

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

ASSOCIATION PROMO KIT August 2019 / Volume 2

Created for Big "I" Association Staff and Supporting Member Agents









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, social media square and header rectangular sized images) 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.

Social Media Hashtags: #BiglLevelUp and #IndependentAgent

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



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 29

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



INDIVIDUAL AGENT/STAFF POST EXAMPLES

SAMPLE POST 1

Join me and other industry leaders from across the country at the Big "I" Level Up Agent Summit on January 14-15 in New Orleans. Visit www.independentagent.com/levelup #BigILevelUp #IndependentAgent

SAMPLE POST 2

Maximize Your agency through diversity and inclusion. Join me at the Big "I" Level Up Agent Summit on January 14-15 in New Orleans. Visit www.independentagent.com/levelup #BigILevelUp #IndependentAgent

SAMPLE POST 3

Join me at the Big "I" Level Up Agent Summit and learn key business strategies to enhance agency growth, innovation and sustainability through diversity and inclusion. Visit www.independentagent.com/levelup #BigILevelUp #IndependentAgent

Reminder all graphics to upload with post will be available to download in png/jpg formats on www.independentagent.com/LevelUpMedia. Other sizes or formats available upon request.



MEDIA PROMO KIT (phase one)

ASSOCIATION 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 #BiglLevelUp #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



ALL PROMO GRAPHICS AVAILABLE TO DOWNLOAD VISIT

www.IndependentAgent.com/LevelUpMedia

INCLUDES FLYERS, SOCIAL MEDIA SQUARES, AND HEADER IMAGES