



BIG "I"

LEVEL UP

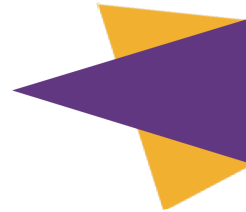
AGENT SUMMIT

January 14 -15, 2020 | New Orleans Marriott | 555 Canal Street

MEDIA PROMO KIT

July 2019 / Phase One

Created for Big "I" Diversity Council and
Supporting Level Up Sponsors



Empowering Trusted Choice®
Independent Insurance Agents.



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AGENT SUMMIT

MEDIA PROMO KIT (phase one)

Thank you for helping to promote the Big "I" Level Up Agent Summit!

The Big "I" Level Up Agent Summit brings independent agents, association leaders, carriers and other industry representatives together to learn key business strategies with a heightened focus on diversity and inclusion, sales, marketing, agency operations, leadership and technology.

The goal? Agency growth, as well as increased innovation and sustainability through diversity and inclusion.

The Media Promo Kit is designed to spread the word about Level Up! Featured graphic options (flyer, square and rectangular sized) can be used on social media and/or email. Note all graphics will be available to download in png/pdf formats on www.independentagent.com/LevelUpMedia. Other sizes or formats available upon request.

Post Examples are broken down into two categories. "Company " to be used on a company's social media platform and "Individual Supporter" to be used on any single individual's LinkedIn or other social media account.

Social Media Hashtags: [#BigLevelUp](#) and [#IndependentAgent](#)

Company Branding: Please note there is an "in partnership with" area on each graphic that provides a space for your company logo. The wording in this area or elsewhere can be updated upon request.

Questions or concerns: Please contact Whitnee Dillard at whitnee.dillard@iiaba.net or 703-706-5395

For more event information visit:

www.independentagent.com/levelup

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MEDIA PROMO KIT (phase one)

EMAIL / SOCIAL MEDIA PUSH DATES

To create a ripple effect we are asking that your marketing/communication teams do one official Level Up promo on each of the following weeks in July through October. We also encourage you to individually push promotional materials on your social media accounts particularly LinkedIn.

JULY 15-19 FIRST PUSH DAY

No later than the week of July 22

AUGUST 12-16 SECOND PUSH DAY

No later than the week of August 19

SEPTEMBER 9-13 THIRD PUSH DAY

No later than the week of September 16

OCTOBER 14-18 FOURTH PUSH DAY

No later than the week of October 21

MEDIA PROMO KIT (phase one)

COMPANY POST EXAMPLES

SAMPLE POST 1

The Big "I" Level Up Agent Summit will help you enhance your agency's growth, innovation and sustainability through diversity and inclusion. Visit www.independentagent.com/levelup to register! #BigILevelUp #IndependentAgent

SAMPLE POST 2

Looking to grow your agency or increase your agency's sustainability? Register for the Big "I" Level Up Agent Summit. Visit www.independentagent.com/levelup #BigILevelUp #IndependentAgent

SAMPLE POST 3

Develop a culture of diversity and inclusion within your agency! Register for the Big "I" Level Up Agent Summit. Visit www.independentagent.com/levelup #BigILevelUp #IndependentAgent

SAMPLE POST 4

Increase your customer base through diversity and inclusion. Register for the Big "I" Level Up Agent Summit. Visit www.independentagent.com/levelup #BigILevelUp #IndependentAgent

SAMPLE POST 5

Maximize your agency growth through diversity and inclusion. Register for the Big "I" Level Up Agent Summit. Visit www.independentagent.com/levelup #BigILevelUp #IndependentAgent

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MEDIA PROMO KIT (phase one)

Flyer Size
8 1/2 x 11

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Registration Now Open.

in partnership with

www.independentagent.com/levelup



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January 14 -15, 2020 | New Orleans Marriott

**Join
Us!**

Discover new customer markets.

Attract the next generation of all-stars.

Understand demographic buying power.

Create an inclusive workplace.

Avoid EPLI landmines.

And much more...

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MEDIA PROMO KIT (phase one)

Square Graphic Posts

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Independent Insurance Agents
& Brokers of America.

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Inclusion Matters.

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MEDIA PROMO KIT (phase one)

Facebook Graphic Posts

Rectangular (940 X 788)

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