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# About RRM

## Not Just Another Community

Restaurant Risk Management (RRM) is the global risk management center for information and learning on risks in the restaurant and foodservice workplace.

Our audience is one of the largest employers in the United States, with more than one million restaurants and 13 million employees.

RRM provides one hundred pages of information, self-assessment tools and our own proprietary safety training videos suitable for staff, managers and owners to better understand and manage restaurant-related risks.

RRM assists operators in claims reduction, claims management and loss control. By managing risk, losses are controlled, which may lead to a reduction in insurance premiums.

RRM believes a basic understanding of risk management is necessary for the safety of both employees and customers. Moreover, by reducing restaurant risks the costs of doing business are reduced as well.

At RRM, we are dedicated to providing the best possible information, tools, and learning materials to all members of the restaurant community.

Learn more about RRM by watching this introductory video:

<http://RestaurantRiskManagement.com>



## Key Topics

The RRM program offers in-depth information in the following areas:

- Alcohol Risk Management
- Customer Claims
- Human Resource Claims
- Food Risk Management
- Medical First Response
- Policy and Procedure Guidelines
- Property Claims
- Risk Assessment
- Safety Training Videos
- Worker Claims

# Excellence in Education

## Real-World Knowledge

The material presented on the RRM web site has been prepared and peer-reviewed for accuracy and industry best-practices.

The developers of RRM have extensive restaurant insurance and restaurant operational experience. Based on this real-world knowledge, we have identified the most common causes of accidents and claims and developed this program to assist restaurants in risk awareness, education and prevention.

RRM focuses on four key areas of risk and claims:

- Employees
- Customers
- Property Loss
- Human Resources

In addition, our proprietary safety videos are presented in both English and Spanish:



## Our Goals

- Embrace educational excellence in the field of restaurant risk management.
- Provide top-quality information and learning to develop risk management strategies across the entire restaurant and foodservice industry.
- Author and maintain a state-of-the-art learning system.
- Reduce risk, and claims, in our user's businesses.
- Equip our industry with currently unavailable resources.

# Message Placement

RRM offers two options for placement of your message:

## Channel of Interest

Each Channel focuses on subject matter that may appeal to a particular audience segment. Channels deliver dedicated content relevant to that Channel's audience. Channels are comprised of multiple pages of content and are accessed from the main navigation bar.

Content is supplied by both RRM editors and credible outside sources that form a body of inter-related and complimentary information with appropriate cross-Channel references.

The Channels are organized to present users with the key elements necessary for a fully-informed understanding of the subject Channel. Multi-Channel placement programs are customized to the unique needs of your target audience.

RRM offers the following Channels, each of which has its own landing page:

- **Safety Training Videos**
- **Employee Claims**
- **Customer Claims**
- **Property Claims**
- **Human Resources**
- **Risk Assessment**
- **Risk Library**

## Key Landing Pages

In addition to Channel placement, advertisers are afforded the opportunity to display their message on Key Landing Pages throughout the web site.

The site has both public and private (restricted-access) pages. Access to full-site content is provided through login. Upon login, the user is redirected to either a generic or user-specific landing page.

RRM offers a special point of entry for insurance agents, brokers and their clients, which provides additional opportunity for targeted messaging.

RRM offers the following Key Landing Pages:

- **Public Home Page**
- **Agency / Broker Home Page**
- **Client Login Page**
- **Agency / Broker Login Page**
- **Table of Contents** (public or private)
- **Facilities Management** (public or private)
- **Food Risk Management** (public or private)
- **Medical First Response** (public or private)
- **Policy and Procedures** (public or private)
- **Forms and Checklists** (public or private)
- **Public Channel Landing Pages**



# Placement Opportunities

## Tune Your Message, Pick Your Place

Leaderboard: 1000 x 90



[CONTENTS](#) | [MEMBERSHIP](#) | [RECOMMEND](#) | [CONTACT](#)

[Member Login](#)

[HOME](#) | [SAFETY VIDEOS](#) | [EMPLOYEE CLAIMS](#) | [CUSTOMER CLAIMS](#) | [PROPERTY CLAIMS](#) | [HR CLAIMS](#) | [RISK ASSESSMENT](#) | [RISK LIBRARY](#)

Big Box: 275 x 300

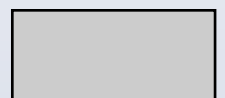
Banner: 700 x 60

Skyscraper: 275 x 600

**RRM offers a variety of size and placement options for your message**

Tiles: 75 x 75

Button: 150 x 75





# Creative Services

## Design Services

If you don't have the artwork but want immediate placement of your message on the RRM web site, our in-house creative services team will assist you in designing dynamic online advertising that will communicate your message in a convincing and clear manner. For more information, please contact your sales representative.

## Customized Content

For marketers seeking innovative representation, we will work with you to develop multiple impression strategies that go beyond traditional image branding.

If applicable, we will fashion a tie-in between your product or service and our audience. For example, content can be developed to deliver an educational experience or to illustrate how your organization provides a benefit to the restaurant community.

## Podcasting

If you have the topic, we have the audience. Tell your story in a compelling and engaging manner. Verbally present the value of your product or service and explain its benefits in a audio delivery solution customized to your needs.

## Online Video

Web videos are highly visible and can be full of information that grabs the attention of anyone in the restaurant industry. As people would much rather watch than read, online video delivers short and powerful calls to action.

Video can be positioned prominently on the appropriate page or pages, or can be accessed from one or more ads placed throughout the RRM site.



## Video Production

Simply provide us with your ideas and we'll help you show your story concisely and persuasively. Enjoy the benefits of broadcast quality high-definition video which can be used for multiple purposes. All web-enabled video produced by RRM is compatible with mobile devices.