

## MMA on the Move

Go Red for Women Luncheon - February 2017



Welcome to **MMA on the Move**, your inside look at how Marsh & McLennan Agency continues to build strong relationships with clients and prospects while delivering exceptional world class service with a personal, local touch.

Kelli Viera, Managing Director from our Rhode Island office, as well as an active member of the RI/Southeastern Massachusetts' Go Red for Women Executive Leadership Team, told us more about her luncheon experience. In our interview with Kelli we learned why she attended the luncheon, how it benefited our clients and prospects, and what the biggest take-away for her was.

### **Q: Why did Marsh & McLennan Agency attend/sponsor/participate/host this event?**

A: Go Red for Women encourages awareness of the issue of women and heart disease, as well as taking action to save lives. As we advise clients on how to improve the health of their employees, this organization and event align well with our daily work and mission.

The Luncheon is the organization's signature event; this year, more than 700 guests attended and we raised over \$50,000 this day alone, bringing our total funds raised to over \$400,000!

### **Q: How did this event benefit our current clients and potential prospects?**

A: Prior to the lunch, our guests enjoyed the Festival of Red and unique breakout sessions related to both physical and financial health, followed by a heart healthy lunch, inspiring stories of survival, as well as a fun and engaging presentation by our keynote speakers, Adrienne and Stephanie Vendetti from "How to be a Redhead." Everyone enjoyed a day of networking, re-connecting, and learning while supporting an important cause for the entire community.

### **Q: What was one of the biggest take-aways we can share with our clients and prospects from this event?**

A: Effort and spirit are the backbone of progress. It was the effort and spirit of the individuals in the room who believed in the mission and created an opportunity together to continue to help others in this fight against heart disease and stroke.