

GUIDE TO MEDICARE & GOLDEN RETIREMENT

PRESENTED BY  MEDICAL MUTUAL

2021 EVENT SUMMARY

 **766** REGISTRATIONS

SURVEY FEEDBACK

AVG. SCORE
OUT OF 10

Overall event satisfaction **8**

Satisfaction with our experts **8**

Would you be interested in attending another Cleveland.com event? **9**

*respondents ranked responses on a scale of 1 - 10

PROMOTIONAL CAMPAIGN

WITH PARTNER LOGO INCLUSION

-  DIGITAL CAMPAIGN – cleveland.com
 - 8 fixed high-impact positions
 - Targeted Digital Multi-size campaign
 - 1,719 ad clicks

2.8 MILLION impressions served



PRINT CAMPAIGN – PD and Sun News

- 8 Full-page ads
- 9 Half-page ads

Reaching over **1.3 MILLION** readers



SOCIAL – cleveland.com and Advance Ohio social channels

12+ reaching **728k**
social posts over people



Event Emails + Real Deals email inclusion
15 Emails to Cleveland.com and The Plain Dealer

120k+ recipients | **28.9%** Avg. open rate



Virtual Gift Bag
42.49% open rate



ATTENDEE FEEDBACK

“All the topics were interesting and relevant.”

“All elements of the program were interesting. There is so much to understand about Medicare. Thank you so much for having this webinar.”

“All the speakers were good and gave good advice.”

“Appreciate the time and effort in putting all this together and the speakers for their time and effort. I feel better educated in the field of health coverage.”

SPEAKERS:



Terry Pluto
Moderator



Julie Washington
Moderator



Virgil Dominic
VIP Speaker



Tere Koenig
Speaker



Christina Reeg
Speaker



Amanda McFarland
Speaker



Jennifer Detrick-Myers
Speaker



Craig Thomas
Speaker



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