



## Business Case for **Agents and Brokers** To Attend

### Executive Summary

**Just one new idea from this meeting can pay back (several times over) the cost to attend and contribute to our bottom line.** The IRMI Construction Risk Conference (CRC) is the best educational forum to learn the latest construction risk management and insurance trends and strategies. I will have the opportunity to network with leaders in the industry who can help us enhance our competitive position using our risk management and insurance programs.

### Business Opportunities

- **Meet underwriters and build relationships with them**—With all the top underwriters gathered in one place, there is no better opportunity to meet with our important markets and develop new ones.
- **Attend with an owner, contractor-client, or prospect to develop the team**—Our broker is also attending, and we can attend workshops together. This is a great way to get new ideas for safeguarding our company or shaving costs, discussing the implications to our organization, and developing an action plan for implementation while on site.
- **Get new ideas to save our clients' money, enhance their risk management programs, or improve their insurance coverages**—There is no better forum to learn the latest construction risk management and insurance trends, strategies, and tactics than the workshops and networking events at this Conference. Even as an experienced veteran of many past Conferences, I will gain new knowledge by selecting workshops that focus on areas other than my specialty.
- **Develop our personal brand as a top construction agent or broker**—By interacting with the top players in construction risk and insurance, I will develop and enhance my reputation as a go-to person in the industry. At the same time, I will be developing the brand of our agency/brokerage by representing it in a professional manner and through our listing in the attendee list—the “who’s who” of construction risk and insurance.
- **Learn about the latest coverage developments affecting construction**—To properly serve our contractor accounts and maximize our revenues, it is imperative that I keep up with the latest trends and developments. Nowhere else



will I find an educational program as focused on construction insurance trends and tactics—nor more knowledgeable fellow attendees to bounce ideas off of—than this one.

### **More Benefits**

- **Ideas and training for other team members**—I can bring back insights learned and implement them right away with our team. Plus, the handouts for all of the sessions are available online for access by our team members.
- **Satisfy all of my continuing education (CE) requirements at one conference**—If I attend all of the sessions and satisfy the attendance monitoring requirements imposed by our state, I will earn enough insurance CE credit to satisfy most, if not all, of the annual requirement of our state (credit is contingent on approval by regulators in each state and the amount varies by state).
- **Gain the knowledge needed to pass a CRIS exam and start this certification**—I plan to attend the workshop covering one of the [Construction Risk and Insurance Specialist \(CRIS®\)](#) courses in preparation to pass the exam.
- **Credit to keep my CRIS certification**—Attending at least 7 hours of workshops will qualify for reaccreditation to maintain my CRIS certification.

### **Costs and Financial Analysis**

- **Savings and discounts**—Attending will also satisfy my CRIS renewal requirement. IRMI will even file the renewal for me at no additional charge.
- **Hotel discounts**—IRMI has negotiated the lowest discounts possible with the host hotel.
- **Cost of most meals is included**—The registration fee includes breakfast each morning, lunch every day, and hors d’oeuvres and cocktails at the receptions, which will further defray the costs of attendance.
- **Satisfaction Guarantee**—IRMI is so confident about the program’s quality, they promise to refund the Conference fee if I feel I didn’t get valuable new ideas and expand our network in ways that will improve our ability to serve our clients.

### **Alternatives**



No other conference or forum provides access to as many industry experts and the elite players in the construction risk and insurance industry (nearly 2,000 attendees).