

NAVIGATING FINANCES

EVENT SUMMARY MAY 25, 2021

Make smart decisions with your money.

 **284** REGISTRANTS

ATTENDEE FEEDBACK

"The discussion regarding the housing market was **particularly interesting.**"



"**I was impressed with the knowledge of all the speakers.** The topics of retirement planning and real estate were my favorite."

"The panel discussion regarding financial planning was **very insightful and I was impressed** by the resources PNC Bank offers."

"Bernie's response to the final question was **outstanding.**"

SPEAKERS

2 Featured Speakers
11 Financial Experts



Bernie Kosar



Brandon Chrostowski



Melissa Smith



Brian Cantrall



Drew Martin



Bryan Bibbo



Greg Perelka



Walter Morris



Theresa Osborne



Kate Carden



Daniel Roberson



David Head



Scott Fink

PROMOTIONAL CAMPAIGN WITH PARTNER LOGO INCLUSION



DIGITAL CAMPAIGN - cleveland.com

- 5 high-impact positions
- Newsletter inclusions
- Digital multi-size campaign

1,658,805 digital impressions served



PRINT CAMPAIGN - PD and Sun News

- 5 Full-page ads in The Plain Dealer
- 6 Half-page ads in The Plain Dealer
- 5 Half-page ads in Sun News

Seen by an audience of **300k+** individuals - per ad date



SOCIAL - cleveland.com and Advance Ohio social channels

25+ social posts reaching over **721k** followers



Event Emails + Real Deals email inclusion 8 Emails to PD newsletter list and AO Database

40k+ recipients | **22.9%** Avg. open rate



Virtual Gift Bag
50.6% open rate

PARTNERS

