

Online Placement for the Casualty Actuarial Society

Our work for the [Casualty Actuarial Society](#) began with establishing a foundation to build media relations and other proactive communications. We focused on aligning CAS's communications activities with their organizational goals.

Our approach is described below, followed by specific activities and results.

- **Key Messages Development:** Communications cannot always be controlled; key messages can. Through a working session, we developed key messages that now serve as the foundation of CAS's communications efforts, and are reflected in all written and spoken communications.
- **Media Relations Foundation:** We conducted regular media monitoring, developed targeted media list, and researched opportunities for media outreach.
- **Digital Media Audit:** We assessed CAS's social media properties to provide best-practice guidance and align with traditional media engagement.
- **Thought Leadership Campaign Through Media Relations:** We conducted proactive media pitching and cultivation for showcasing CAS expertise.

STRATEGY

The online media placement strategy was carried out through two phases.

Phase One

- **Develop Thought Leadership Program**
 - Conducted sessions with CAS leaders to create key messages
 - Developed hot topics to monitor for press and target for thought leadership
 - Created CAS resources (ex: fact sheets) to provide to reporters
- **Media Relations Foundation**
 - Conducted ongoing media monitoring to track relevant news
 - Developed a comprehensive media list, organized by trade.
 - Researched editorial opportunities in key trade outlets
 - Conducted media outreach and pitching

- **Spokesperson Preparation:**
 - Created survey to identify spokespeople and potential topics
 - Coordinated with corporate communications teams for employee participation in survey
 - Researched conferences and speaking opportunities for spokespeople to attend

Phase Two

- **Media Relations Outreach:**
 - Advanced media relations with strategic guidance for Casualty Actuarial Society's Ratemaking and Project Management Seminar, Risk and Insurance Management Society's annual meeting, CAS' Spring Meeting. Also offered guidance on hot topics and contributed articles.
 - Invited reporters to attend CAS events via Live-Stream
- **Spokesperson Training**
 - Conducted media training for spokespeople
 - Created a bound document with media tips for spokespeople to reference

RESULTS

Since providing proactive media relations for CAS, we've placed **15 pieces of coverage** in top trade publications, and yielded an estimated **9,827,829 media impressions** over six months. Coverage featured a CAS mention, expert, or news about the organization.

Coverage includes:

1. *Will the FanDuel ban affect fantasy sports?*, New York Business Journal
2. *Stephen P. Lowe Begins Term as President of CAS*, Workers Compensation
3. *CAS Launches Program Leading to Predictive Analytics*, Carrier Management
4. *Up Close column with Steve Lowe*, Business Insurance
5. *Rick Gorvett hired as Chief Actuary*, Property Casualty 360
6. *Property-Casualty Mega Trends: An Insurance Primer*, CFO Magazine
7. *Critical for Growth: What Enterprise Risk Management Means for Your Business*, Business2Community
8. *Self-Driving Vehicles: Dealership Opportunities*, CBT Automotive
9. *Practical Tips for Disrupting Insurance Distribution*, Carrier Management

10. *Casualty Actuarial Society Honors 4 Universities*, Carrier Management
11. *Insuring the Future*, Automobile Magazine
12. *Ren Re US CEO Sees Renewed Interest in 'Pure Play' Reinsurance*, AM Best
13. *Myth Busters: Understanding the Innovation Mindset*, Claims Magazine / Property Casualty 360
14. IN Magazine article on regulation and cybersecurity featuring quote from Rick Gorvett (pending)
15. Forthcoming feature in Risk & Insurance Magazine on ride sharing & impact on insurance (September)