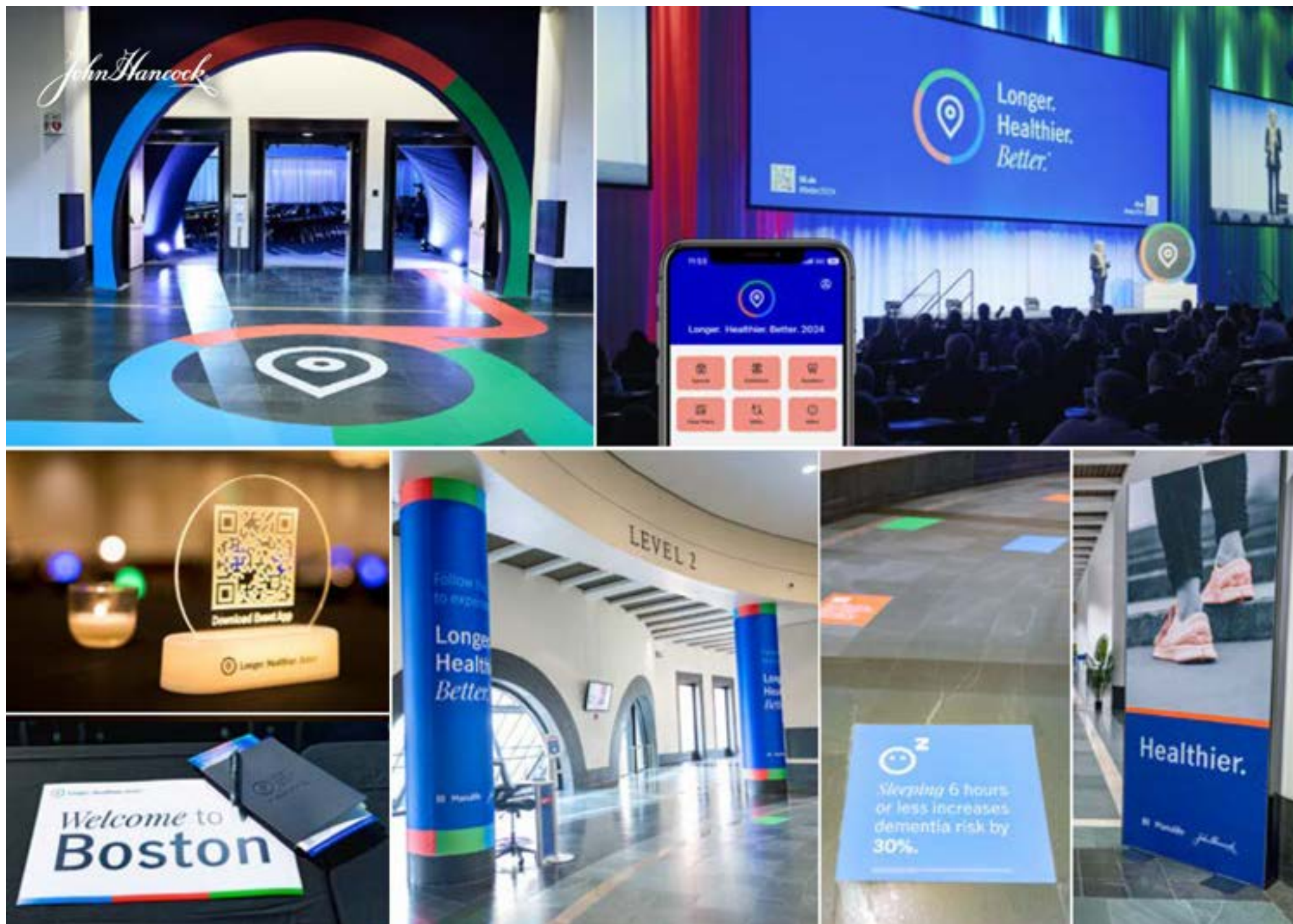


John Hancock: Second Longer. Healthier. Better. Symposium



Overview

Following a successful inaugural event in 2023, our second Longer. Healthier. Better. symposium welcomed more than 500 financial professionals (life insurance agents, wealth advisors, industry influencers) to Boston for two days of premium content centered around the future of longevity.

The Challenge

How do we make the second Longer. Healthier. Better. symposium bigger and better than last year's highly successful event? And, how do we do it in a space that is enormous and quite visually bankrupt?

The Solution

We created a theme that acted as a common thread. This allowed us to connect all the John Hancock activations and create a cohesive experience for our attendees — while evolving the event so attendees who were back from last year didn't feel as if they were at the same event.

Our "Premium Path" theme provided new creative territory, and also acted as a road map to bring attendees through this much larger event space. In addition, we peppered content throughout the experience which reinforced the concept of connectivity and how longevity is a journey made up of a series of actions which set you up for a better life.

[Watch the Intro](#)