Educational Travel Toolkit: March 2022 Travel Insurance Webinar

Webinar Registration Link:  
<https://meetusi.webex.com/meetusi/onstage/g.php?MTID=e68430bc32479056c8cb75e82168d93d8>

Background:  
As the travel industry and individual travel habits rebound following the Covid pandemic lockdowns and restrictions, USI Travel Insurance Services aims to educate travelers and future travelers on the value of travel insurance for any trip. The webinar will explain the benefits of travel insurance today, including the CFAR upgrade option, which has seen increased demand as travelers make their way back out into the world, and other benefits that are particularly relevant to travelers as we emerge from the pandemic.

Messaging:

* Focus on the benefits of travel insurance for any trip: international or domestic.
* Highlight important plan benefits:
  + Cancel For Any Reason (CFAR) option – offering additional security and flexibility in an uncertain world, and giving the insured freedom of their decision when it comes to their trip. Highlight IFAR as well, as a unique benefit not found on most plans.
  + Travel Delay, Emergency Medical and Emergency Medical Evacuation: Benefit limits that comply with new travel insurance minimum requirements put in place recently by many countries, cruise lines, etc.
  + Plans that may cover for many Covid-19 related disruptions, including sickness and mandatory quarantine

# Toolkit Components:

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| --- | --- |
| **Type** | **Specs** |
| E-newsletter Article/Blog Post |  |
| Social Media Ad Copy/Images | 1200x628 |
| Web Banner Ads/E-newsletter Ads | Leaderboard – 728x90  Medium Banner – 300x250  Mobile Banner – 320x100 |
| Social Media Posts | 7 sample posts |

**E-Newsletter Article/Blog Post**

As the world continues to re-open, you may be eager for an escape and new surroundings. But travel during a pandemic may bring new concerns when leaving home. As you plan your next trip, whether it will take you across the state or across the world, consider the many benefits of travel insurance.

Travel insurance can be a smart economic choice to help protect your trip investment. The cost of a travel insurance plan varies based on your age, the cost of your trip and which plan you select, but any plan cost may be much less than the potential cost of a disruption to your travel plans, whether it’s a cancellation due to illness, a delay due to horrible weather, or a medical emergency away from home. Despite our best efforts to control our surroundings, the unexpected happens more often than you’d think.

Many travelers now are particularly concerned with the effects of the Covid-19 pandemic on their travel plans and may wonder how travel insurance can help. When researching and selecting an insurance plan, be sure to understand how the plan might cover you: are pandemics excluded from the plan? Would you be covered if you or your traveling companion became ill with Covid prior to or during your trip? What kind of coverage would be available should you be forced to quarantine at your destination? Does the plan include adequate coverage to meet insurance requirements in your destination country?

Planning travel during uncertain times is driving many travelers to seek maximum flexibility when it comes to cancelling their trip. A popular option is to upgrade your plan with Cancel For Any Reason (CFAR) coverage. This upgrade allows you to cancel your plan for any reason at all, including reasons not normally covered by the plan. Just be sure to buy your travel insurance plan early – there are time-sensitive benefits, including CFAR, that are not available if you don’t enroll soon after your first trip payment.

Wondering where to start? Good news: [Organization/alumni association name] already has a plan available for you to use. Go with a plan that’s been vetted and is trusted by [your organization/alumni association name here]. Choose from three plan levels to find the option that meets your coverage needs and budget.

Learn more about travel insurance and why it’s so important for your next trip on our upcoming webinar. The session will explain the purpose of travel insurance and review some of the key benefits offered by our plan, including benefits specific to today’s pandemic travel requirements. The webinar will take place on Thursday, March 10 at 2:00 p.m. Eastern Time. Register today!

*As always, read the plan documents carefully to fully understand your coverage. If you have any questions or need help picking the best plan for you, email* [*info@travelinsure.com*](mailto:info@travelinsure.com) *or call 1-800-937-1387.*

**Social Media Ad copy options:**

Don’t take your next trip without travel insurance. Join our webinar to learn why.

New travel trends, new travel requirements, and the ins and outs of travel insurance.

Ready to travel again? Learn why travel insurance is a good idea!

Thinking about planning a trip? Learn why you should consider travel insurance.

Finally ready to book that long-awaited trip? Learn why travel insurance is a good idea!

Whether you’ll travel again next month or next year, join us to learn why travel insurance is a smart idea for your next trip.

Small trip, big trip. Family trip, solo trip. Learn why travel insurance is a good idea for all of them.

As travel beckons again, learn how travel insurance can help you!

**Social Media Sample Posts:**

Travel is back, but it comes with new requirements, and new uncertainties. Be prepared for your next trip and learn how travel insurance can help you plan for the unexpected. Join our webinar on Thursday, March 10 to learn more. #travelmore #travelsafe

Ready to travel again? Don’t make plans without getting travel insurance. Join a webinar on Thursday, March 10 to learn about travel trends, new requirements and how the [organization/alumni association name] travel protection plan can help. #travelmore #travelsafe

CFAR: this may be the travel insurance upgrade you need in uncertain times to give you flexibility with your travel plans. Join a webinar on Thursday, March 10 to learn about travel trends, requirements and how the [organization/alumni association name] travel protection plan can help. #travelmore #travelsafe

Ready to take a trip away from home? Don’t go without travel insurance. Join a webinar on Thursday, March 10 to learn about travel trends, requirements and how the [organization/alumni association name] travel protection plan can help. #travelmore #travelsafe

Think travel insurance is just for international travel? Think again! Our plans cover ANY trip, no matter the distance. Join a webinar on Thursday, March 10 to learn more. #travelmore #travelsafe

Thinking about traveling again? Protect your trip with the [organization/alumni association name] travel protection plan. Add the Cancel For Any Reason (CFAR) upgrade – giving you total control and flexibility in a time when you’re seeking it most. Join a webinar on Thursday, March 10 to learn more.

As organized as you are, you can’t control everything when you travel. Airline delays, weather, illness and accidents are all realities of life! Plan for the unexpected when you travel with the [organization/alumni association name] travel protection plan. Join a webinar on Thursday, March 10 to learn more. #travelmore #travelsafe

**Social Media Images (1200x628px):**

Right click on the image and “Save as Picture.” Then use on your social media feed with the copy options, as desired.

A boat on a beach

Description automatically generated with low confidence A picture containing water, outdoor, river, boat

Description automatically generated

A picture containing water, outdoor, river, nature

Description automatically generated A picture containing sky, plane, airplane, outdoor

Description automatically generated

**Web Banner Ads – SPECIFIC to March 10 Webinar Promotion:**

Right click on the image and “Save as Picture.” Then use on your website or in e-newsletters to promote the March 10 travel insurance webinar. Link to [webinar registration link](https://meetusi.webex.com/meetusi/onstage/g.php?MTID=e68430bc32479056c8cb75e82168d93d8). If a different size is needed, please contact your Client Manager.

*300x250 px*

An airplane flying in the sky

Description automatically generated with medium confidence A picture containing graphical user interface

Description automatically generated

*320x100 px*

Graphical user interface, text, application

Description automatically generated Graphical user interface, text, application

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*728x90 px*



**Web Banner Ads – General Travel Insurance Promotion:**

Right click on the image and “Save as Picture.” Then use on your website or in e-newsletters to promote your travel insurance program. Link to your organization’s travel insurance page. If a different size is needed, please contact your Client Manager.

*300x250 px*

An airplane flying in the sky

Description automatically generated with medium confidence Graphical user interface

Description automatically generated with medium confidence

*320x100 px*

Graphical user interface

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*728x90 px*

