



 **627** REGISTRATIONS

## SURVEY FEEDBACK

AVG. SCORE  
OUT OF 10

Overall event satisfaction **9**

Overall Satisfaction of Topics Covered **9**



## ATTENDEE FEEDBACK

"Great coverage/spread of topics from the basics, to the plan compares to Part D/drugs, etc. A lot to pack into a 90 min session. Excellent grounding for a newbie that I am."

"Appreciate ease of registering and logging in to event. Also appreciate speakers clearly responding to the questions and not talking over one another. Session was conducted very efficiently."

"I liked that the discussion was at a level that I could understand, not a lot of jargon, allowing me to follow along. Also, the presenters were knowable and not boring"

"These are extremely informative! Second year I have done and you do a GREAT job! Thank You!!"

## THANK YOU TO OUR SPONSORS



PRESENTING SPONSOR



Ohio Department of Insurance

GOLD SPONSOR

## PROMOTIONAL CAMPAIGN WITH PARTNER LOGO INCLUSION ON CLEVELAND.COM



### DIGITAL CAMPAIGN

- 10 Fixed High-impact Positions
- Targeted Digital Multi-size Campaign

**997** ad clicks  
**1.7 MILLION** impressions served



### PRINT CAMPAIGN:

The Plain Dealer and The Sun News

- 4 Full-page Ads
  - 6 Half-page Ads
  - Plus 1/2 page in Special Section
- Reaching over **1MM** readers



SOCIAL – cleveland.com and Advance Ohio social

**21+** posts reaching over **1 MM** followers

Paid social campaign reaching **9k** users  
**6.6%** avg. post engagement



Email Marketing Campaign to cleveland.com email Lists

**39k+** recipients | **15.67%** open rate

## MODERATOR



Julie Washington

## HOST



Eric Hultgren

## EXPERT SPEAKERS



Katie Goff



Dr. Tere Koenig



Amanda McFarland



Christina Reeg