



# GUIDE TO MEDICARE & GOLDEN RETIREMENT

PRESENTED BY PriorityHealth

# 2022 EVENT SUMMARY



**339** REGISTRATIONS

## SURVEY FEEDBACK

AVG. SCORE  
OUT OF 10

Overall event satisfaction **9**

Overall Satisfaction of Topics Covered **9**



## ATTENDEE FEEDBACK

"All of the speakers did a nice job and the topics were well covered. Medicare has multiple parts and even more options. I had done a fair amount of research prior to this event. I still found it to be very educational and well worth the time invested. When it comes to learning the complexities of Medicare, repetition is important."

"Every question I asked was answered. That impressed me!"

"This event exceeded my expectations. Really, really appreciated that presentations were short and that so many viewer questions were answered. tbh - really increased my opinion of MLive!"

"The panel was excellent! So much valuable information"

## THANK YOU TO OUR SPONSORS



PRESENTING SPONSOR



Nonprofit corporations and independent licensees of the Blue Cross and Blue Shield Association



GOLD SPONSORS

## PROMOTIONAL CAMPAIGN WITH PARTNER LOGO INCLUSION



DIGITAL CAMPAIGN – MLive.com

- 9 Fixed High-impact Positions
- Targeted Digital Multi-size Campaign

**1,998** ad clicks

**2.6 MILLION** impressions served



PRINT CAMPAIGN – 9 MLive Publications

- 4 Full-page Ads | 2 Half-page Ads | 2 Strip Ads

Reaching over **750k** readers

Plus Medicare Special Section



SOCIAL – MLive.com & MLive Media Group channels

**23+** reaching over posts

**1 MM** followers

Paid Social Campaign reaching

**10k** users



Email Marketing Campaign to MLive Email Lists

**45k+** recipients

**15%** open rate

## MODERATOR



John Hiner

## HOST



Eric Hultgren

## EXPERT SPEAKERS



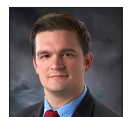
Gary Boverhof



LaDominic Brandon



Dana Deats



Jeff Romback