

Brokerage Expertise to Increase and Retain Media and Entertainment Clients

Media Risk Consultants, LLC provides experienced insurance and risk management advice to help insurance brokers better attract and retain media and entertainment clients. We will differentiate you from other brokers by elevating your expertise. Because of the convergence of technology and content, your clients are facing pervasive and increasingly complex media exposures. Certainly, your clients are engaging in social media and internet activities exposing themselves to content exposures, which are not adequately addressed by the CGL. We will help you avoid dangerous coverage gaps and help you sell specialty media coverages. MRC provides an economical and efficient way for you solidify your media client base, cross-sell media coverage to existing clients and grow the business. Let us be your internal resource for:

Sales

- Identify prospects for new and cross-sell opportunities
- Develop sales materials and talking points
- Assist with RFP responses
- Identify and develop affinity programs

Client Service and Retention

- Prepare brokers for client meetings
- Perform risk assessments and other work to help brokers understand clients' media business and attendant risks
- Create client newsletter/emails about new developments/claims in media liability
- Advocate coverage under media, specialty errors and omissions and "personal and advertising injury" policies

Policy Negotiations and Placement

- Prepare complex underwriting submissions
- Conduct policy comparisons
- Prepare underwriting specifications and oversee placement negotiations

For more information about our services or to discuss a specific project, please contact us:

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