

World Risk Day Shines Spotlight on Strategic Risk Management, Active Risk Thought Leaders

Zero to Five and Active Risk, Jan 1, 2013

Summary: 2013 Silver Anvil Award of Excellence Winner — Events and Observances (Seven or Fewer Days) — Business to Business

When it comes to risk management, too many companies utilize spreadsheets and a siloed approach to compliance. Billions of dollars are lost each year through mismanaged risks and missed opportunities. Active Risk, a provider of Enterprise Risk Management (ERM) software, wants executives to think about risk as a strategic imperative, rather than a tactical program. The answer: World Risk Day – a day dedicated to promoting the advantages of ERM. An integrated campaign of PR, social media, email and content marketing delivered trade and business coverage of ERM, 1,200+ participants, hundreds of U.S. leads and a thought leadership position for Active Risk.

Events and observances (seven or fewer days) includes programs or events scheduled for one to seven consecutive days (not including planning and preparation). Events may include commemorations, observances, openings, celebrations or other special activities, and must occur within a time span of one week.

Full Text: **OVERVIEW**

When it comes to risk management, most companies focus on project risk, utilizing Excel spreadsheets and a siloed approach to compliance. The result is billions of dollars lost every year through mismanaged risks and missed opportunities. Active Risk, a provider of Enterprise Risk Management (ERM) software, enables companies to take an enterprise view of their risk, transforming risk into opportunity. The challenge was how to get executives to think about risk as a strategic imperative, rather than a tactical program. Headquartered in London, Active Risk also wanted to build awareness in the U.S. The answer: World Risk Day – a full day dedicated to promoting the advantages of ERM with participants from around the world. Promotions included an integrated campaign of public relations, social media, and email and content marketing that would deliver widespread trade and business coverage of enterprise risk management, more than 1,200 participants, hundreds of U.S. leads and a secured thought leadership position for Active Risk.

RESEARCH

In defining and messaging WRD and the opportunities for Active Risk, our research centered around four key items: a media audit of “enterprise risk,” industry metrics around the cost of mismanaged risk, competitive research on other risk solutions, and the identification of key industry organizations that could become co-sponsors of WRD and lend credibility as well as reach to the program.

The research was invaluable and created strong pillars for planning and messaging:

- Statistics around the cost of mismanaged risk helped drive interest and raise awareness

of the magnitude of the issue.

- Multiple trade organizations signed on as co-sponsors to WRD, which instantly gave the event credibility, as well as the appearance of being industry-based, rather than vendor-based. Participating organizations included IRM, RIMS, and AFERM, among others.
- Little media coverage of “enterprise risk management” opened the door to bringing the issue to the forefront and getting editors excited about the concept.
- Competitive research allowed us to message effectively about the benefits of the Active Risk solution.

PLANNING

Zer0 to 5ive developed a **comprehensive marketing and communications plan** for the launch of the first World Risk Day (WRD). Active Risk wanted to accomplish three things with World Risk Day:

- Put enterprise risk management on the map.
- Position themselves as the thought leader in the space.
- Elevate US awareness of the Company and drive leads.

Audiences:

- Current customers
- Potential customers (CEOs, CFOs, CIOs, CROs, risk professionals, project professionals)
- Media
- Industry analysts
- Influencers

The **strategy** included five main components:

1. Create WRD as an industry event, rather than a vendor event – include trade associations and other organizations to build credibility and reach; highlight the opportunity and advantage within well-managed enterprise risk with the support of others.
2. Create a Virtual Summit of online presentations from risk experts around the world; leverage both US participation as well as Active Risk’s role as host.
3. Give WRD value beyond the Virtual Summit by creating a Risk Resource Center that would become the go-to resource for risk information from organizations around the world.
4. Educate and excite media about WRD through outreach prior to, during, and post-event; promote both WRD and Active Risk’s role.
5. Implement an integrated program of social media, public relations, content marketing and email marketing to drive awareness, participation and engagement.

Supporting this strategy, Zer0 to 5ive:

- Designed a **social media plan** to maximize awareness, utilizing YouTube, Twitter, and LinkedIn
- Launched a **news bureau**, including a series of press releases leading up to WRD, speaker bios, fact sheets, industry metrics, and access to key Active Risk executives for interviews
- Created and leveraged a **WRD logo, microsite, blog, supporter materials, and email marketing**
- Compiled the latest **risk research** from a variety of industry sources, creating a “one stop” resource center on the WRD microsite, and a metrics one-pager for media outreach
- Developed an **ERM Readiness Guide** as a follow-up piece to participants

Key Messages: World Risk Day (WRD) is the first-ever awareness day to provide a global forum for business leaders to share best practices on how taking smarter risk drives strategy,

confidence and, ultimately, profitability within the organization.

- Strategic, enterprise risk management drives opportunity and competitive advantage.
- Companies lose billions of dollars each year in mismanaged risk and lost opportunities.
- WRD is supported by risk leaders and organizations worldwide, and Active Risk is a founding supporter, host and presenter.

EXECUTION

Execution began with the development of more than 14 pieces of media and marketing collateral including: press releases, fact sheets, graphics, a microsite (<http://www.worldriskday.com>), blog, supporter materials, Twitter, LinkedIn, and YouTube accounts, PPT templates, HTML emails, and online ads.

Establishing WRD – To establish WRD, we launched global outreach with a detailed microsite and online resource center, a series of press releases leading up to WRD and on the day itself, social media engagement (daily Twitter engagement, video posts to YouTube, regular LinkedIn Group discussions/postings), and near-daily blog activity. Supporters were provided with a variety of materials and templates for spreading the word internally and externally.

Promoting Active Risk Involvement – Active Risk was established as a “founding supporter” of WRD – giving the brand prime exposure on the microsite, in all press releases and other related collateral. Active Risk promoted their involvement on ActiveRisk.com as well with a home page banner, blog posts, and a press release.

Media outreach included promoting WRD as a first-ever event, inviting media to participate, and positioning Loren Padelford, Executive Vice President and General Manager of Active Risk, as the WRD spokesperson. Active Risk executives also completed a media tour in New York City, presented a session in the WRD Virtual Summit, and provided guest blog posts to the WRD blog.

EVALUATION

WRD was a tremendous success, exceeding all goals and ultimately resulting in tremendous media coverage, seven new customers and a pipeline of over 700 prospects. Its success in 2012 has made it a strategic PR and marketing activity for 2013.

- The WRD Virtual Summit generated 1,200 registered participants from around the world, and over 2,200 session registrations. Loren Padelford’s (Active Risk) session was one of the most attended.
- Ten organizations from around the globe joined on as supporters, promoting WRD to their members, issuing press releases, and engaging in conversation. More have inquired about 2013 participation.
- Active Risk and WRD were covered in 50 separate articles/podcasts/videos, resulting in over 8M impressions, including coverage in the *Wall Street Journal*, *The New York Times*, *TheStreet.com* (twice), *Business Insurance*, *Risk Management Magazine*, *Risk Management Monitor*, *Risk Management Professional*, and *Property & Casualty Magazine*.
- Social media engagement garnered 597 total views on YouTube, 156 followers on Twitter with 200+ related tweets in the 48 hours surrounding WRD, and over 80 LinkedIn members.

Product #: 6BE-1303C06