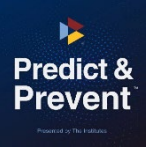# PREDICT & PREVENT™ PODCAST SERIES

Introducing Predict & Prevent™: Collaborative risk strategy minimizes losses, enhances resilience, and benefits society. The Institutes' podcast delves into pressing challenges, innovative solutions, aiming to spark dialogue and initiatives among experts for transcendent value.

Predict & Prevent
Presented by The Institutes

The Institutes Defines Predict & Prevent: A Risk Management Strategy that focuses on using all available tools and techniques to prevent losses from occurring.

HOST:
Pete Miller, CEO of The Institutes and several leading authorities from the insurance & risk management community.

CONTENT:
Challenges, Solutions, Applications, Innovation, Safety & More.
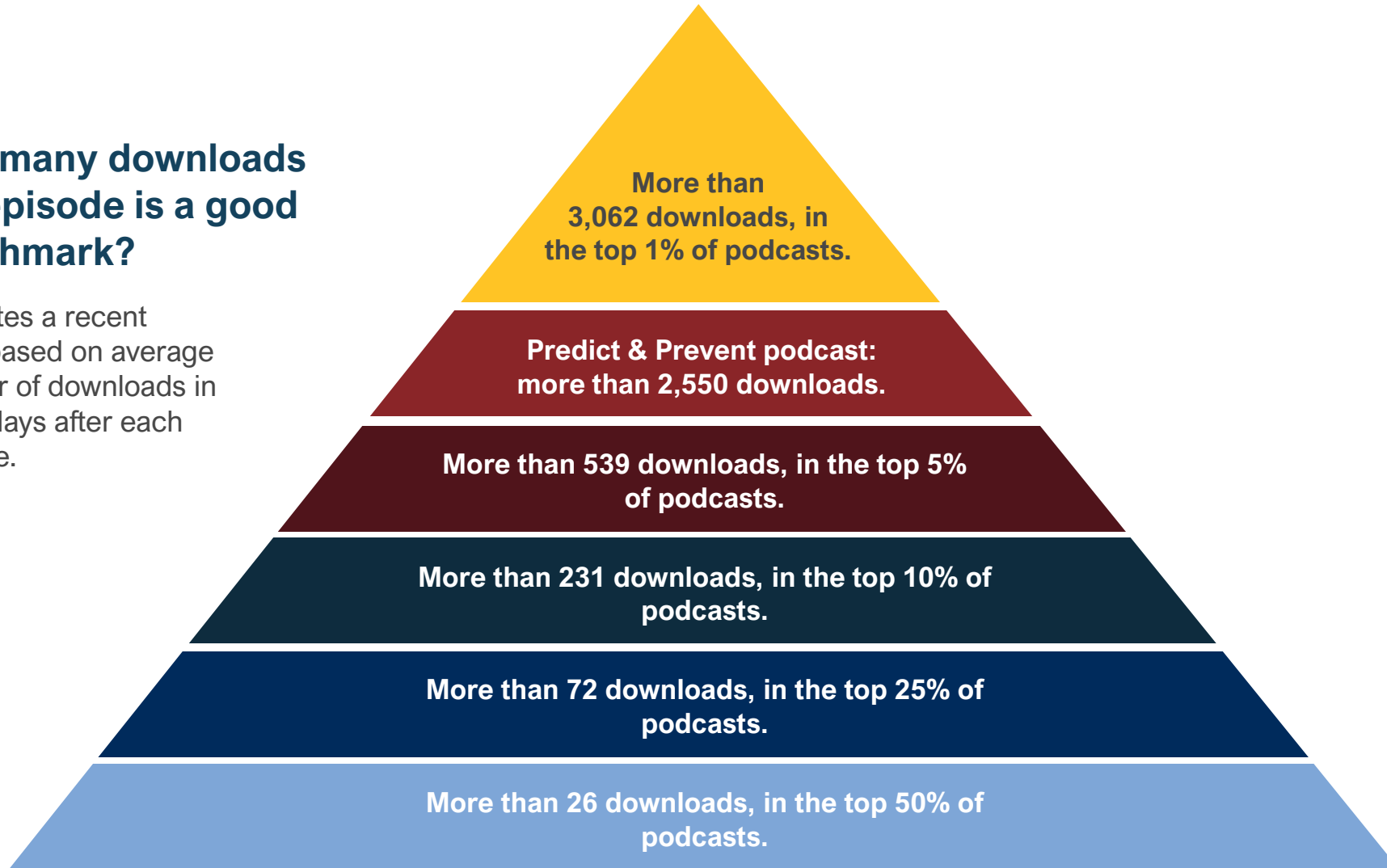
OPPORTUNITY:
Partnership with The Institutes around a compelling & timely theme.

RISK&INSURANCE
Affiliated with The Institutes

HOW DOES P&P PODCAST STACK UP?

How many downloads per episode is a good benchmark?

Quill cites a recent study based on average number of downloads in first 7 days after each episode.

More than 3,062 downloads, in the top 1% of podcasts.

Predict & Prevent podcast: more than 2,550 downloads.

More than 539 downloads, in the top 5% of podcasts.

More than 231 downloads, in the top 10% of podcasts.

More than 72 downloads, in the top 25% of podcasts.

More than 26 downloads, in the top 50% of podcasts.

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PREDICT & PREVENT™ PODCAST PERFORMANCE

Total downloads (all episodes): 33,753

Episode	Title	Release Date	Downloads	Unique Listeners
S1: EP8	How a Robotic Dog Fetches Risk Data; Season 1 Finale Ask Me Anything	Sept 7, 2023	1,445	1,380
S1: EP7	The Insurance OG of Prevention; Technology Can Starve Wildfires of Fuel	Jul 13, 2023	4,814	4,531
S1: EP6	How FEMA Does Resiliency; Computer Vision Enhances Safety	Jun 29, 2023	5,626	5,326
S1: EP5	Predicting Wildfires, Worker Injury with Better Risk Data	Jun 15, 2023	9,360	9,003
S1: EP4	Policymaker Perspectives	Jun 01, 2023	3,387	3,224
S1: EP3	Preventing Catastrophic Water Damage	May 18, 2023	3,321	3,197
S1: EP2	Hidden Dangers Uncovered	May 04, 2023	3,930	2,816
S1: EP1	Existential Urgency	Apr 20, 2023	2,726	2,628
S1	Introducing Predict & Prevent	Feb 14, 2023	147	138

Source: CoHost. All data as of May 18 launch through July 9

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Affiliated with The Institutes

AFFILIATE PROMOTION

In addition to social media, multiple affiliates are sending emails and creating content to raise visibility of the podcast and topic:

Predict & Prevent

INSURANCE INFORMATION INSTITUTE	RISK & INSURANCE	INSURANCE THOUGHT LEADERSHIP.com	INTERNATIONAL INSURANCE SOCIETY	The Institutes Agent & Broker Group™	The Institutes Knowledge Group™
• Press release • Podcast promotion in Triple-I Daily • Resilience content	• P&P commentary • P&P content channel • Special issue • Podcast	• P&P content channel • Q&A w Pete Miller • P&P webinar	• P&P in global priorities survey • P&P insurtech award	• P&P promotion in Voices of Risk Management podcast • Pete Miller guest on podcast TBD	• P&P social media promotion • P&P content messaging

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PREDICT & PREVENT™ EPISODE FORMAT

Join Peter Miller, President and CEO of The Institutes, in Predict & Prevent – a continuation of TI's 8-episode inaugural launch. With insightful interviews featuring internal leaders, policymakers, tech innovators, and industry executives, we delve into solutions for critical risks. Explore A.I. and tech's potential in loss reduction.

Episode Format: Each episode will be roughly 30-40 minutes in length

- Host Mr. Pete Miller presents the Predict & Prevent podcast and introduces himself.
- Pete introduces episode themes and guest speakers.
- Sponsor pre-roll
- A substantial segment features a guest analyzing pivotal challenges and considerations.
- Sponsor mid-roll
- Miller and guest explore solutions pertinent to the episode's focus.
- Concluding each episode, Pete summarizes and recognizes sponsor.

PREDICT & PREVENT™ SINGLE EPISODE SPONSOR

Our innovative single episode sponsorship framework is designed for a sole partner, ensuring maximum visibility. Through this partnership, your brand gains a unique alignment in an episode of The Institutes' prestigious Predict & Prevent™ podcast series.

Episode Sponsorship Option: (Partner)

Sponsorship Elements:

- Tailored Advertising Approach: Episode advertising incorporation, promotions, and creative formats will be thoughtfully determined.
- Double Advertisement Exposure: Enjoy two prime advertisement slots per episode—secured pre-roll and mid-roll positions provide optimum impact.
- Precise Ad Lengths: Pre-roll spans a concise 15 seconds, while mid-roll enjoys approximately 1-minute exposure.

- Episode Web Presence: Website integration is underway, including episode mentions and prominent logo placement.
- Elevated Email Presence: Sponsorship recognition is extended to email promotions, showcasing our valued episode sponsor.
- Robust Social Media Reach: Every episode is showcased across a diverse network of affiliate brand-owned social platforms, connecting with a wide-ranging audience within the insurance and risk management community.

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