

MEASUREMENT & THE THREE i'S

BARCELONA
12-14 June, 2018

Insights, Innovation and
Integration driving the future

Headline Sponsor:



amec 10th Global Summit on Measurement



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Chief Communications Officer,
AXIS Capital

 @jcohenPR



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Building a Communications Function Amidst Relentless Change

Risks, Rewards and the Evolving Role
of Measurement



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AXIS at a Glance

Category	Global (Re)Insurance
Market Cap	\$5 Billion
Locations	32 offices across 4 Continents
# of Employees	1,600+
Exchange/Ticker	NYSE/ “AXS”
Areas of Expertise	Specialty Risks, Emerging Risks

Where We Are On Our Journey

2001 START-UP

Provider of large capacity
for volatile lines in a "hard"
market

TODAY RELEVANT PLAYER

Relevant player in core markets with a
more diversified portfolio

TOMORROW LEADERSHIP

Top 3 go-to player for
specialty risks

Top 10 (re)insurer in
our chosen markets



Comms Goals (2016)



Goals

- **Shape the AXIS Narrative** – establish a distinct and compelling overarching brand narrative for AXIS and secure internal adoption on a global scale.
- **Generate Positive Brand Visibility** – heighten public visibility while showcasing AXIS as a category leader and innovator; Generate positive attention that will help advance our business objectives.
- **Strengthen Connection with Employees** – introduce enhanced internal communications approaches that will improve the flow of information throughout AXIS, galvanize and motivate employees.



Telling the AXIS Story



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Engaging our Staff



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Building Communities



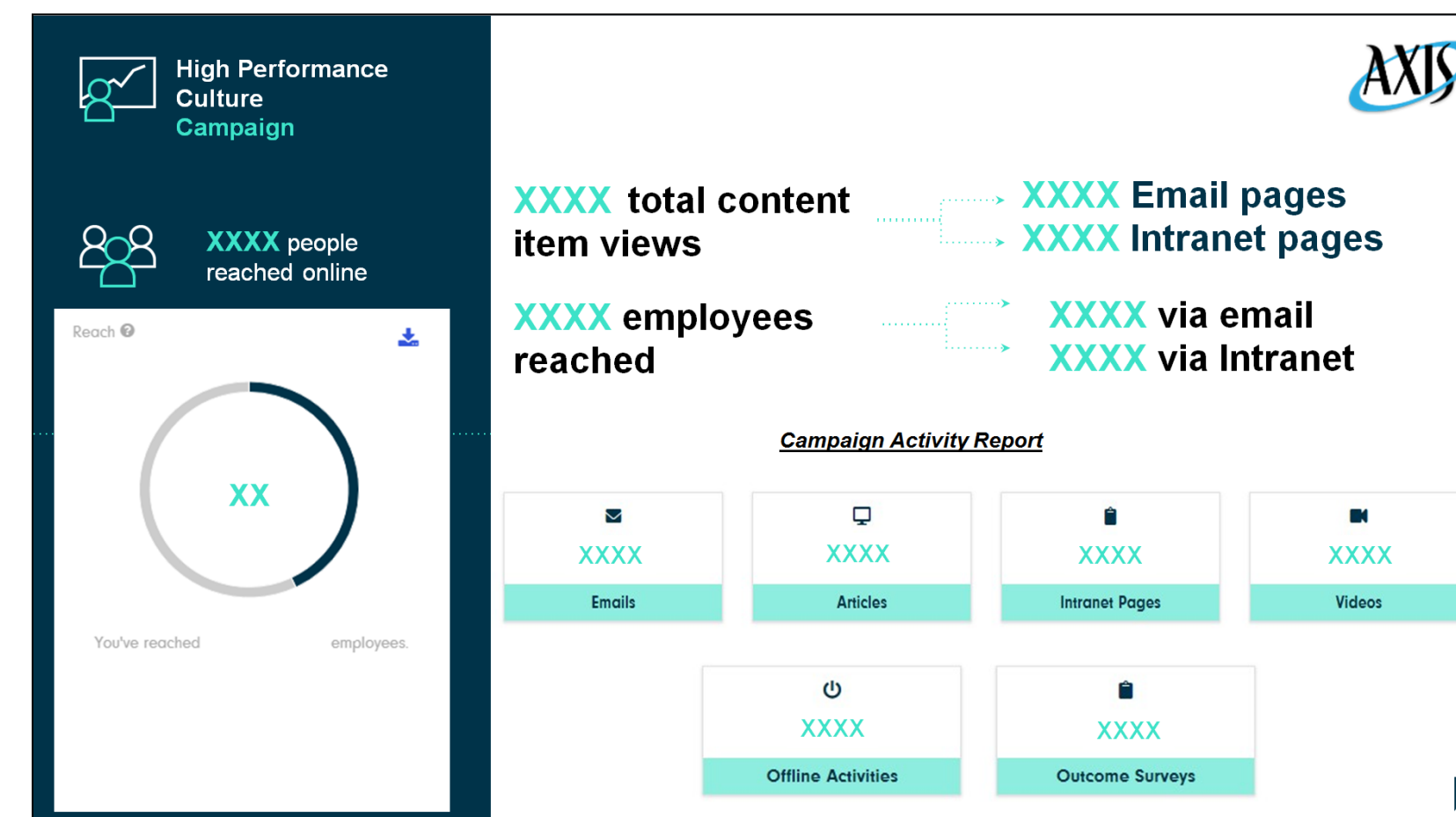
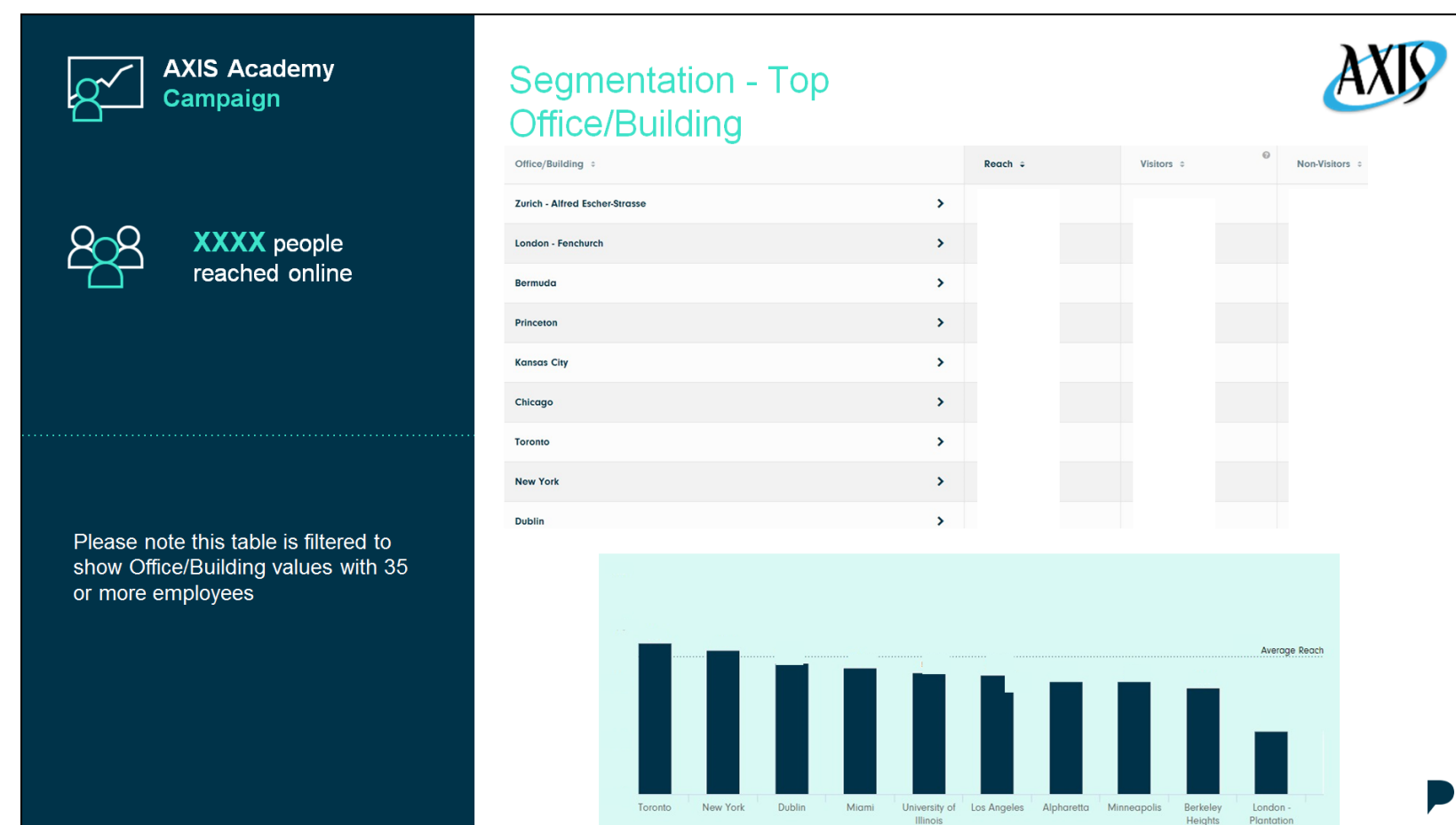
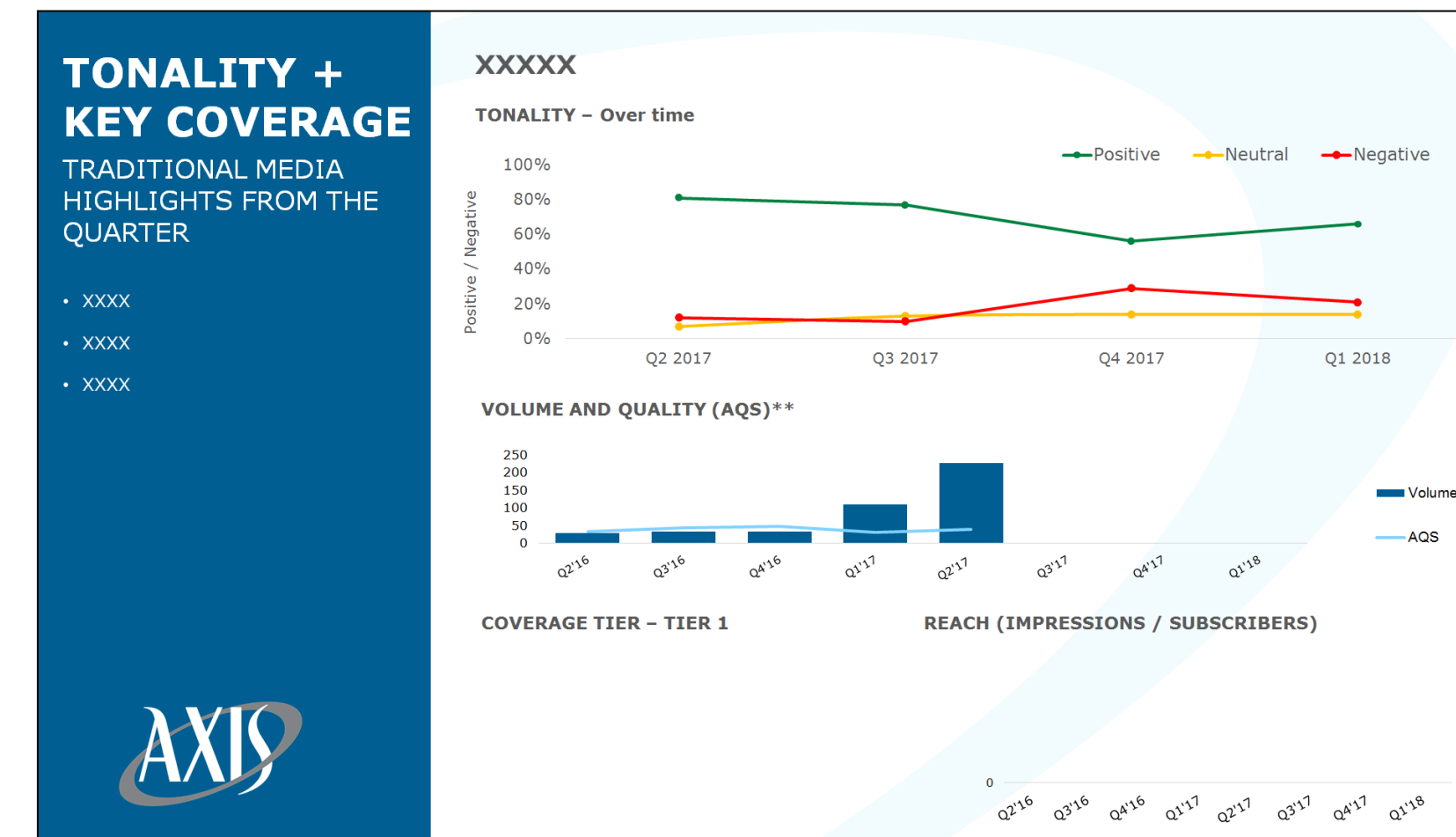
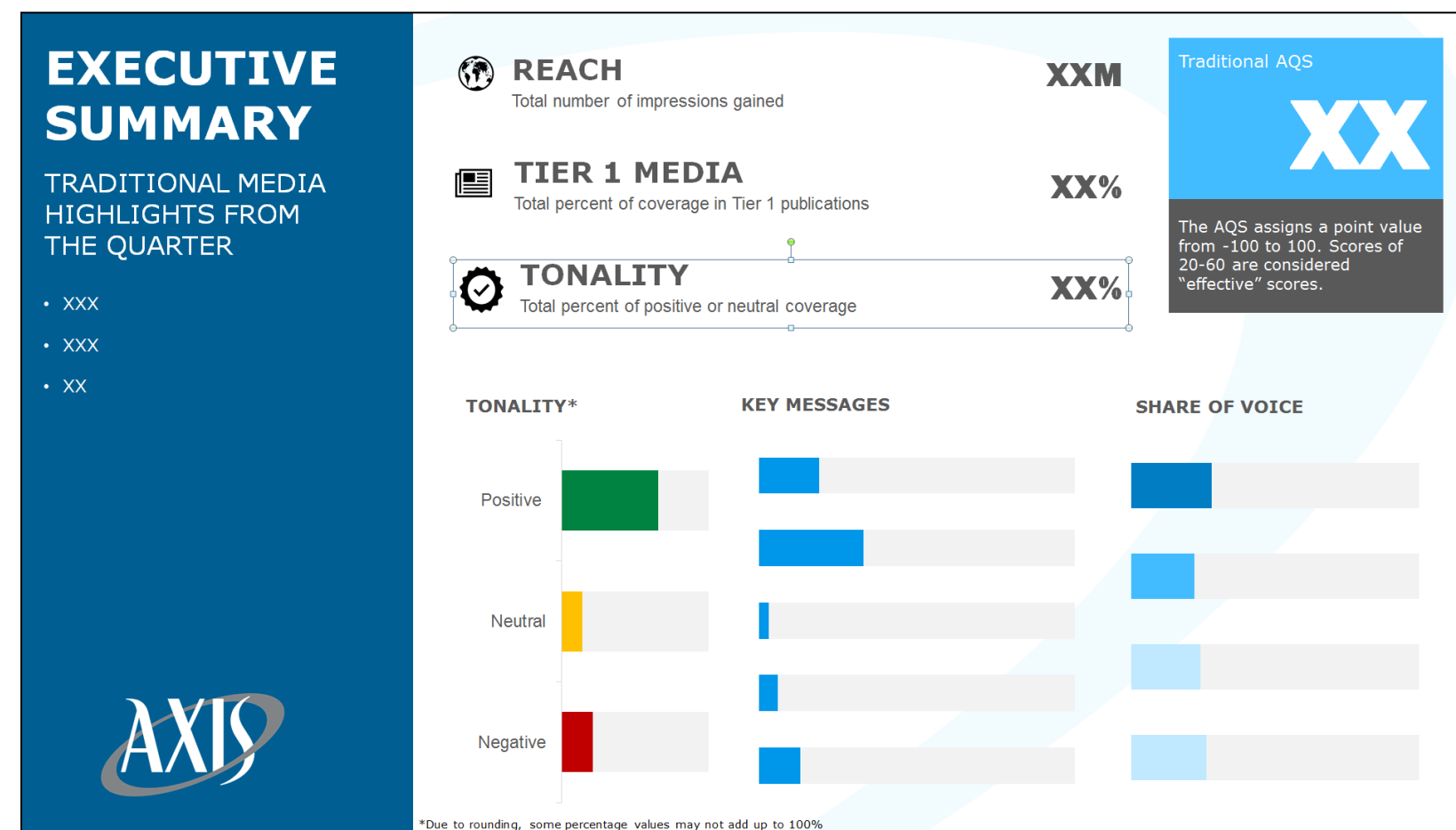
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Measuring Our Impact (Years 1&2)



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Larry's Letter

“Without a sense of purpose, no company, either public or private, can achieve its full potential.”

**Larry Fink
Blackrock Chairman and CEO
January 16, 2018**

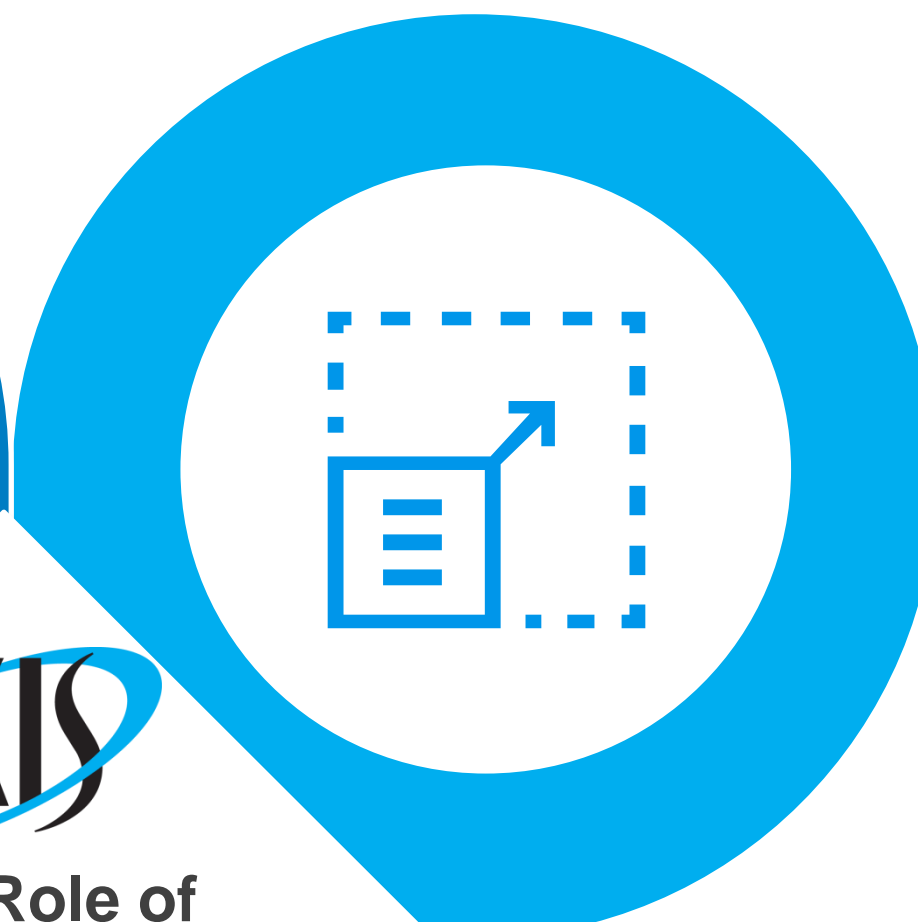


Current Communications Priorities

**Strengthen & Protect
Brand Reputation**
Business goal:
Deliver on 2018 business plan



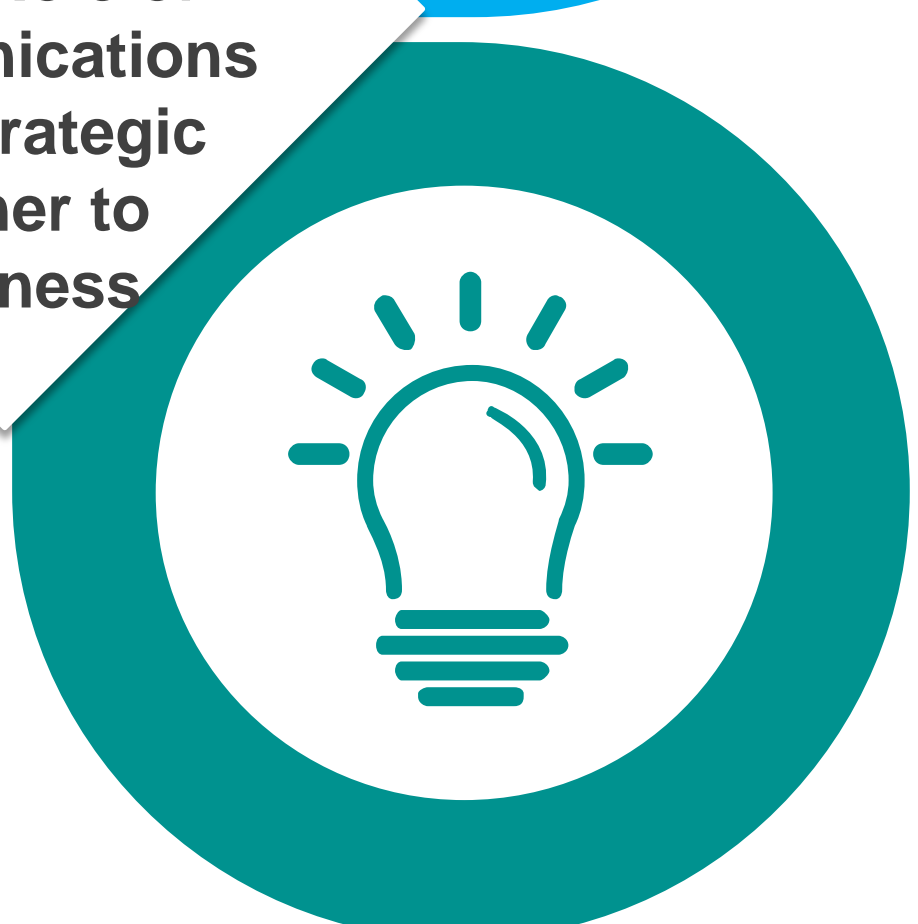
**Shape Narrative
Surrounding Transformation**
Business goal:
Implement transformation



**Grow Reputation as
Employer of Choice**
Business goal:
Attract top talent to AXIS



**Elevate Executives as
Thought Leaders**
Business goal:
Deliver on 2018 business plan



AXIS
Grow Role of
Communications
as a Strategic
Partner to
Business



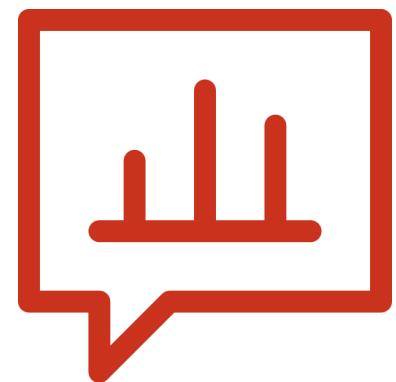
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AXIS Measurement Journey On the Horizon



- **Transformation** – measure impact of communications in helping to drive understanding and adoption of transformation program.



- **Talent** – measure impact of employer branding communications in attracting top talent, from first contact through employment.



- **Purpose** – measure impact of communications in helping to drive internal and external goals (employee participation, community impact, etc.)



Q&A



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