

THE INCLUSIVE AGENCY

Training Series

MEDIA PROMO KIT

February 2022

Created for

BIG [®]

DIVERSITY COUNCIL.



Empowering Trusted Choice[®]
Independent Insurance Agents.



Thank you for helping to promote the Inclusive Agency Training Series!

The Inclusive Agency Training Series will provide agency leaders with foundational knowledge to better support diversity, equity, and inclusion across their agency forces.

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 the Inclusive Agency Training Series. Featured graphic options (flyer and square) can be used on social media and/or email. All graphics will be available to download in png/pdf formats on www.independentagent.com/InclusiveAgencyMedia. You may also alter all graphics through our canva template links.

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: **#InclusiveAgency** and **#BigIDiversity**
#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 Anitra Rivera
Anitra.Rivera@iiaba.net or Whitnee Dillard at whitnee.dillard@iiaba.net

For more information visit:
www.independentagent.com/inclusiveagency

EMAIL / SOCIAL MEDIA PUSH DATES

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

FIRST PUSH DAY FEB 27 - MAR 3

No later than the week of March 6

SECOND PUSH DAY MAR 27 -31

No later than the week of April 2

THIRD PUSH DAY APR 24-28

No later than the week of May 1

FOURTH PUSH DAY MAY 29 - JUN 2

No later than the week of June 5

COMPANY POST EXAMPLES

SAMPLE POST 1

The Inclusive Agency Training Series will help you enhance your agency's growth, innovation and sustainability through diversity and inclusion. Visit www.independentagent.com/inclusiveagency to register! #InclusiveAgency #BigIDiversity #IndependentAgent

SAMPLE POST 2

Looking to grow your agency or increase your agency's sustainability? Register for The Inclusive Agency Training Series. Visit www.independentagent.com/inclusiveagency #InclusiveAgency #BigIDiversity #IndependentAgent

SAMPLE POST 3

Develop a culture of diversity and inclusion within your agency! Register for The Inclusive Agency Training Series. Visit www.independentagent.com/inclusiveagency #InclusiveAgency #BigIDiversity #IndependentAgent

SAMPLE POST 4

Increase your customer base through diversity and inclusion. Register for The Inclusive Agency Training Series. www.independentagent.com/inclusiveagency #InclusiveAgency #BigIDiversity #IndependentAgent

SAMPLE POST 5

Maximize your agency growth through diversity and inclusion. Register for The Inclusive Agency Training Series. www.independentagent.com/inclusiveagency #InclusiveAgency #BigIDiversity #IndependentAgent



Inclusive Agency Training Series – Diversity Council Promo Codes for Agents

Note the promo codes provide \$99 off the non-member registration rate \$299

| COMPANY | PROMO CODE |
|---|-------------------|
| Carrier Partner Discount - Amerisure | Amerisure |
| Carrier Partner Discount - Allstate | Allstate |
| Carrier Partner Discount - Applied | Applied |
| Carrier Partner Discount - Chubb | Chubb |
| Carrier Partner Discount - Church Mutual | ChurchMutual |
| Carrier Partner Discount - Chubb | Chubb |
| Carrier Partner Discount - CNA | CNA |
| Carrier Partner Discount - EMC | EMC |
| Carrier Partner Discount - Foremost | Foremost |
| Carrier Partner Discount - Grange | Grange |
| Carrier Partner Discount - Hanover | Hanover |
| Carrier Partner Discount - The Hartford | Hartford |
| Carrier Partner Discount - HSB | HSB |
| Carrier Partner Discount - Liberty Mutual / Safeco | LibertyMutual |
| Carrier Partner Discount - Nat Gen | NatGen |
| Carrier Partner Discount - Nationwide | Nationwide |
| Carrier Partner Discount - Progressive | Progressive |
| Carrier Partner Discount - Selective | Selective |
| Carrier Partner Discount - Travelers | Travelers |
| Carrier Partner Discount - Vertafore | Vertafore |
| Carrier Partner Discount - Westfield | Westfield |

The background features a stylized city skyline with various skyscrapers in shades of blue and grey. In the foreground, there are silhouettes of several people, including a woman with long dark hair and a man with a beard, rendered in semi-transparent colors like green, orange, and blue. A large, semi-transparent orange rectangle is centered over the image, containing the text.

Flyers

8 1/2 x 11

THE INCLUSIVE AGENCY Training Series



This four-part training series will provide you with foundational knowledge to better support diversity, equity, and inclusion across your agency force.



Here's What You'll Learn

- Module 1: Building Awareness of Diversity, Equity and Inclusion
- Module 2: The Business Case for Diversity, Equity, and Inclusion.
- Module 3: Blindspots and Microaggressions
- Module 4: The Inclusive Agency: Developing an Inclusive Workplace.

Building a more diverse, inclusive, and equitable business will open you up to new opportunities and clients.

**REGISTER
TODAY!**

Register Today!



SCAN ME

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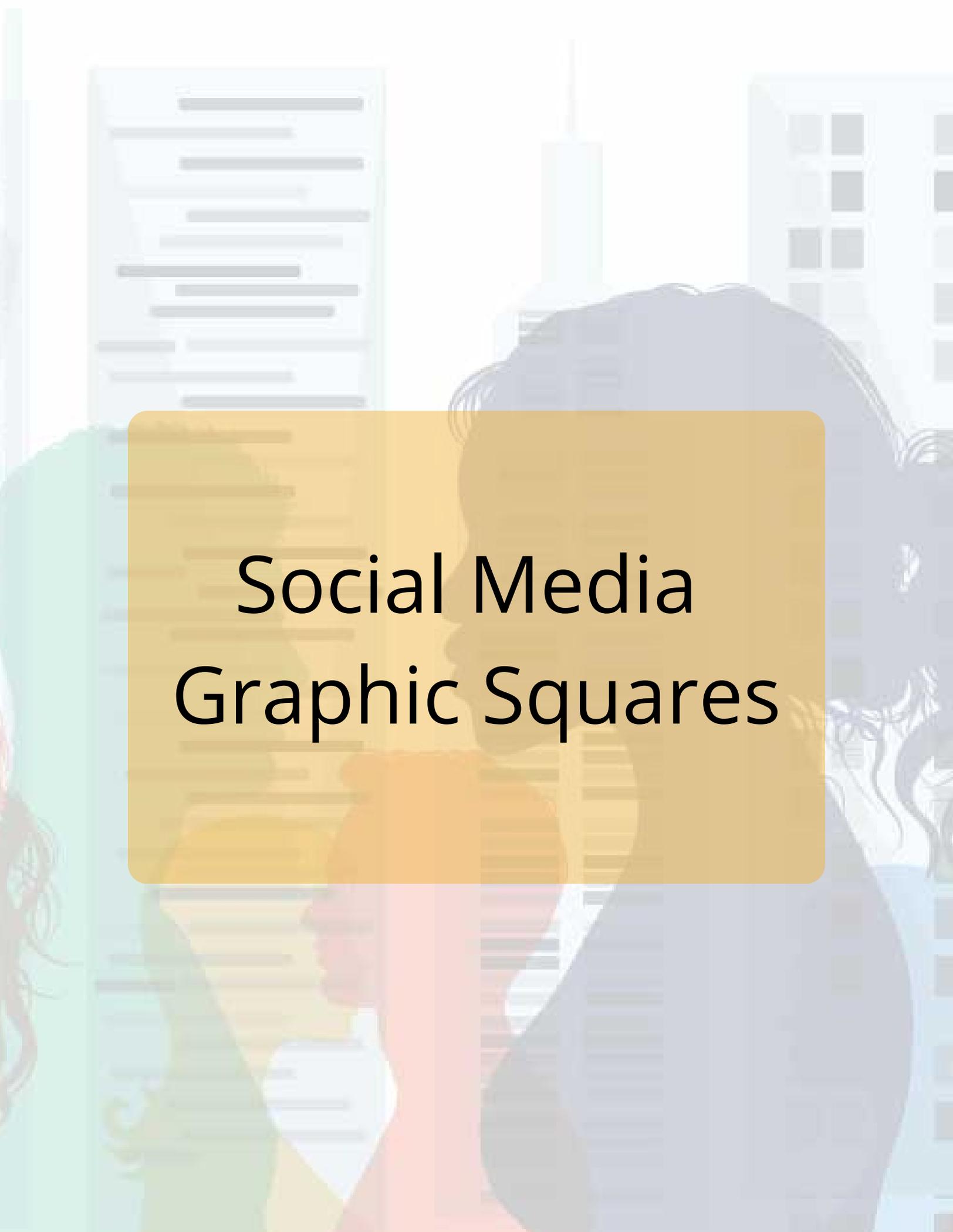


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SCAN ME

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The background features a stylized city skyline with various skyscrapers in shades of light blue and grey. Overlaid on this are several semi-transparent silhouettes of people. In the foreground, a woman with dark hair is seen from the back, looking down at a smartphone. To her left, another person is partially visible, also looking at a device. The overall aesthetic is modern and digital, with a focus on mobile technology and social media usage in an urban environment.

Social Media Graphic Squares

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Building Awareness of Diversity, Equity, and Inclusion

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The Business Case for Diversity, Equity and Inclusion



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Blindspots and Microaggressions

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The Inclusive Agency: Developing an Inclusive Workplace

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The Inclusive Agency: Developing an Inclusive Workplace

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This four-part training series for insurance professionals will provide the foundation to support diversity, equity, and inclusion in your workplace.



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Building Awareness of Diversity, Equity, and Inclusion

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The Business Case for Diversity, Equity and Inclusion



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Blindspots and Microaggressions

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The Inclusive Agency: Developing an Inclusive Workplace



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The Inclusive Agency: Developing an Inclusive Workplace

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