

## **Executive Level to Managers/Supervisors:**

**Subject Line:** The Institutes at Our Upcoming Industry Education Fair

Dear managers,

We are counting on you to support our commitment to professional development by encouraging your team to stop by The Institutes' booth at our upcoming insurance education fair **<Date, Time, Location, Other Event Details>**

The Institutes, the trusted leader in delivering proven knowledge solutions that drive powerful organizational results, will be providing information on professional designations and knowledge solutions, including these:

- Chartered Property Casualty Underwriter (CPCU®)
- Associate in General Insurance (AINS®)
- Associate in Claims (AIC)
- Associate in Risk Management (ARM)
- Associate in Commercial Underwriting (AU)
- CEU.com, a convenient, one stop continuing education solution

Attached is an email template you can use to inform your employees about this career-enhancing opportunity. For details about The Institutes' courses and programs, visit [www.TheInstitutes.org](http://www.TheInstitutes.org).

Thank you for your leadership in this important initiative.

Sincerely,

**< NAME, DEPARTMENT /POSITION >**

## Executive Level to Employees

**Subject Line:** Unlock New Career Opportunities at The Institutes' Booth

Dear employees,

Be sure to stop by The Institutes' booth at our upcoming insurance education fair **<Date, Time, Location, Other Event Details>**

The Institutes, the trusted leader in delivering proven knowledge solutions that drive powerful organizational results, will be providing information on increasing your knowledge and earning professional designations in claims, underwriting, risk management and more!

We are committed to making sure our employees have opportunities to obtain technical knowledge and advance their careers.

**OPTIONAL:** On top of the valuable technical knowledge you will gain, we offer the following benefits to employees who pursue professional development:

- **<Tuition reimbursement>**
- **<Covering the cost of textbooks and study materials>**
- **<Completion bonuses>**
- **<Insert any additional educational assistance benefits >**

For details about The Institutes' courses and programs, visit [www.TheInstitutes.org](http://www.TheInstitutes.org).

We hope to see you there!

Sincerely,

**< NAME, DEPARTMENT /POSITION>**

## **Managers/Supervisors to Employees**

**Subject Line:** Learn How The Institutes Can Help You Advance Your Career

Dear <Employee Name>,

Don't forget to stop by The Institutes' booth at our upcoming insurance education fair <Date, Time, Location, Other Event Details>

No matter where you are in your career path, The Institutes have technical insurance knowledge solutions you can use to better serve your clients and unlock new career opportunities.

**The Institutes' knowledge solutions include:**

- Chartered Property Casualty Underwriter (CPCU®)
- Associate in General Insurance (AINS®)
- Associate in Claims (AIC)
- Associate in Risk Management (ARM)
- Associate in Commercial Underwriting (AU)
- CEU.com, a convenient, one stop continuing education solution

For details about The Institutes' courses and programs, visit [www.TheInstitutes.org](http://www.TheInstitutes.org).

I encourage you to take advantage of this opportunity to advance your career!

Sincerely,

< NAME, DEPARTMENT /POSITION >