution: Monthly

2018 Construction Risk Advisor Newsletter Campaign

Formerly known as the Construction Commercial Insurance Profile, the Construction Risk Advisor newsletter features timely information about workplace safety, compliance and risk management issues relevant to the construction industry.

Audience: Employers

Distribution: Quarterly (February, May, August and November)

2018 Cyber Risks & Liabilities Newsletter Campaign

This newsletter contains information about the rapidly changing world of cyber risk, including information about new technology risks and tips on how to stay cyber-safe.

Audience: Employers

Distribution: Bimonthly (January, March, May, July, September and November)

2018 HR Brief Newsletter Campaign

The HR Brief features two short, easy-to-read, timely HR topics along with a “Did You Know” factoid. The HR Brief makes consistent communication with HR professionals at your clients’ companies simple.

Audience: Employers

Distribution: Quarterly (March, June, September and December)

2018 Live Well, Work Well Employee Newsletter Campaign

The Live Well, Work Well newsletter features topics like health, wellness, fitness, nutrition and personal finances. This newsletter facilitates wellness communication and promotes a healthy work environment.

Audience: Employees

Distribution: Monthly

2018 Manufacturing Risk Advisor Newsletter Campaign

Formerly known as the Manufacturing Commercial Insurance Profile, the Manufacturing Risk Advisor newsletter features timely information about workplace safety, compliance and risk management issues relevant to the manufacturing industry.

Audience: Employers

Distribution: Quarterly (February, May, August and November)

2018 Occupational Health & Safety Cornerstones Newsletter Campaign

The Occupational Health & Safety Cornerstones newsletter provides information on health and safety compliance and news, as well as other workplace safety items.

Audience: Employers

Distribution: Bimonthly

2018 Personal Lines Perspectives Newsletter Campaign

This newsletter features timely stories about life, home and auto insurance for your personal lines clients.

Audience: Personal lines clients

Distribution: Monthly

2018 Safety Focused Newsletter Campaign

Safety Focused is a newsletter emphasizing the importance of safety in the workplace. It features two full-length articles about workplace safety and an infographic with interesting safety statistics.

Audience: Employees

Distribution: Monthly

2018 Trucking Risk Advisor Newsletter Campaign

Formerly known as the Transportation Commercial Insurance Profile, the Trucking Risk Advisor newsletter features timely information about workplace safety, compliance and risk management issues relevant to the transportation industry.

Audience: Employers

Distribution: Quarterly (January, April, July and October)

Zywave Document Groupings

Agriculture – Client Risk Insights

Unique, agriculture-related content distributed each month on some of the industry’s biggest risk exposures.

Audience: Employers

Agriculture – Supervisor Safety Talks

These safety matters documents promote safety in the workplace and provide a monthly, industry-specific toolbox talk.

Audience: Employers

Construction – Client Risk Insights

Unique, construction-related content published each month on some of the industry’s biggest risk exposures.

Audience: Employers

Construction – Supervisor Safety Talks

Promote safety in the workplace by providing a monthly, industry-specific toolbox talk. These documents are great for preparing for safety meetings.

Audience: Employers

Cyber Liability Campaign

Help your clients manage their digital exposures and safeguard critical data with this monthly cyber liability campaign.

Audience: Employers

Manufacturing – Client Risk Insights

Unique, manufacturing-related content published each month on some of the industry’s biggest risk exposures.

Audience: Employers

Manufacturing – Supervisor Safety Talks

Promote safety in the workplace by using these monthly, industry-specific safety documents.

Audience: Employers

Mining, Quarrying, and Oil and Gas Extraction - Client Risk Insights

Stay in front of your mining, quarrying, and oil and gas extraction clients each month, and share information about their unique exposures with this monthly campaign.

Audience: Employers

Mining, Quarrying, and Oil and Gas Extraction – Supervisor Safety Talks

One-of-a-kind content related to safety in the mining, quarrying, and oil and gas extraction industries.

Audience: Employers

Retail – Client Risk Insights

Stay in front of potential damages each month by using these timely documents on industry-specific risks.

Audience: Employers

Retail – Supervisor Safety Talks

Promote safety in the workplace by utilizing these one-of-a-kind safety toolbox talks specific to the retail industry.

Audience: Employers, employees

Trucking – Client Risk Insights

Using this grouping, you can share information on risks unique to the trucking industry and ways to mitigate them.

Audience: Employers

Trucking – Supervisor Safety Talks

Use the documents in this grouping to identify industry-specific topics for safety meetings.

Audience: Employers