



Houston, TX • 2018



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 Energy Risk and Insurance Conference (ERIC) is the best educational forum to learn the latest energy industry risk management and insurance trends and strategies, network with prospects, and enhance our competitive position.

Business Opportunities

- **Meet underwriters and build relationships with them**—With all of 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 energy industry-client or prospect**—Our energy industry-client is also attending, and we can attend sessions together. This is a great way to give clients or prospects new ideas for safeguarding their companies, shaving costs, discussing implications to their organizations, and helping them develop 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 energy risk management and insurance trends, strategies, and tactics than the sessions and networking events at this Conference. Even as an experienced veteran of many past Conferences, I will gain new knowledge by selecting sessions that focus on areas other than my specialty.
- **Develop our personal brand as a top energy agent or broker**—By interacting with the top players in energy 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 energy risk and insurance.
- **Learn about the latest coverage developments affecting the energy industry**—To properly serve our clients' accounts and maximize our revenues, it is imperative that I keep up with the latest trends and developments. Nowhere else



Houston, TX • 2018



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

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 of, if not all, 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 an ERIS exam and start this certification**—I plan to attend the session covering one of the [Energy Risk and Insurance Specialist \(ERIS™\)](#) courses in preparation to pass the exam.

Costs and Financial Analysis

- **Hotel discounts**—IRMI has negotiated the lowest discounts possible with the host hotel.
- **The 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 that 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.