

2018

BROKER BRIEFCASE CAMPAIGNS CATALOG



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Benefits Campaigns

2018 Benefits Bulletin Quarterly Newsletter Campaign

Benefits Bulletin is a quarterly newsletter that covers hot benefits topics in depth. The newsletters will be distributed in January, April, July and October.

Audience: Employers

Distribution: Quarterly

2018 Benefits Buzz Monthly Newsletter Campaign

Benefits Buzz is a monthly newsletter that features two short, easy-to-read articles on hot benefits topics along with a "Did You Know" factoid.

Audience: Employers

Distribution: Monthly

2018 HR Brief Monthly Newsletter Campaign

The HR Brief is a monthly newsletter that features two short, easy-to-read articles on timely HR topics along with a "Did You Know" factoid. HR Brief makes consistent communication with HR professionals at your clients' businesses simple.

Audience: Employers

Distribution: Monthly

2018 Legal & Compliance Monthly Campaign

Each month, this campaign distributes a legislative brief intended to educate on various legal or compliance topics.

Audience: Employers

Distribution: Monthly

2018 Human Resources Compliance Monthly Campaign

Each month, this campaign distributes a legislative brief intended to educate on various compliance topics that affect human resources.

Audience: Employers

Distribution: Monthly

2018 Workplace Wellness Program Quarterly Campaign

Help educate your clients about the value of workplace wellness programs and provide them with the tools they need to implement their own.

Audience: Employers

Distribution: Quarterly

2018 HR Insights Monthly Campaign

Help your clients stay informed and save time with this monthly campaign covering a variety of hot HR topics and tools.

Audience: Employers

Distribution: Monthly

2018 Employee Benefits Communication Strategies Campaign

This monthly campaign provides employers with a number of different strategies to start or improve their employee benefits communication program.

Audience: Employers

Distribution: Monthly

2018 Live Well, Work Well Monthly Employee Newsletter Campaign

The Live Well, Work Well newsletter is produced monthly and features topics like health, wellness, fitness, nutrition and personal finances.

Audience: Employees

Distribution: Monthly

2018 Live Well, Work Well Monthly Employee Newsletter Campaign – Spanish

The Live Well, Work Well newsletter is produced monthly and features topics like health, wellness, fitness, nutrition and personal finances. This is the Spanish language version of the campaign.

Audience: Employees

Distribution: Monthly

2018 Live Well, Work Well (HTML Version) Monthly Employee Newsletter Campaign

The Live Well, Work Well newsletter (HTML version) is produced monthly and features topics like health, wellness, fitness, nutrition and personal finances.

Audience: Employees

Distribution: Monthly

2018 Live Well, Work Well (HTML Version) Monthly Employee Newsletter Campaign – Spanish

The Live Well, Work Well newsletter (HTML version) is produced monthly and features topics like health, wellness, fitness, nutrition and personal finances. This is the Spanish language version of the campaign.

Audience: Employees

Distribution: Monthly

2018 Health Care Consumerism Employee Education Campaign

This bimonthly campaign is designed to help employees become smarter consumers of health care.

Audience: Employees

Distribution: Bimonthly

2018 National Health Observances Monthly Campaign

Each month, this campaign provides a schedule of national health observances for that month and includes a Live Well, Work Well flyer that discusses one of the observances for that month.

Audience: Employees

Distribution: Monthly

2018 Nutrition Flyers Campaign

Each month, this campaign distributes a different flyer that is designed to help educate employees on nutrition.

Audience: Employees

Distribution: Monthly

2018 Nutrition Posters Campaign

Every other month, this campaign distributes a different poster that is designed to help educate employees on nutrition.

Audience: Employees

Distribution: Bimonthly

2018 Family Health Series Campaign

This monthly campaign provides clients with important family health care information, focusing on women's, men's, and children's health and safety issues.

Audience: Employees

Distribution: Monthly

2018 Benefits 101 Education Campaign

This campaign features easy-to-read materials to help employees learn and retain basic benefits information.

Audience: Employees

Distribution: Monthly

Benefits Groupings

Open Enrollment Grouping

This grouping consists of articles, presentations, election forms, guides and checklists to support the employer through open enrollment.

Audience: Employers, employees

Know Your Benefits - Benefits 101 Grouping

This document grouping contains a number of resources designed to familiarize employees that have never had benefits with the basics of the health insurance.

Audience: Employees

Health Savings Account (HSA) Employee Education Grouping

The HSA employee education grouping contains all the resources necessary to help employees navigate an HSA account.

Audience: Employees

Flexible Spending Account (FSA): Employee Education Grouping

The FSA employee education grouping contains all the resources necessary to help employees navigate an FSA account.

Audience: Employees

Health Reimbursement Arrangement (HRA) Employee Education Grouping

The HRA employee education grouping contains all the resources necessary to help employees navigate an HRA account.

Audience: Employees

Employee Communication Videos – Benefits

Covering topics like the Family and Medical Leave Act and flexible spending accounts, these videos will educate employees on some of today's most important benefits concepts.

Audience: Employees

Voluntary Benefits Guides Grouping

These guides are designed to educate employers and employees on the advantages of voluntary benefits. Both guides are easily customized to highlight specific voluntary benefits.

Audience: Employers, employees

Affordable Care Act Tools Grouping

The resource grouping contains all of the Affordable Care Act calculators, instructional videos and marketing collateral designed to help navigate the pay or play penalties.

Audience: Employers

Employee Handbook Grouping

Provide clients with the information they need to put together a customized employee handbook, including two sample employee handbooks.

Audience: Employers

Succeed with Social Media Grouping

Covering topics like social media basics and legal concerns, the Succeed with Social Media series offers employers the tools they need to establish and maintain an effective social media presence.

Audience: Employers

Total Compensation Grouping

This group contains documents designed to help educate employers on the value of total compensation statements (benefits statements). The grouping also includes the documents and instructions necessary to prepare benefits statements for your clients.

Audience: Employers

Workplace Wellness Program Education Grouping

This grouping is designed to help employers create a customized workplace wellness program that can save their organization money by reducing health care costs.

Audience: Employers

Kickin' Butts Smoking Cessation Program Grouping

This content grouping contains all of the components of a turn-key smoking cessation program.

Audience: Employers, employees

Step Up Wellness Program Grouping

This grouping contains all of the resources needed to administer the Step Up wellness program and facilitate a walking competition for employees.

Audience: Employers, employees

Weight-loss Winner Grouping

This content group contains all of the resources needed to administer the Weight-loss Winner wellness program and facilitate a weight-loss competition for employees.

Audience: Employers, employees

Fight Obesity Grouping

This grouping consists of a collection of articles, flyers, posters and emails to help employers address the monetary and health-related costs of obesity. These deliverables can be used to support nutrition, fitness and obesity wellness campaigns.

Audience: Employers, employees

Flu Prevention Grouping

Provide any of the documents in this grouping to help prepare both employers and employees for the flu season.

Audience: Employers, employees

Broker Total Support Spectrum Grouping

This content grouping contains resources that show prospects your ability to provide them with a client-centric experience.

Audience: Employers

Section 6055 and 6056 Reporting Workbooks Grouping

This content grouping contains both of the workbooks that assist employers with Section 6055 and 6056 reporting requirements.

Audience: Employers

Employee Retention Grouping

This content grouping contains resources that show prospects your ability to provide them with the means to improve employee retention and save money.

Audience: Employers

P&C Newsletter Campaigns

Newsletter Name Changes

Our team of experts has updated the names of the general industry and industry-specific newsletters for 2018 in order to better highlight your role as a trusted advisor. The P&C Pro-File Newsletter has been renamed the **Commercial Risk Advisor Newsletter**, and the industry-specific newsletters will follow suit with names such as the **Construction Risk Advisor Newsletter**. These name changes will have no impact on the content of the newsletters, and our team will continue to work to ensure that they all include the timely, industry-leading news that your clients have come to expect.

2018 Commercial Risk Advisor Newsletter Campaign

This monthly newsletter features timely information about workplace safety, compliance and risk management issues.

Audience: Employers

Distribution: Monthly

2018 Construction Risk Advisor Newsletter Campaign

The Construction Risk Advisor newsletter features timely information about workplace safety, compliance and risk management issues relevant to the construction industry.

Audience: Employers

Distribution: Monthly

2018 Trucking Risk Advisor Newsletter Campaign

This Trucking Risk Advisor newsletter features timely information about workplace safety, compliance and risk management issues relevant to the trucking industry.

Audience: Employers

Distribution: Monthly

2018 Health Care Risk Advisor Newsletter Campaign

This Health Care Risk Advisor newsletter features timely information about workplace safety, compliance and risk management issues relevant to the health care industry.

Audience: Employers

Distribution: Bimonthly

2018 Agriculture Risk Advisor Newsletter Campaign

This Agriculture Risk Advisor newsletter features timely information about workplace safety, compliance and risk management issues relevant to the agriculture industry.

Audience: Employers

Distribution: Bimonthly

2018 Manufacturing Risk Advisor Newsletter Campaign

This Manufacturing Risk Advisor newsletter features timely information about workplace safety, compliance and risk management issues relevant to the manufacturing industry.

Audience: Employers

Distribution: Bimonthly

2018 OSHA Safety Cornerstones Newsletter Campaign

The quarterly OSHA Safety newsletter provides information on OSHA compliance as well as other workplace safety items.

Audience: Employers

Distribution: Quarterly

2018 Cyber Risk & Liabilities Newsletter Campaign

These bimonthly newsletters contain news and information about the rapidly changing world of cyber risk.

Audience: Employers

Distribution: Bimonthly

2018 Safety First Newsletter Campaign

Support your clients' safety efforts with this popular series that ties a select safety issue to the solutions available to you in Broker Briefcase.

Audience: Employers

Distribution: Monthly

2018 Safety Focused Employee Newsletter Campaign

Safety Focused is a monthly employee newsletter emphasizing the importance of safety in the workplace.

Audience: Employees

Distribution: Monthly

P&C Campaigns

2018 Focus on OSHA Compliance Campaign

Remind your clients about the importance of OSHA compliance by providing touches throughout the year. Resources include informational pieces, guides and statistics.

Audience: Employers

Distribution: Monthly

2018 Cyber Liability Campaign

Help your clients manage their digital exposures and safeguard critical data with this monthly cyber liability campaign.

Audience: Employers

Distribution: Monthly

2018 Management File Executive Risk Campaign

The Management File campaign explores complex insurance and risk management issues faced by business owners and executives.

Audience: Employers

Distribution: Monthly

Best Practices for Workers' Compensation Claims Resolution Campaign

Actively managing workers' compensation claims from incident to resolution is the best way to reduce an organization's mod. Assist your clients in the reporting, management and resolution of claims by offering them these claims management resources.

Audience: Employers

Distribution: Monthly

Building a Safety Culture: Attitude and Execution

Help your clients reduce losses and build a culture of safety with these strategies to design, implement and maintain an effective safety program across the organization.

Audience: Employers

Distribution: Monthly

Business Continuity and Disaster Planning Campaign

Help your clients develop a business continuity plan and quickly recover in case of a disaster with this collection of continuity planning materials.

Audience: Employers

Distribution: Monthly

Establish and Leverage a Clinic Relationship Campaign

Building relationships with clinics is a great way for businesses to control the workers' compensation claims process. Help clients identify and communicate with medical providers that offer fast and cost-effective treatment for injured workers.

Audience: Employers

Distribution: Weekly

Experience Modification Factor (Mod) Campaign

Educate clients about ways to control their mod with this monthly campaign.

Audience: Employers

Distribution: Monthly

Fleet and Driver Safety Campaign

Topics include driver safety, Department of Transportation regulations and coverage recommendations.

Audience: Employers

Distribution: Weekly

Injury Management for Employers

Proactively managing injuries is crucial to reducing overall claims costs. Use these documents to help train supervisors on injury response, educate employees on best practices for reporting claims, and build an organization that recognizes and eliminates workers' compensation fraud.

Audience: Employers

Distribution: Monthly

P&C Coverage Insights Campaign

Use this collection of Coverage Insights pieces to help clients better understand their current coverage, as well as explore new lines of coverage.

Audience: Employers

Distribution: Monthly

Payroll Stuffer Campaign for P&C Clients

Keeping safety top of mind for your employees is simple with this weekly payroll stuffer campaign.

Audience: Employees

Distribution: Weekly

Playing it Safe Campaign

Use this campaign to give clients a monthly Playing it Safe flyer to distribute to employees. The flyers discuss a wide range of workplace safety issues.

Audience: Employees

Distribution: Monthly

Return to Work Program Campaign

A well-developed return to work program can improve employee morale and increase your client's bottom line. Use these strategies to help clients avoid costly indemnity payments with a return to work program.

Audience: Employers

Distribution: Monthly

Safety Meeting Resources Campaign

Providing clients with monthly safety meeting talking points is easy with this campaign, which features a selection of general safety topics.

Audience: Employers

Distribution: Monthly

Wellness and Workers' Compensation Campaign

This campaign will help employers build a wellness program aimed at improving employee morale and reducing health care and workers' compensation costs.

Audience: Employers

Distribution: Monthly

Workers' Compensation Campaign

Use this collection of Work Comp Insights pieces to touch your clients once a month with articles related to their workers' compensation policies.

Audience: Employers

Distribution: Monthly

Industry-specific P&C Campaigns

Agriculture Employee Safety Campaign

Help your agribusiness clients educate their employees about safety by providing a Playing it Safe and Safety Matters document every month.

Audience: Employees

Distribution: Monthly

Agriculture Risk Management Campaign

Distribute a new document for decision-makers in agribusiness each month using this campaign.

Audience: Employers

Distribution: Monthly

Brewery and Distillery Risk Management Campaign

Send your brewery and distillery clients resources to help them address a number of pain points, such as employee safety, common OSHA violations and insurance policies for craft breweries. This campaign includes materials for both employers and employees, including a safety manual, coverage checklist and Risk Insights articles.

Audience: Employees, employers

Distribution: Monthly

Construction and Contracting Employee Safety Campaign

Give your construction and contracting clients the resources to educate their employees on a variety of worksite hazards with this campaign. This campaign contains both Safety Matters toolbox talks and Playing it Safe flyers.

Audience: Employees

Distribution: Monthly

Construction and Contracting Risk Management Campaign

With this targeted campaign, give your construction clients resources on topics like return to work programs, OSHA recordkeeping and the risks of going green. This campaign is intended for business owners, risk managers and safety professionals.

Audience: Employers

Distribution: Monthly

Forestry and Logging Employee Safety Campaign

This document grouping highlights the loss control, risk management and safety initiative resources available for your forestry and logging clients.

Audience: Employees

Distribution: Monthly

Education and Child Care Employee Safety Campaign

Send your clients in education a new safety article every month using this campaign. Covered topics include stress prevention, illness prevention and school violence issues.

Audience: Employees

Distribution: Monthly

Education and Child Care Risk Management Campaign

Drip market to your clients in education by sending them a document highlighting a risk management issue every month.

Audience: Employers

Distribution: Monthly

Financial Institutions Risk Management Campaign

Reach out to clients in the financial sector by drip marketing these important pieces on identity theft, business security, contingency planning, workplace violence and more.

Audience: Employers

Distribution: Monthly

Health Care Employee Safety Campaign

Make it easy for your health care clients to educate their employees about safety issues by sending them a new flyer each month.

Audience: Employees

Distribution: Monthly

Health Care Risk Management Campaign

Give your health care clients valuable risk management information on a variety of topics by using this campaign to send a new article each month.

Audience: Employers

Distribution: Monthly

Manufacturing Employee Safety Campaign

Give your manufacturing clients the resources to hold employee safety meetings with these flyers and toolbox talks, delivered monthly to clients.

Audience: Employees

Distribution: Monthly

Manufacturing Risk Management Campaign

Help your manufacturing clients manage risk and implement necessary programs and policies with this targeted campaign. This grouping is intended for business owners, safety managers and HR professionals.

Audience: Employers

Distribution: Monthly

Nonprofit and Faith-based Employee Safety Campaign

With this campaign, your clients in the nonprofit sector will be able to educate their employees and volunteers about a new safety topic each month.

Audience: Employees

Distribution: Monthly

Nonprofit and Faith-based Risk Management Campaign

Send your clients in the nonprofit sector relevant information on a variety of risk management topics each month using this campaign, which offers topics that will help them better understand risk and control losses.

Audience: Employers

Distribution: Monthly

Oil and Gas Employee Safety Campaign

Allow your clients in the oil and gas industry to keep employees informed on important safety issues by using this helpful campaign.

Audience: Employees

Distribution: Monthly

Oil and Gas Risk Management Campaign

Deliver these materials to oil and gas clients via email or portal at the click of a button. This campaign contains checklists, manuals and risk management pieces all geared specifically to the oil and gas extraction industry.

Audience: Employers

Distribution: Monthly

Professional Organizations Employee Safety Campaign

Providing safety talking points is easy with this campaign, which features a selection of topics specific to professional organizations.

Audience: Employees

Distribution: Monthly

Professional Organizations Risk Management Campaign

Provide insight into a variety of risk management topics that affect professional organizations each month using this campaign.

Audience: Employers

Distribution: Monthly

Property Management Employee Safety Campaign

Help your property management clients educate their employees about safety topics by sending them a flyer each month.

Audience: Employees

Distribution: Monthly

Property Management Risk Management Campaign

Help your property management clients understand risk management topics affecting them and their business using this monthly campaign.

Audience: Employers

Distribution: Monthly

Restaurant and Food Service Employee Safety Campaign

With this campaign, your clients will be able to use monthly flyers to educate their employees about a variety of safety topics specific to the restaurant industry.

Audience: Employees

Distribution: Monthly

Restaurant and Food Service Risk Management Campaign

Assist your restaurant clients with all their loss control, risk management and safety needs with these targeted resources.

Audience: Employers

Distribution: Monthly

Retail and Wholesale Employee Safety Campaign

With this campaign, your clients will be able to use monthly flyers to educate their employees about a variety of safety topics specific to the retail and wholesale industry.

Audience: Employees

Distribution: Monthly

Retail Risk Management Campaign

Use this campaign to send new risk management, loss control and cost containment information to your retail and wholesale clients each month.

Audience: Employers

Distribution: Monthly

Personal Lines Campaigns

2018 Personal Lines inSights Newsletter Campaign

This monthly newsletter series features timely and relevant news and information for personal insurance clients or prospects.

Audience: Clients

Distribution: Monthly

2018 Auto Safety Campaign for Personal Lines Clients

Automatically deliver an auto safety flyer to your clients each month with the 2018 Auto Safety Campaign.

Audience: Clients

Distribution: Monthly

2018 Home Safety Campaign for Personal Lines Clients

Automatically deliver a home safety flyer to your clients each month with the 2018 Home Safety Campaign.

Audience: Clients

Distribution: Monthly

2018 Wellness Campaign for Personal Lines Clients

Automatically email a wellness flyer to your clients with this Wellness Campaign.

Audience: Clients

Distribution: Monthly

High Net Worth - Prospecting Kit

High Net Worth individuals require a unique level of service and insurance protection. Use the materials in this prospecting kit to advertise your versatility as a broker and build key relationships.

Audience: Clients

Distribution: Monthly