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Your Website Says WHAT?
How your Agency's Online presence puts your business at risk!

RISK MANAGEMENT WEBINAR

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Agency Online Presence Agent Perspective - Panelists

Christopher J. Boggs, CPCU, ARM, ALCM, LPCS, AAI, APA, CWCA, CRIS, AINS

Executive Director Risk Management and Education for the Independent Insurance Agents and Brokers of America (Big "I") Virtual University. His current duties involve E&O risk management as well as researching, writing, and teaching property and casualty insurance coverages and concepts to Big "I" members and others in the insurance industry.

During his career, Boggs has authored more than 2,000 insurance and risk management-related articles on a wide range of topics as diverse as Credit Default Swaps, the MCS-90, and enterprise risk management. In addition to this, Boggs has written 15 insurance and risk management books.

With more than 30 years in the insurance industry, Boggs is a graduate of Liberty University with a bachelor's degree in Journalism. Boggs' background includes work as a risk management consultant, loss control representative, producer, claims manager, and quality assurance specialist.

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Agency Online Presence Agent Perspective - Panelists

Jeremiah Cudding, CIC

Jeremiah is a tenured insurance professional with more than 18 years of experience. He has worked in the areas of sales, underwriting and claims for a fortune 100 insurance company. Jeremiah has also served as the Marketing Director for an industry trade association and as a sales and leadership coach for a national insurance consulting firm.

Beyond his position as the President of Commercial Insurance for Arbor Bank, Jeremiah is a student of the insurance industry and holds the CIC designation. He actively consults on industry trends and InsurTech advances that impact property and casualty agents.

Jeremiah is a graduate of Kansas State University and holds a Bachelor of Arts Degree in Public Relations.

Outside of insurance, he is a competitive bass fisherman, avid outdoorsman, mountain biker, motorcyclist and skier.

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**Agency Online Presence
Agent Perspective - Panelists**

Robert Norberg, AAI, ACSR

Joining Arden Insurance in 1999, after a successful career in retail department store management, Robert was quickly recognized as the local insurance nerd and advocate for the Independent Agency system. Tireless in his efforts to promote the value of Independent Agents, Robert freely shares his industry knowledge, positive perspective and leadership with clients, colleagues and the public. Appearing on numerous TV news stories, speaking at events, assisting teaching with FAIA classes, webinars, YouTube Videos and other local CE classes are a few of Robert's work pastimes. Robert has also provides Expert Witness testimony for E & O court cases.

Robert received his B.S. Business Administration from The University of Florida and holds licenses to sell Property & Casualty, Life Health Annuities, Real Estate and Notary Public. He currently holds designations from the Insurance Institute of America: Accredited Advisor of Insurance (AAI), Accredited Customer Service Representative (ACSR) for personal and commercial insurance.

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Agency Online Presence

Agent's Perspective

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**Agency Online Presence
Agent Perspective – Websites**

- Why it's important for agencies to review their current website?
- Is website management a "once and done" project?
- Primary purpose or goal of an agency website?
- What is key when to picking the right website designer?
- What instructions should be given to a website designer?

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Agency Online Presence
Agent Perspective – Beyond Websites

- What advice would you give agents regarding use of Facebook, LinkedIn, etc.?
- Should and to what extent should employees be allowed to post about the agency on these social media outlets?

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Agency Online Presence
Agent Perspective – Word Association

- Expert
- Best
- Risk Manager
- Partner
- Peace of mind
- Best coverage and lowest prices

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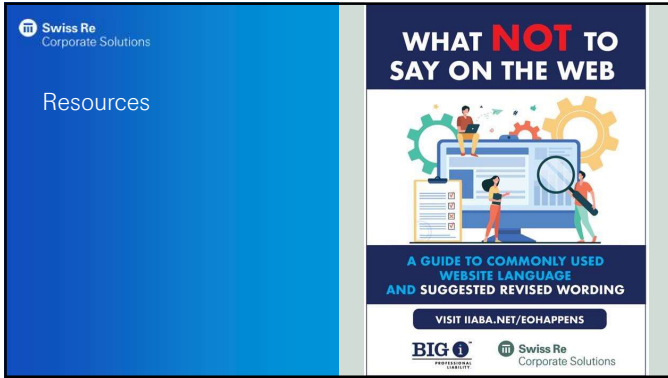
Know what your website says!

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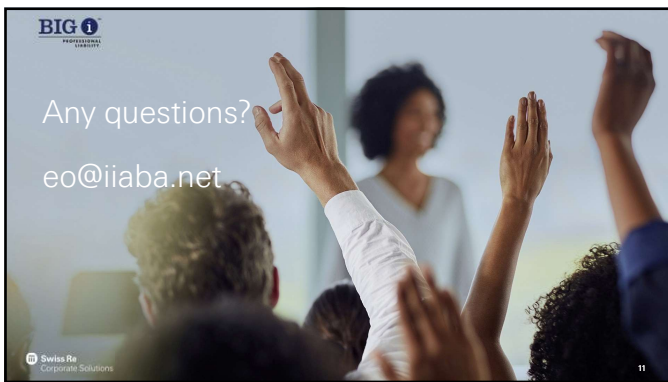
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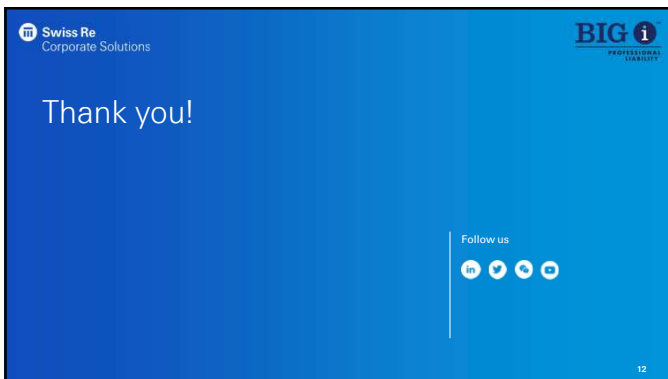
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