

BIG "I" YOUNG AGENTS. PARTNERSHIP OVERVIEW

Mission Statement

The mission of the national young agents committee is to help perpetuate the independent agency system by being a resource to state young agent groups and to expose young agents to national activities and resources.

Our Reach

Only one channel reaches the future independent insurance agency leaders—the Big "I" national Young Agents program. Supporters of the Big "I" national Young Agents have access to the nation's best and brightest young insurance leaders at two in person meetings and through the year.

What We Do Best

- Connect young agent leaders from all active state association programs to share best practices on attracting and engaging the next generation of insurance professionals.
- Create resources and best practices to help state young agent programs thrive.
- Host the Big "I" Young Agents Leadership Institute where young leaders can dive into content and discussions important to their business.
- Present the Outstanding Young Agent Committee of the Year awards including the Young Agent of the Year.

Your Return

- Your team builds valuable connections at the Big "I" Legislative Conference and the Big "I" Young Agents Leadership Institute.
- Your brand is front and center with young influential decision makers.
- Access to a list of young agent attendees at Big "I" events.
- Opportunity to contribute to content, webinars and more.
- Selection of sponsored item, dependent on level.

Our Wins

- Young Agents are the common dominator of success, advocacy, and drive of many of the state associations nationwide. More than half of the states made their Young Agent InsurPac goal.
- 139 attendees at the Big "I" Young Agents Leadership Institute, 66 were first-timers and 14 scholarships were presented.
- Presented \$20,000 in scholarships for the Big "I" Legislative Conference, welcoming nearly 150 young attendees.
- Launched the GIVE Movement which highlights hometown acts of service on national platform. In 2019, we've tracked more \$412,494, 22,398 items, 284 (and too many to count) volunteers, 1200 (and too many to count hours!) Since the beginning of the program last year, we've tracked nearly \$1 million in donations. This is our story to tell to future recruits and clients.

www.independentagent.com/young-agents

Susie Bonner, IOM, CAE, Director of Marketing & Agent Development
susan.bonner@iiaba.net

YOUNG
AGENTS.



Empowering Trusted Choice® Independent Insurance Agents.

