



GUIDE TO
MEDICARE
& GOLDEN RETIREMENT

PRESENTED BY
THE LAW OFFICES OF
DAVID L. CARRIER, P.C.
ESTATE PLANNING & ELDER LAW

2021 EVENT SUMMARY

366 REGISTRATIONS

SURVEY FEEDBACK

AVG. SCORE
OUT OF 10

Overall event satisfaction **8**

Satisfaction with our experts **8**

Would you be interested in attending another MLive.com event? **8**

*respondents ranked responses on a scale of 1 - 10

PROMOTIONAL CAMPAIGN

WITH PARTNER LOGO INCLUSION



DIGITAL CAMPAIGN – MLive.com

- 8 fixed high-impact positions
- Targeted Digital Multi-size campaign

1,618 ad clicks

2.5 MILLION impressions served



PRINT CAMPAIGN – 8 MLive Publications

- 5 Full-page ads
- 8 Half-page ads

Reaching over **749k** readers



SOCIAL – MLive.com channels

16+ social posts

reaching over

16k people



Email Campaign

17 Emails to MLive.com email lists

40k+ recipients

30.87%

Avg. open rate



Virtual Gift Bag

40.99% open rate



ATTENDEE FEEDBACK

"Thank you-very informative and helpful info from all."

"Awesome presenters"

"The first session clarified the overall Medicare parts and presenters were very informative and easy to follow"

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