

2025 INSURANCE RISK MANAGEMENT FORUM



PROMOTIONAL TOOLKIT

Spread the Word About the ABA Insurance Risk Management Forum!

Attending the **ABA Insurance Risk Management Forum** in January? Let your peers know you'll be mastering your risk strategy in San Diego, and invite them to join you! Spread the word with any (or all) of these simple steps:

1. Send an email to peers in your professional network.
2. Share our Justification Kit with peers.
3. Add promotional text to your email signature.
4. Share information about the event on social media.
5. Use our virtual background during meetings.



2025 INSURANCE RISK MANAGEMENT FORUM



Email Template

Send an email to bankers in your network

Dear [First Name],

I'm attending the **ABA Insurance Risk Management Forum: Jan. 26-29, 2025** in San Diego. I'll be learning how to assess and optimize my bank's coverage to protect my institution from the risks of today — and tomorrow. You should join me!

Start your 2025 risk strategy off right by getting the cutting-edge insights you need at IRM Forum, a nationally recognized event designed just for insurance risk managers like us. ABA brings the world of insurance brokers and underwriters to one location, empowering us to easily conduct renewal meetings, understand emerging risks to insure and changes in coverage, and network with our peers to identify our program gaps.

This quote from a peer sums it up well:

"I consistently recommend this conference to other peers who do not regularly attend. I find the session topics relevant and insightful. There are also networking opportunities that allow me to meet with industry peers and carriers."

— 2024 IRM Forum Attendee

This [Justification Kit](#) will make your case to attend.

Risk responsibly. Register today at aba.com/IRM.

Hope to see you in sunny San Diego!

Sincerely,

[Signature Block]

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Justification Kit

Share our Justification Kit with peers

Our [Justification Kit](#) includes a letter template and a digital one-sheeter to help your peers make a case to attend IRM Forum and meet you in San Diego.

Email Signature

Add promotional text to your email signature

- Unlock the secrets to improving insurance risk management for your bank. Join me and other risk managers in sunny San Diego for an immersive experience covering all the ways to stake your claim at the forefront of risk management innovation. Explore the [2025 ABA IRM Forum](#).
- Determining the future of insurance risk needs to include your insight. Join me in sunny San Diego to lend your perspective, and learn a lot along the way, at [ABA's Insurance Risk Management Forum](#). Mark your calendar for late January 2025 – will I see you there?
- I'm attending the ABA Insurance Risk Management Forum in sunny San Diego! I'm looking forward to networking with my peers and colleagues, gaining cutting-edge insights, and elevating my strategic approach to managing risk. [Join me there](#).

Social Media Toolkit

Share IRM Forum details on social media

Announce your attendance to your fellow risk managers with [ready-made posts](#) to tell your network that you're serious when it comes to risk.

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Virtual Background

Download a custom background to use during video conferencing



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