



SEPTEMBER 30, 2021

NAVIGATING FINANCES

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

EVENT SUMMARY SEPTEMBER 30, 2021

Make smart decisions with your money.

204 REGISTRANTS

ATTENDEE FEEDBACK

"It was great.
Enjoyed Nicole Curtis and
her expertise."



"The **Legal issues** were interesting
and worthy of follow up"

SURVEY FEEDBACK

8 Overall Event Satisfaction

8 Satisfaction with
our Experts

10 Would you be interested in
attending other MLive events?

SPEAKERS



Nicole Curtis
KEYNOTE SPEAKER

EXPERTS

MODERATOR



Lindsay
Moore



David
Carrier



Alan
Lockwood



Emily
Schoen



Darren
Montreuil

PROMOTIONAL CAMPAIGN WITH SPONSOR LOGO INCLUSION



DIGITAL CAMPAIGN – MLive.com

- 13 Fixed, High-Impact Positions
- Targeted Digital Multi-Size Campaign

3,677,866 Digital Impressions Served
2,350 Clicks



PRINT CAMPAIGN – MLive.com Print Publications

- 5 Full-Page Ads
- 5 Half-Page Ads

Reaching Over **1 MILLION** Readers



SOCIAL – MLive.com and MLive Media Group Social Channels

20+ Reaching **1 MILLION +**
Social Posts Over Followers



Event Emails 15 Emails to MLive.com Email Lists

36k+ Recipients | **31%** Avg. Open Rate



Virtual Gift Bag
40% Open Rate

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