

Andrea Racanelli of EPIC to Present on Social Media Marketing in the Transportation Industry at International LCT Show

SAN FRANCISCO, Calif. and LAS VEGAS, Nev., March 8, 2018 (SEND2PRESS NEWSWIRE) – EPIC Insurance Brokers and Consultants, a retail property, casualty insurance brokerage and employee benefits consultant, announced today that Marketing Communications Manager Andrea Racanelli of The Capacity Group – an EPIC Company will present at the International Luxury Coach and Transportation (LCT) Show on Tues., March 13 at 9 a.m. at the Mandalay Bay Resort and Casino in Las Vegas, Nev.



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In her presentation “How to Build a Social Media Strategy,” Racanelli will explain how to create a social media strategy for the transportation industry, the 70/30 rule on developing social media content, creating ads and boosting posts on Facebook, tools for scheduling social media posts for a month at a time and how to measure social media engagement.

Celebrating its 34th year in 2018, the International Luxury Coach and

Transportation Show is the biggest convention in the world for the luxury charter transportation industry. Set in Las Vegas, the event is the ultimate destination for operators around the globe seeking education, product showcases and peer-to-peer networking.

Click here to see the full agenda: <https://www.lctshow.com/schedule/schedule>.

About Andrea Racanelli, marketing communications manager:

Andrea Racanelli is the marketing communications manager for The Capacity Group – an EPIC Company, leading a team to create niche marketing programs in the transportation industry. With more than 20 years of experience managing communications, Racanelli is an expert in direct marketing, social media, events and trade show marketing.

Racanelli serves on the Marketing Advisory Boards for Ramapo College and Tuxedo Park School. She has a passion for mentoring and leads the intern program at The Capacity Group – an EPIC Company.

About EPIC:

EPIC is a unique and innovative retail property and casualty and employee benefits insurance brokerage and consulting firm. EPIC has created a values-based, client-focused culture that attracts and retains top talent, fosters employee satisfaction and loyalty and sustains a high level of customer service excellence.

EPIC team members have consistently recognized their company as a “Best Place to Work” in multiple regions and as a “Best Place to Work in the Insurance Industry” nationally.

EPIC now has more than 1,400 team members operating from 50 offices across the U.S., providing Property and Casualty, Employee Benefits, Specialty Programs and Private Client solutions to more than 20,000 clients.

With run rate revenues greater than \$400 million, EPIC ranks among the top 20 retail insurance brokers in the U.S. Backed by Oak Hill Capital Partners, the company continues to expand organically and through strategic acquisitions across the country.

For additional information, please visit: <https://www.epicbrokers.com/>.

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