



Insurance Information Institute

Overview of Catastrophe Response & Media

**Presentation to Insurance Industry Philanthropic
Roundtable (Session 1)**

Tuesday January 20, 2015 - Wednesday, January 21, 2015

Hosted by – Farmers Insurance

8:30 a.m. – 2:00 p.m.

Janet Ruiz, III Spokesperson California

Insurance Information Institute ♦ 110 William Street ♦ New York, NY 10038

- What Is the Mission of the I.I.I.?
- **Catastrophe Communications Outreach**
- Key Issues – Sub Committees
- Member Benefits
- Web, Social and Mobile Outreach
- How to Work Effectively with the I.I.I.
- Open Discussion



OUR MISSION

What Is the Mission of the I.I.I.?

- The mission of the Insurance Information Institute is to build public understanding of insurance—what it does and how it works—primarily through the media, but increasingly through direct to consumer outreach.
 - The I.I.I. is dedicated to making sure the media covers our business fairly and accurately.
 - I.I.I. assists its member companies with their communications, information, research and planning needs.

How the I.I.I. Fulfills its Mission: CAT Communications

Pre CAT, In the Midst, and Post CAT, the I.I.I. plays three key roles:

1. It is the go-to source for insurance information, educating the public on how insurance works by serving as the media's basic source of record on insurance concerns, as well as doing direct outreach to consumers.
2. It serves as the industry's public voice, devoting special attention to issues of critical importance to the industry.
3. It serves as an information resource to the industry, conducting research and analysis, assisting members with their research needs and helping national and state industry groups to communicate more effectively with the public.

The I.I.I. is regarded as a primary source of factual information and credible analysis on insurance during a catastrophe.

- I.I.I. staff are available as spokespeople to the media.
- The I.I.I. sends out timely news releases and social media posts reaching media and consumers.
- The I.I.I. maintains strategic partnerships with other insurance industry organizations, government and safety entities so it can quickly obtain information on specialized topics and refer inquiries to the appropriate experts.

In 2015, the I.I.I. will focus on three key areas:

- 1. Issues Management
- 2. New Initiatives for 2015
- 3. Ongoing “Core” Communications (CAT Comms)
- Details on the key messages, tactics are in the plan (available in the Members Area). It also includes a calendar of seasonal news releases.

- **Establish the I.I.I.'s Presence in California:** Retained Janet Ruiz to be the I.I.I.'s representative in the state. The position is based on successful “Florida Model” implemented by Lynne McChristian. The I.I.I. will now have an immediate on-the-ground presence if there is an earthquake, wildfire or other disaster of national importance as well as someone to handle the many California-specific insurance issues.
- **Mark the 10-year Anniversary of Hurricane Katrina:** Communicate the lessons learned from this historic storm with an eye toward the next disaster.
- **Create a Small Business Education Program:** Plan to poll small and medium –sized business owners to develop educational materials, tactics and tools that will help businesses purchase the right amount and type of insurance and be better prepared for disasters – big and small. Poll results will also be used as news hooks to garner media attention.
- **Expanded Focus on Financial Planning:** Life insurance video is in the works and more media outreach on annuities, long-term care and related topics.

Focus on overcoming “disaster amnesia.” The lack of a major hurricane, earthquake or other disaster creates a variety of educational challenges.

- Focus on seniors as a new audience and approach to communicate important disaster preparedness messages.
- Reach widest audience possible through Satellite Media Tours, multi-media news releases, innovative news hooks and video communications tools.
- Enhance outreach to Hispanic populations as there is a high percentage of this demographic in disaster-prone states. More hotlines are planned in 2015.
- Use of surveys, statistics to communicate the risk of hurricanes, floods, earthquakes, tornados and wildfires.

Disaster Newsroom: Post Catastrophe Communications



The screenshot shows the Disaster Newsroom website with the following content:

- Header:** Insurance Information Institute logo and "DISASTER NEWSROOM" title with the tagline "Timely information about insurance and disasters".
- Navigation:** Press Room, Toll-Free Claims Numbers, Brochures, Current Disasters, Past Disasters, About.
- Current Disasters:** OKLAHOMA TORNADES 2013, FLOODS.
- Articles:**
 - Lessons from Moore: Roof Damage** (June 6, 2013): Discusses roof damage from tornadoes, the importance of tarping, and factors affecting roof coverage.
 - Oklahoma City Flooding** (June 7, 2013): Reports on a second wave of tornadoes causing flooding in Oklahoma City.
 - Does My Homeowners Insurance Cover Flooding?** (June 7, 2013): Explains that standard homeowners insurance does not cover flood damage, which is covered by separate flood insurance programs.
- Search and I.I.I. Links:** Search bar and links to I.I.I. Directory, Disaster Preparedness, En Español, Glossary, Issues Updates, Natural Disasters, and Videos.
- Mobile Preparedness App:** Download the app for your phone.
- Brochures:** "Setting Claims After a Disaster" with links for purchase, PDF download, and reading online.

In the aftermath of the Moore, OK, tornado and the Napa EQ we were able to deliver insurance and recovery information to consumers and the media.



OK STRONG RECOVERING from a Disaster
We can help! **1-800-522-0071**

The Oklahoma Insurance Department has created this page to provide you with helpful information during your recovery process.

Also visit the State of Oklahoma recovery website here 

Helpful Links

- Bulletin No. PC 2013-08 Renewal of Policies with Weather Related Claims Remedy Option
- Bulletin Update - Oklahoma LH 2013-01, PC 2013-04 Tornado Emergency, May 19 -20, 2013
- Tornado Path Maps www.cityhomes.com
- Additional Living Expenses
- Learn How to Receive Help after a Disaster from the Government with Benefits Clarity
- Program Renewal: Tornadoes and Severe Weather
- Home Inventory
- Advice after a Tornado
- What to do Before and After Severe Weather
- Toll-Free Insurance Claims Numbers
- List of Volunteer Attorneys to Assist Tornado Victims
- Check to See if Your Contractor is Licensed in Oklahoma

Consumer Alerts

- Rebuilding After a Loss
- 3 Insurance Remedies in the Wake of the Storm
- What to Expect after a Disaster Damages your Home

Contact Information

Oklahoma Insurance Department
Consumer Assistance Hotline
1-800-522-0071

[File a Complaint](#)

Report Insurance Fraud

Use our Free Online Form | Use the AISC Online Reporting System

Many I.I.I. resources were featured on the Oklahoma Insurance Department post-tornado recovery page.



KEY ISSUES SUBCOMMITTEES

Key Issues – Sub Committees

- **Catastrophe Communications – Earthquake, Flooding, Wildfires, Windstorms**
- California Issues
- Commercial Insurance Issues
- Diverse Markets
- Emerging Auto Technology and Insurance Issues
- Florida Issues
- Life Insurance and Annuities
- Social Media



MEMBER BENEFITS

Membership Benefits

Members Area



Topics

Members

Press

Publications

Services

En Español

Tools

CONNECT



Member Area

Welcome to the Insurance Information Institute.

Please log in to access the member area. You can view the member's bulletin, global issues daily, search the library database among other areas.

You must be logged in to access this page.

Email Address:

Password:

Remember my email address | Keep me logged in for 2 weeks

LOGIN

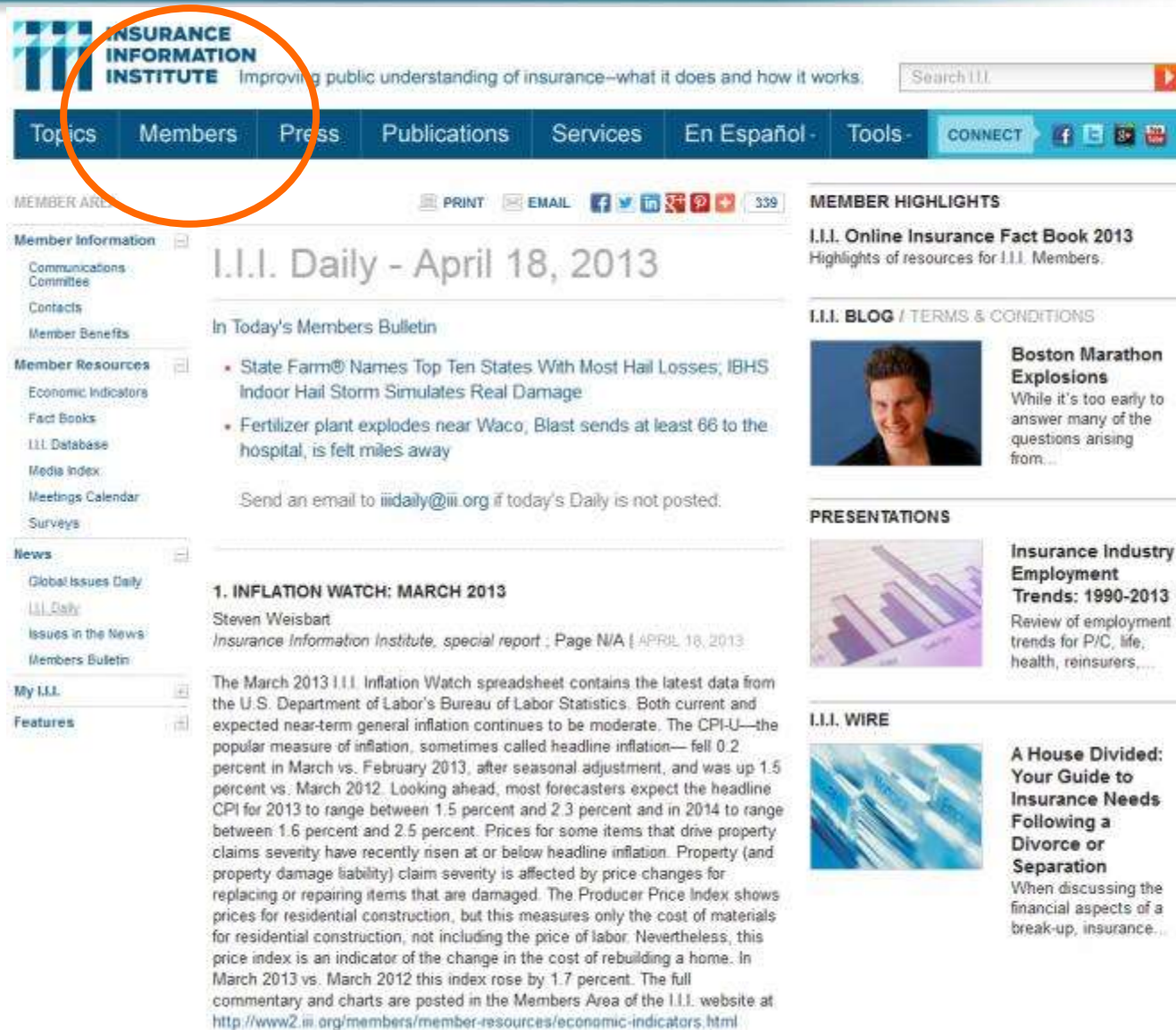
[Need to register?](#) | [Forgot password?](#)

All employees of I.I.I. member companies have access to the Members Area of the website, which provides a wide range of password-protected content. In order to register simply fill in the form and an activation email will be sent.

Membership Benefits Members Area

Provides online access to:

- I.I.I. Daily
- Member Bulletin
- White Papers
- Library Database
- Message Points on Key Issues
- Online and Print Resources



The screenshot shows the I.I.I. Members Area website. The top navigation bar includes 'Topics', 'Members', 'Press', 'Publications', 'Services', 'En Español', and 'Tools'. The 'Members' tab is highlighted with an orange circle. Below the navigation bar, the page title is 'I.I.I. Daily - April 18, 2013'. The main content area features a section titled 'In Today's Members Bulletin' with two bullet points: 'State Farm® Names Top Ten States With Most Hail Losses, IBHS Indoor Hail Storm Simulates Real Damage' and 'Fertilizer plant explodes near Waco, Blast sends at least 66 to the hospital, is felt miles away'. Below this, there is a section for '1. INFLATION WATCH: MARCH 2013' by Steven Weisbart, with a sub-headline 'Insurance Information Institute, special report ; Page N/A | APRIL 18, 2013'. The text discusses the March 2013 I.I.I. Inflation Watch spreadsheet, mentioning the U.S. Department of Labor's Bureau of Labor Statistics, the CPI-U, and the Producer Price Index. The right sidebar contains 'MEMBER HIGHLIGHTS' with a link to 'I.I.I. Online Insurance Fact Book 2013', 'I.I.I. BLOG / TERMS & CONDITIONS' with a link to 'Boston Marathon Explosions', and 'PRESENTATIONS' with a link to 'Insurance Industry Employment Trends: 1990-2013'. At the bottom of the sidebar, there is a 'I.I.I. WIRE' section with a link to 'A House Divided: Your Guide to Insurance Needs Following a Divorce or Separation'.

Members Database



MEMBER AREA

Member Information

Member Resources

[Economic Indicators](#)[Fact Books](#)[I.I.I. Database](#)[Media Index](#)[Meetings Calendar](#)[Surveys](#)

News

My I.I.I.

Features

I.I.I. Database

*The I.I.I. Database includes over 100,000 abstracts related to the insurance industry taken from business, trade and consumer press, government documents and studies and is updated weekly. If you would like the full text of any abstracts from your search results, please feel free to e-mail your request to members@iii.org or fax (212) 267-9501.

Keywords:

Use quotes for exact phrases: "Supreme Court"

Title/Source:

Author:

Search for the author credited on the abstract

Date of Abstract

From Date:

To Date:

To search within a specific year, you can select from 2009 to 2009

Date of Insurance Daily:

Category:

SEARCH

Members have access to the I.I.I. Database, which includes over 100,000 abstracts of new stories and studies related to the insurance industry.

The I.I.I. Information Center enhances the research capabilities of its members, who can tap into I.I.I.'s extensive collection of online and print resources and professional expertise.

Members can contact the Information Center for help with:

- Statistics
- Copies of articles
- Studies, database searches or other assistance

(Contact **James Lynch**: jamesl@iii.org)

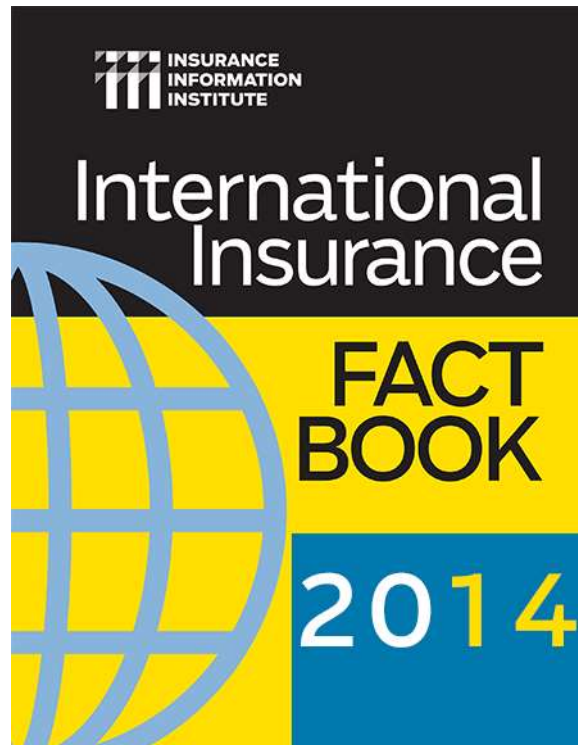
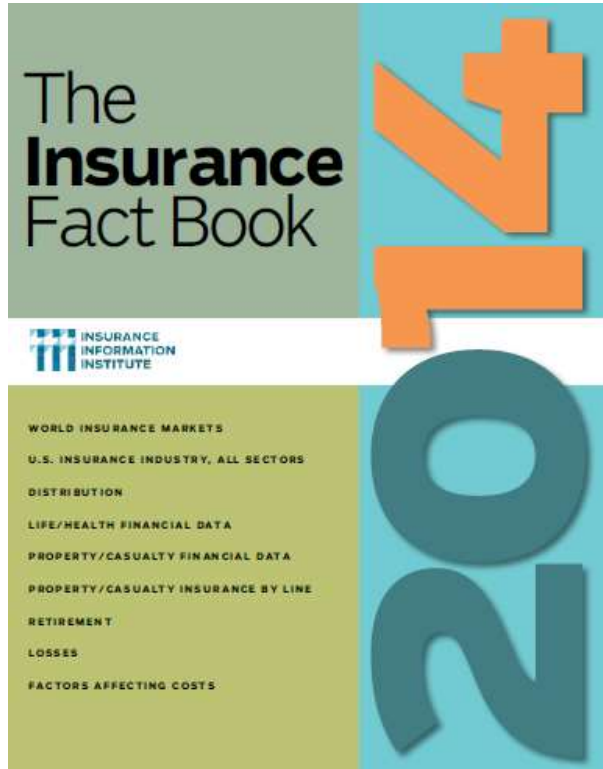
I.I.I. Meetings, Committees and Subcommittees

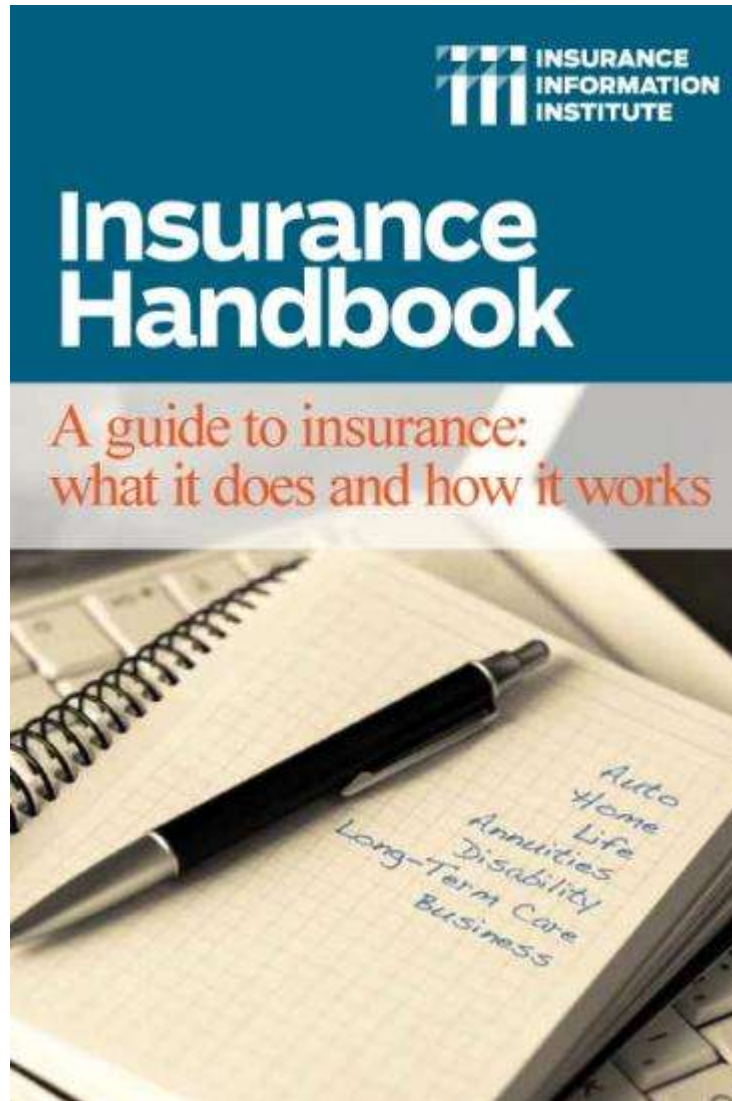
- The I.I.I. board of directors meets twice a year – in January and June.
- The I.I.I. Communications Committee meets immediately after the board meeting in January and June, and in the November along with the Insurer Public Relations Council.
- The I.I.I. and its Communications Committee have established several subcommittees: **Catastrophe Communications**; Emerging Auto Technology; Life Insurance and Annuities; Florida Issues; Social Media and Communications. The I.I.I. is also considering a subcommittee on multicultural communications, commercial insurance and we will eventually have one on California issues.



PRODUCTS, PUBLICATIONS AND RESEARCH

I.I.I. Publications





The I.I.I. Insurance Handbook provides vital information for a wide variety of audiences:

- Public Policymakers
- Reporters
- Regulators
- Students
- Insurance Company Employees
- Academics

A Firm Foundation

A Firm Foundation provides details on the impact and importance of the insurance industry on national and state economies



The screenshot shows the Insurance Information Institute website. The main heading is "A Firm Foundation: How Insurance Supports the Economy". Below the heading, there is a paragraph: "A Web site that shows the myriad ways in which insurance provides economic support—from offering employment and fueling the capital markets, to providing financial security and income to individuals and local businesses through the payment of claims. The Web site includes a wide array of charts and tables, as well as a special tool that generates state specific compilations." Below the text is a small graphic with the title "A Firm Foundation: How Insurance Supports the Economy 2010". The website also features a navigation menu with "INSURANCE TOPICS", "PRESS ROOM", "MEMBERS+SUBSCRIBERS", "PUBLICATIONS+STORE", and "SERVICES".

Insurers Don't Just Pay Claims; They Are:

- Employers
- Income Providers
- Taxpayers
- Investors
- Engines of Growth & Recovery
- Philanthropists

Impact: Documents Insurer Charitable and Volunteer Activities

In 2014 we will be updating the Impact website to allow for better sharing of content, and will make it a focus of our social media strategy.



Issues Updates

Arson
Asbestos Liability
Auto Crashes
Auto Theft
Buying Insurance: Evolving Distribution Channels
Captives and Other Risk-Financing Options
Catastrophes: Insurance Issues
Climate Change: Insurance Issues
Compulsory Auto/Uninsured Motorists
Credit Scoring
Crop Insurance
Distracted Driving
Dog Bite Liability
Drunk Driving
Earthquakes: Risk and Insurance Issues
Financial and Market Conditions
Flood Insurance
Generic Auto Crash Parts
Hurricane and Windstorm Deductibles
Insolvencies/Guaranty Funds
Insurance Accounting
Insurance Fraud
Liability System
Medical Malpractice

Facts and Statistics

Aggressive Driving
Annuities
Arson
Auto Insurance
Auto Theft
Aviation
Bank Insurance Sales
Boating
Bond Insurance
Careers and Employment
Catastrophe Bonds
Catastrophes: Global
Catastrophes: U.S.
Civil Disorders
Commercial Lines
Corporate Social Responsibility
Crime
Deer-Vehicle Collisions: Infographic
Demographics
Disability
Distracted Driving
Distribution Channels
Dog Bite Claims: Infographic
Droughts and Heat Waves
Drowsy Driving
Earthquakes and Tsunamis

Background papers and statistical information are available on the I.I.I. website and are continually updated as new information becomes available



TERRORISM RISK: A CONSTANT THREAT

Impacts for Property/Casualty Insurers

MARCH 2014



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bobh@iii.org

Claire Wilkinson
Consultant
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clairew@iii.org

HURRICANE ANDREW AND INSURANCE: THE ENDURING IMPACT OF AN HISTORIC STORM

AUGUST 2012



RESIDUAL MARKET PROPERTY PLANS: FROM MARKETS OF LAST RESORT TO MARKETS OF FIRST CHOICE

AUGUST 2013

Robert P. Hartwig, Ph.D., CPCU
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Claire Wilkinson
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clairew@iii.org



CYBER RISKS: THE GROWING THREAT

“This Is I.I.I.” will keep member companies informed of the organization’s latest activities—from conference appearances and testimony to the latest content updates and tools available to members. Emails will be sent monthly.

This is I.I.I.



SEPTEMBER 2014



The View from 110 William Street

This is a crucial year for TRIA. With the looming expiration of the federal backstop for terrorism insurance the ongoing dialogue between industry and government has gained critical importance—especially in the wake of last year’s Boston bombing. Our new white paper analyzes the issues and makes the case for renewing a terrorism risk insurance program that has been an unqualified success.

[Terrorism Risk: A Constant Threat — 2014 »](#)

Tornado Summit



Our commitment to helping communities affected by natural disasters continues. At the National Tornado Summit 2014 in Oklahoma City, I.I.I. president and economist Robert Hartwig presented to Moore, OK’s Director of Economic Development, Deidre Ebry, (pictured here with her daughters) a donation to the Moore Public Schools Tornado Relief Fund.

Find out more about the [Moore Public Schools Tornado Relief Fund](#).

DID YOU KNOW...

You have full access to our research database?

[Find out more about our Member Services »](#)



GET TO KNOW US

[Meet Diane Portantiere, Director of Member Services](#)



Wondering who gets us those prime meeting spots? Diane plans all our events, including the Joint Industry Forum, held at the Waldorf-Astoria every January and takes care of your needs as members. She’s also the managing editor of Impact magazine, highlight the insurance industry’s contributions in the community. But most Fridays in the summer, you’ll find her at her beloved Jersey Shore beaches.



PEOPLE ARE TALKING ABOUT...

- [Auto Insurance](#)
- [What is covered by a basic auto insurance policy](#)
- [Insurance IQ: Life Insurance](#)
- [Aviation](#)

Terrorism Risk Insurance Program

- Testified Before 3 Congressional Committees in 2012-13
- Provided Capitol Hill Joint House/Senate Staff Briefing in April 2014
- Spoke at Numerous Member Client/RM Panels on Issue
 - ◆ More are scheduled
- Published Updated Terrorism Risk and Insurance Report
- Working with Trades, Congressional Staff, GAO & Others



Senate Banking Committee, 9/25/13



House Financial Services
Subcommittee, 11/13/13



TRADITIONAL MEDIA OUTREACH

PRESS ROOM

[Bios and Photos](#)

[I.I.I. Audio](#)

[I.I.I. Logos](#)

[I.I.I. Video](#)

[Inquiries](#)

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[Features](#) 

[All Press Releases En Español](#)

 EN ESPAÑOL

Press Releases

PRESS RELEASE ARCHIVE

[2001](#) | [2002](#) | [2003](#) | [2004](#) | [2005](#) | [2006](#) | [2007](#) | [2008](#) | [2009](#) | [2010](#) | [2011](#) | [2012](#) | [2013](#) | [2014](#)

Chile Earthquake Offers Reminder That United States Faces Similar Risks
APRIL 2, 2014

MEDIA ADVISORY: Want To Learn More About The Recent California Earthquakes? I.I.I. Experts Available To Discuss Insurance Implications
MARCH 31, 2014

Water, Water Everywhere...But When It Floods, Is The Damage Covered By Your Insurance?
MARCH 27, 2014

Triangle Shirtwaist Factory Fire Anniversary: Insurers Helped Lead The Way To Improved Workplace Safety In The Aftermath Of The Disaster
MARCH 25, 2014

Federal Law Has Kept Terrorism Risk Coverage Affordable, Available, Says New I.I.I. White Paper
MARCH 24, 2014

LPI Release: Lightning Protection Inspection Program Heralds Record Growth
MARCH 13, 2014

MEDIA ADVISORY: Reporters With Questions About the Insurance Implications Of the Explosion In East Harlem Can Contact the I.I.I.
MARCH 12, 2014

Experts To Discuss Ways Digital And Social Technologies Are Improving Disaster Preparedness, Education And Communications
MARCH 5, 2014

With Spring Comes Flood Season; Make Sure Your Business Remains Liquid With The Proper Insurance
MARCH 3, 2014

I.I.I. VIDEO



Choosing an Insurance Company

Here are the crash test dummies Kirk and Crystal to teach you...

FACTS & STATISTICS



Distracted Driving

April is Distracted Driving Awareness Month (#DDAM on Twitter);....

All Facts & Statistics 

I.I.I. BLOG / TERMS & CONDITIONS



MarketScout: Commercial Rates Up Slightly in March

Online insurance exchange MarketScout reported that rates for commercial...

EN ESPAÑOL



Conozca cómo hacer una reclamación al seguro rápida y exitosa

INSURANCE TOPICS

Coverage

+ Business

+ Consumer

Disasters and Risks

Insurance Industry

Features

All Coverage En Español

Insurance Coverage En Español

CONSUMER

ANNUITIES

- ¿Qué es una anualidad?
- Sección de ayuda: Preguntas y respuestas
- ¿Cómo, cuándo y por qué considerar una anualidad como parte del panorama financiero?
- ¿Qué son los diferentes tipos de anualidades?
- ¿Cuáles son las diferencias entre una anualidad fija y una variable?
- ¿Cómo y dónde se adquiere una anualidad?
- ¿En qué se diferencian las anualidades de los seguros de vida?
- ¿Cuánto se debe invertir en una anualidad?
- ¿Cómo recibir las distribuciones o pagos de las anualidades?
- ¿Que son las diferencias entre anualidades diferidas y anualidades inmediatas, y qué es una anualidad vitalicia?
- DEFINICIONES BÁSICAS DE ANUALIDADES

AUTO INSURANCE

- ¿Cómo se hace un reclamo a su aseguradora de automoviles?
- ¿Cuáles son sus derechos cuando introduce un reclamo?
- ¿Cómo se determinan el valor y costo de reparación de su auto?
- ¿Puede su compañía de seguros requerirle el uso de cierto tipo de repuestos para reparar su auto?
- ¿Cuál es la diferencia entre una cancelación y la no renovación de una póliza?
- ¿Qué se incluye en un seguro de auto?
- ¿Qué factores influyen en el precio de una póliza de seguro de auto?
- ¿Se puede manejar legalmente sin seguro de auto?
- ¿Cómo influyen las leyes estatales de conducir a la hora de comprar seguro de auto?

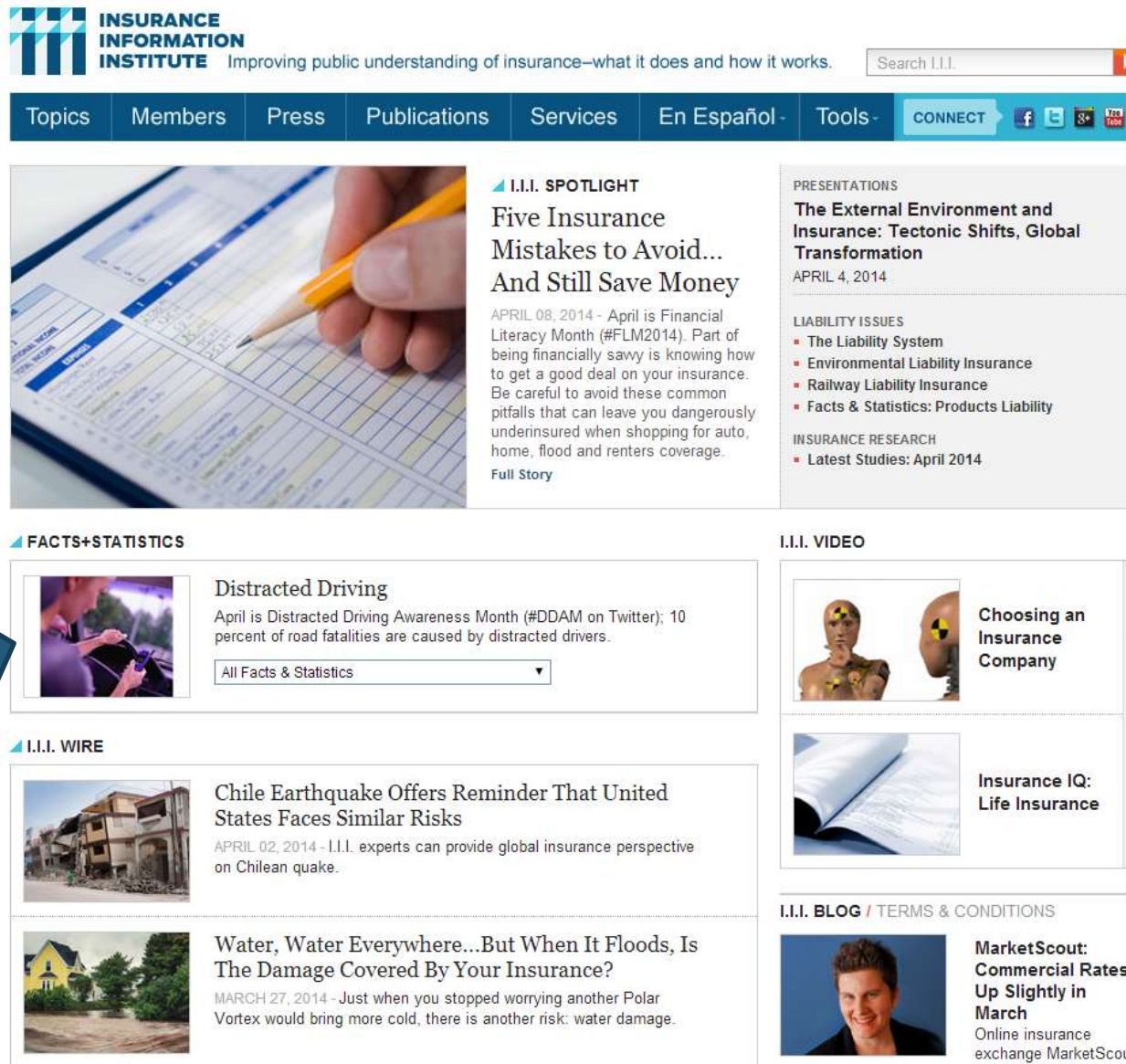
Much of the consumer information on the site is also available in Spanish



WEB, SOCIAL AND MOBILE OUTREACH

The I.I.I. homepage is updated regularly with content relevant to what is happening in the news, or new content being promoted.

The Wire, Facts & Statistics, and Spotlight are all set up as widgets so that companies, agencies and insurance organizations can easily feature updated I.I.I. content on their websites.



INSURANCE INFORMATION INSTITUTE Improving public understanding of insurance—what it does and how it works.

Search I.I.I.

Topics Members Press Publications Services En Español Tools CONNECT

I.I.I. SPOTLIGHT
Five Insurance Mistakes to Avoid... And Still Save Money
 APRIL 08, 2014 - April is Financial Literacy Month (#FLM2014). Part of being financially savvy is knowing how to get a good deal on your insurance. Be careful to avoid these common pitfalls that can leave you dangerously underinsured when shopping for auto, home, flood and renters coverage.
[Full Story](#)

PRESENTATIONS
The External Environment and Insurance: Tectonic Shifts, Global Transformation
 APRIL 4, 2014

LIABILITY ISSUES

- The Liability System
- Environmental Liability Insurance
- Railway Liability Insurance
- Facts & Statistics: Products Liability

INSURANCE RESEARCH

- Latest Studies: April 2014

FACTS+STATISTICS

Distracted Driving
 April is Distracted Driving Awareness Month (#DDAM on Twitter); 10 percent of road fatalities are caused by distracted drivers.

I.I.I. WIRE

Chile Earthquake Offers Reminder That United States Faces Similar Risks
 APRIL 02, 2014 - I.I.I. experts can provide global insurance perspective on Chilean quake.

Water, Water Everywhere...But When It Floods, Is The Damage Covered By Your Insurance?
 MARCH 27, 2014 - Just when you stopped worrying another Polar Vortex would bring more cold, there is another risk: water damage.

I.I.I. VIDEO

Choosing an Insurance Company

Insurance IQ: Life Insurance

I.I.I. BLOG / TERMS & CONDITIONS

MarketScout: Commercial Rates Up Slightly in March
 Online insurance exchange MarketScout

I.I.I. Website: Communications Outreach

The I.I.I. sends out 1-3 news releases a week; these are available on the I.I.I. Wire, through email, and are sometimes sent out using PR Newswire.

I.I.I. WIRE



Chile Earthquake Offers Reminder That United States Faces Similar Risks

APRIL 02, 2014 - I.I.I. experts can provide global insurance perspective on Chilean quake.



Water, Water Everywhere...But When It Floods, Is The Damage Covered By Your Insurance?

MARCH 27, 2014 - Just when you stopped worrying another Polar Vortex would bring more cold, there is another risk: water damage.



Federal Law Has Kept Terrorism Risk Coverage Affordable, Available, Says New I.I.I. White Paper

MARCH 24, 2014 - "TRIA has proven effective in balancing the challenges of terrorism risk, national security and economic stability."

I.I.I. on Facebook



Insurance Information Institute
1,746 likes · 67 talking about this

Non-Profit Organization
We are a non-profit communications and consumer education organization.

About – Suggest an Edit

Photos Videos Likes RSS/Blog

Posts by Page

Insurance Information Institute shared a link.
3 hours ago

Part of being financially savvy is knowing how to get a good deal on your insurance. Be careful to avoid these common pitfalls that can leave you dangerously underinsured when shopping for auto, home, flood and renters coverage. #FLM2014
<http://www.iii.org/articles/five-insurance-mistakes-to-avoid-and-still-save-money.html>

III - Five Insurance Mistakes to Avoid... And Still Save Money
www.iii.org

Like · Comment · Share 5


Insurance Information Institute shared a link.
3 hours ago

Financial Literacy Month continues. Invest a few minutes to learn the ins and outs of your home insurance: #FLM2014

The i's on Insurance: Your Homeowners Coverage - YouTube

The Insurance Information Institute <http://www.iii.org> is all about helping consumers understand 'what insurance is and how it works.' If you're a...

Like · Comment · Share 3



I.I.I. website
@iiiorg

TWEETS	FOLLOWING	FOLLOWERS
2,874	384	8,643


Compose new Tweet...

Also follow us at

facebook.com/InsuranceInfoInstitute


iii.org/insuranceindustryblog

Who to follow · Refresh · View all




DW Simpson @dwsimpson
Followed by IBC and others

Follow Promoted



USGS @USGS
Followed by InsuranceQuote...

Follow



Intelligent Insurer @intellig...
Followed by Cat Bond Cat a...

Follow


Popular accounts · Find friends

Trends · Change

- #TheHobbit Promoted
- Windows XP
- #RuinARomCom
- #EqualPay
- #pickrnscohost
- #OscarPistorius
- Peaches Geldof
- #CivilRightsSummit
- Yankee Stadium
- New York

Tweets


Followed by Don't Tweet & Drive, U.S. Army Reserve and Definition 6.



Verizon Wireless USA @VerizonWireless · 15h
That's a wrap on @ladygaga live, but u can still #GetMoreGaga! Watch the highlights & share them w/ur friends: po.st/ibFY1x


Promoted by Verizon Wireless USA

View media Reply Retweet Favorite More




CSMonitor.com @csmonitor · 13s
A new, pro-Russia 'Maidan' in Ukraine's east? bit.ly/1qIXy1c via @CSMWorldDesk

Expand Reply Retweet Favorite More




Tampa Bay Times @TB_Times · 13s
#Tampa police investigate mutilated animals found by road. tbtm.es/1r2

Expand Reply Retweet Favorite More




CSMonitor.com @csmonitor · 44s
#Assad regime fights for control of rebel-held Qalamoun, which would give it total control of southwestern #Syria: ow.ly/vzgEI

Expand Reply Retweet Favorite More




MarketWatch @MarketWatch · 44s
It's between \$AAPL and \$TSLA. Who'll win our inaugural Markets Madness tourney? on.mktw.net/PYOPXt

View summary Reply Retweet Favorite More




TIME.com @TIME · 50s
Obama eyes equal pay for women amid election-year push ti.me/1knPM9L

Expand Reply Retweet Favorite More



LIMRA @LIMRA · 53s
This afternoon's second set of concurrent sessions begins at 2:30 #lifeconf ow.ly/vnZ7U

Expand Reply Retweet Favorite More



Chubb Insurance @ChubbInsurance · 1m
@AIRWorldwide A family discussion that should not be put off for another time. bit.ly/1oGLZWX

Expand Reply Retweet Favorite More

I.I.I. on Pinterest

Pinterest

+ I.I.I. website 7



I.I.I. website

The mission of the Insurance Information Institute (I.I.I.) is to improve public understanding of insurance -- what it does and how it works.

New York - www.iii.org

Repins from

-  Rachel Rush
-  Shawn Omar
-  Nicola

Pins 4 Likes

155 Followers 40 Following

Disaster Preparedness



Edit

Home Safety and Mitigation



Edit

Auto Safety



Edit

Women and Insurance



Edit

Pool Safety



Edit

Pet Safety and Insurance



Edit

Holiday Preparedness



Edit

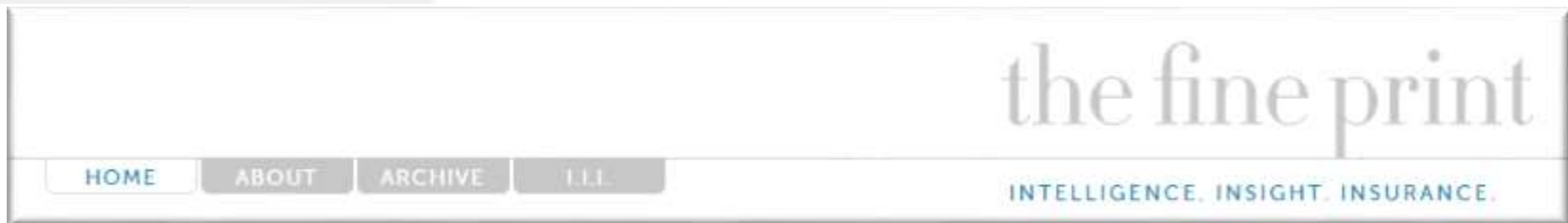
I.I.I. Brochures



Edit



Our blogs, including the new consumer blog, The Fine Print, will continue to form a key part of our content strategy, bringing information to a wide variety of audiences: consumers, industry and media, regional, and disaster victims.



The iiiToolkit: Putting Insurance Tools into the Hands of Consumers

▪The iiiToolkit is a free mobile app suite that can help users put together a disaster plan, learn about selecting the right insurance for their needs and budget, and create and maintain a home inventory database.

▪Takes an action oriented approach: make a checklist; create an inventory; have a conversation with your insurance professional.



Know Your Stuff® - Home Inventory Software & App



Know Your Stuff® HOME INVENTORY

Email:
Password: [Forgot Password](#)

LOGIN

Welcome

to Know Your Stuff® - Home Inventory, the Insurance Information Institute's free online home inventory software. This application makes creating and updating your home inventory easy and efficient. And with our free, secure online storage you will have access to your inventory anywhere, any time. You never know when a disaster may strike, but you can be prepared with an up-to-date home inventory.



Sign Up

Are you a new user?

START NOW



Guided Tour

See an overview of how to use the Know Your Stuff® software.

VIEW



Taking Inventory

Watch a video and read our guide about the important "Taking Inventory."

VIEW



Know Your Stuff App


Adding information to your inventory is easier than ever on our new iPhone and Android apps.

VIEW

[ABOUT I.I.I.](#) | [SUPPORT](#) | [TERMS + CONDITIONS](#) | [PRIVACY POLICY](#)

Know Your Stuff is a free, online home inventory software—and integrated mobile app—that is highly regarded by the public and media, and represents the type of outreach by the industry that generates great PR.

We are planning a complete update of the software and app later this year.



III Inventory
By Insurance Information Institute
Open iTunes to buy and download apps.

Description
Know Your Stuff® - Home Inventory, the Insurance Information Institute's free online home inventory software. This application makes creating and updating your home inventory easy and efficient. And with our free, secure online storage you will have access to your inventory anywhere, any time. You never know when a disaster may strike, but you can be prepared with an up-to-date home inventory.

What's New in Version 2.3
updated sign up process
-small bug fixes
-updated ui

iPhone Screenshots

Verizon 3G 1:24 PM
Know Your Stuff HOME INVENTORY

Welcome

Add Items View Items Add Room

Take / Add Photo Search Settings

457 peul

ADD PHOTO

Add to New Item

Sharing the I.I.I. Mobile Apps

Sharing our apps is as easy as hitting the copy-paste keys...



SERVICES

- Content Permissions
- Insurance Tools
- Meetings Calendar
- Software

Share the I.I.I. Toolkit

Share our apps by using these buttons and banners. You can post them to any website, blog or social networking page and link people to the tools they need.

I.I.I. TOOLKIT



SKYSCRAPER – 170 X 350



BUTTON – 120 X 120

COPY THIS CODE FOR THE BUTTON



COPY THIS CODE FOR THE SKYSCRAPER



The I.I.I. mobile website will be consumer-facing, providing users with the basic information and tools they need in the palm of their hand. With our information in hand, consumers will be well-placed to have a constructive conversation with their insurance professional.

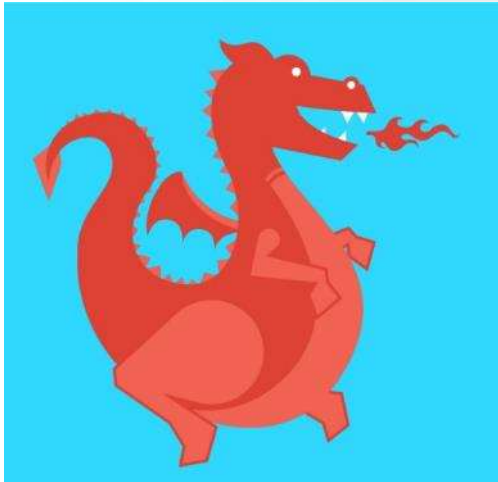


I.I.I. Digital Publications

The I.I.I. Fact Book is available digitally for Kindle e-readers.



“The I’s on Insurance” Video Series



The i’s on Insurance:

**Auto Coverage:
You’re in the Driver’s Seat**



The i’s on Insurance:

Your Homeowners Coverage

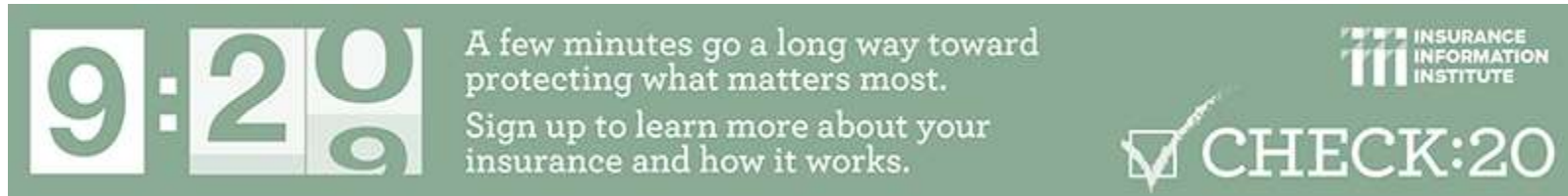


The i’s on Insurance:



[Not So] Risky Business

Animated video series focusing on Homeowners, Auto, Small Business and Claims Filing. The goal is to engage and encourage viewers to reach out to their agent, broker, or company representative to discuss insurance coverage.

“Check20” Campaign



A few minutes go a long way toward protecting what matters most.
Sign up to learn more about your insurance and how it works.



- Check20 is an integrated cross-channel messaging campaign. The goal is to engage consumers and explain the basics of insurance: what they should look for in their policy documents; and how to have a constructive dialogue with their insurance professional.
- The core of the program is the weekly email newsletter, focused on Home, Auto, and Financial Planning information.





HOW TO WORK WITH THE I.I.I?

What the I.I.I. Can Do to Support

- Assist with company-specific media messaging.
- Speak on the company's behalf when you would prefer not to respond.
- Generate media interest in your new products, services, educational or philanthropic endeavors.
- Make I.I.I. research and analysis available for company-specific use.
- Present insurance information and/or economic analysis at events and meetings, as well as brief your outside communications consultants.
- Co-produce webinars and other events.
- Arrange meetings with key media.
- Special projects (strategic planning, marketing, op-eds, etc).

Best Practices for Insurers to Work Effectively with the I.I.I.

- Inform the I.I.I. of your communications goals and objectives.
- Incorporate the I.I.I. into your overall communications strategy.
- **Provide CAT information to I.I.I. prior to Catastrophe**
- Provide a “heads up” on new products, issues and internal messaging.
- Notify the I.I.I. of social media campaigns and outreach efforts.



QUESTIONS/DISCUSSION



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www.iii.org

**Thank you for your time and
attention!**