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Cyber insurance awards usa

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PR & Media
Guidance

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PR & Media Guidance

PR & Media Guidance for the Cyber Insurance Awards USA 2024

Congratulations on being shortlisted for the Cyber Insurance Awards USA 2024!

We're sure you and/or your organisation would like to shout about your inclusion and we'd love you to do so too! This document gives you some guidance to help make that easier.

Inside this pack you will find details on what to share in press releases, social media as well as the key facts about the Awards. To coincide with our release please only post on social media from July 19th at 13.00 EST.

Please use the following website link for any of your promotional materials: <https://www.cyber-insurance-awards-usa.com/>

When posting on social media, please include our hashtag:
#CyberInsuranceAwardsUSA

And if you tag us using the handles below, we will re-share your post:

X: @intelligentins

LinkedIn: [linkedin.com/company/intelligent-insurer/](https://www.linkedin.com/company/intelligent-insurer/)

For queries please contact:

Mark Lilley, Awards Research Lead, Intelligent Insurer
EMAIL: mlilley@newtonmedia.co.uk

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About the Awards

The US cyber insurance market is a hotbed of innovation. *Intelligent Insurer's* inaugural **Cyber Insurance Awards USA 2024** seeks to recognise and reward the remarkable achievements of the individuals and companies who have worked hard to elevate the standards of cyber risk management. With categories rewarding every aspect of cyber insurance, whether you are a carrier, broker, MGA, Insurtech provider, SME, or an individual, this is an unmissable opportunity to associate your brand with the best in the industry.

Key dates:

- Nominations Open: May 1st, 2024
- Nomination Deadline: midnight EST June 12th, 2024
- Shortlist Announcement: July 19th, 2024
- Winners Announcement: Winners will be published on the *Intelligent Insurer* website on July 31st, 2024

For queries please contact:

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Our expert panel of judges include:

- Scott Stransky, Managing Director and Head of the Cyber Risk Intelligence Center, **Marsh McLennan**
- Shiraz Saeed, VP – Cyber Risk Product Leader, **Arch Insurance Group**
- Catherine Lyle, SVP – Head of Cyber Claims & Incident Response teams, **Tokio Marine HCC**
- Meghan Hannes, Chief Underwriting and Claims Officer, **K2 Cyber**
- Craig A. Linton, Cyber & Technology Product Lead and Underwriting Manager, **Beazley**
- Judy Selby, Partner, **Kennedys LLP**
- Yosha DeLong, Global Head of Cyber, **Mosaic Insurance**
- Annamaria Landaverde, SVP, Cyber Practice Lead, **Munich Re**
- Brian T. Robb, SVP – Head of Cyber, MPL, Tech E&O, US, **Berkshire Hathaway Specialty Insurance**
- Lydia Lasalata, Global Head of Cyber Reinsurance; Senior Vice President-Professional Liability Treaty Team, **AXIS Re**
- Monica Tigleanu, Cyber Strategy Director, **BMS Group**
- Ho-Tay Ma, Senior Vice President – North America Team Leader for Professional Lines, **SCOR**
- Brent Rieth, Head of Cyber Solutions North America, **Aon**
- Jay Stampfl, SVP & Managing Director, Cyber, **Alliant**
- Erica Davis, Managing Director & Global Co-Head of Cyber, **Guy Carpenter & Co.**
- Crystal Boch, Director of US Cyber Analytics at Aon Reinsurance Solutions, **Aon Re**
- Patrick Thielen, Global Head of Cyber Insurance, **Liberty Mutual**
- Shannon Groeber, CEO, **CFC, USA**
- Adam Abresch, Cyber Practice Leader, **Acrisure**
- Pascal Millaire, CEO, **CyberCube**
- Manu Singh, Head of Cyber, **KYND**
- Lawrence Baldino, President – Cyber, Technology, and Professional Liability, **DUAL North America**

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About the Awards

Categories:

Intelligent Insurer's **Cyber Insurance Awards USA 2024** consist of a total of 20 categories - made up of 15 Company and 4 Individual Awards which will be decided by our expert judging panel. There will also be a "Special Recognition in Cyber Insurance" award decided by the Intelligent Insurer team*.

Award Categories:

- Cyber Insurance Carrier of the Year
- Cyber Underwriting Team of the Year
- Cyber Claims Team of the Year
- Cyber MGA of the Year
- Cyber Insurance Broker of the Year
- Cyber Reinsurance Broker of the Year
- Cyber Reinsurer of the Year
- Cyber Insurtech of the Year
- Cyber Insurance Technology Provider of the Year
- Cyber Risk Management Team of the Year
- Cyber Insurance Incident Response of the Year
- Cyber Security Consulting Services Team of the Year
- Cyber Security Solution Provider of the Year
- Cyber Law firm of the Year
- Cyber Insurance SME Initiative of the Year
- Cyber Legend
- Cyber Insurance Mentor of the Year
- Rising Star in Cyber Insurance
- Inspiring Woman in Cyber Insurance

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Press Releases

We will be sharing an article on the *Intelligent Insurer* website detailing all the finalists shortlisted in each category.

We would like to activate a huge amount of activity on social media, both across our own channels (LinkedIn and X) and across your channels (both company and individual). We have prepared some templates and imagery below to encourage sharing.

Can I contact the media directly?

Yes, absolutely! If you have strong contacts with trade media then we would love you to approach them and tell them about your achievement. Please let us know about any coverage you generate.

When can I contact the media directly?

Any time from July 19th at 13:00 EST.

Do I need to get the press released approved?

No - it's your press release and you have control. It is helpful for us to see press releases for reference (please email mlilley@newtonmedia.co.uk but we don't expect to sign them off. We are very happy to share the main press release from July 19th at 13.00 EST (when we are releasing our own results) so that you can take any content directly from that.

For queries please contact:

Mark Lilley, Awards Research Lead, Intelligent Insurer
EMAIL: mlilley@newtonmedia.co.uk

Social Media

How else can I help on social media?

We encourage you to shout about your success on social media and your other 'owned channels. Below are some suggested template social media posts that you can use. To coincide with our release please only post from July 19th at 13.00 EST. When posting on social media, please include our hashtag: #CyberInsuranceAwardsUSA. And if you tag us using the handles below, we will re-share your post:

- X: @intelligentins
- LinkedIn: [linkedin.com/company/intelligent-insurer/](https://www.linkedin.com/company/intelligent-insurer/)

Sample posts for X:

We're honoured to be a finalist in the inaugural Cyber Insurance Awards USA 2024, brought to you by @IntelligentIns! Thank you! Explore the full list of finalists at <https://www.cyber-insurance-awards-usa.com/>. #CyberInsuranceAwardsUSA

We're thrilled to announce our place as a finalist in the Cyber Insurance Awards USA 2024! This highlights our commitment to excellence in the cyber insurance market. Take a look at the full list of finalists at <https://www.cyber-insurance-awards-usa.com/>. #CyberInsuranceAwardsUSA

We're excited to share that we're a finalist in the prestigious Cyber Insurance Awards USA 2024! This acknowledgement reflects our ongoing efforts to drive forward innovation in cyber insurance: <https://www.cyber-insurance-awards-usa.com/> #CyberInsuranceAwardsUSA

Exciting news! We're among the finalists in the Cyber Insurance Awards USA 2024, highlighting our commitment to excellence in the cyber insurance market. Discover the full list of finalists at <https://www.cyber-insurance-awards-usa.com/>. #CyberInsuranceAwardsUSA

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Social Media

Sample post for LinkedIn and Facebook:

Exciting news! We're thrilled to be named a finalist in the inaugural Cyber Insurance Awards USA 2024, presented by @Intelligent-Insurer!

This recognition underscores our unwavering commitment to excellence in the ever-evolving landscape of cyber insurance.

In an era where digital threats are constantly evolving, being acknowledged by industry experts is a testament to the hard work and dedication of our team. We are proud to stand among the top contenders, showcasing innovation, resilience, and a commitment to protecting businesses from the growing cyber risks.

This recognition wouldn't be possible without the trust and collaboration of our valued clients and partners. Your support has been instrumental in our journey towards excellence in cyber insurance solutions.

Curious to discover more about the outstanding achievers in the Cyber Insurance Awards USA 2024? Take a look at the full list of finalists and winners at <https://www.cyber-insurance-awards-usa.com/> to see the leaders shaping the future of cyber resilience.

#CyberInsuranceAwardsUSA #CyberInsurance #InsuranceExcellence
#CyberAwards

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Imagery

Badge

Shout about your achievement! Shortly, you will receive a digital finalist badge that is a symbol of your excellence and recognition in the cyber insurance industry. Feel free to incorporate it into your professional materials, such as email signatures or marketing collateral, to showcase your accomplishment and association with the Cyber Insurance Awards USA 2024.

Social media banner

A picture can be worth a thousand words. Attached to this media pack is a banner you can use to let your social media followers know of your exciting news.

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